Chalene Johnson: Hey there. Welcome to Build Your Tribe. My name is Chalene Johnson. Today I'm going to share with you the number one thing I've ever done in my business. This is an episode jam packed full of exactly how to build your email list by using video. I'm going to share with you exactly how I did it. How I created a thirty day video challenge and how that video challenge ... That free video challenge that I filmed from my home laptop computer with no special lighting, with no special cameras. How that free challenge helps to build my email list from anywhere between a hundred and a hundred and fifty thousand new emails subscribers every year. This episode was recorded live on Periscope. If you haven't downloaded that app yet, you're going to want to after this episode. Without further a due welcome to Build Your Tribe.

Speaker 2: Welcome to Build Your Tribe with your host Chalene Johnson.

Chalene Johnson: The first thing I have to tell you is that many of you probably know me, or maybe you don't. Nice to meet you if I haven't met you yet. My name is Chalene Johnson. I am a New York Times best selling author and most people know me. My notoriety comes from Fitness. I've had several number one fitness infomercials, but I want to tell you this. I did a number one fitness infomercial called Turbo Jam and that was in 19 ... No. It was in 2005 and it was a number one hit. I couldn't believe the money I was making and I couldn't believe how almost easy it was. When you're having that kind of success, when you're number one, when you're the face of and when you're on top. When you're the Backstreet boys, you feel like that's never going to end. I felt that way. I really thought, "Oh, this is going to be easy." "I just have to be me." "That's all I have to do." "I just have to be me and this is going to work again" and then I did my next infomercial. That was Chalene Extreme.

 I thought, "You know what?" "If it worked so easily with Turbo Jam, if I pour my heart into this program, it's going to be a huge success." I stepped away from my business and I really took a sabbatical from my employees, from building my own business. I started working on this program for my partner company which was Beachbody. We created this program. I poured my heart and soul into it. I trained people morning, noon and night. I did the research and the program was amazing. People were getting outstanding results. When the infomercial went to TV to air, I couldn't wait to get that first phone call from the producers to say, "Guess what?" "We've got another hit on your hands." That's not the call that I got. The first week it tested they said, "Hey, kind of bad news ... We don't know. "It's weird." "It's not doing well, but it's strange." "No one's calling pretty much." We think maybe something's going on and we'll test it again next weekend. Meanwhile, they're pouring millions of dollars into advertising to run these thirty minute infomercials on TV.

 I'm thinking, "It works." "I poured my heart into it." "It's going to work." Somethings got to connect. The very next Monday I got another phone call that it hadn't worked. This went on week after week, month after month. I really got into a funk. I got depressed. I felt like a failure. I felt confused. I felt like I had failed my family. I felt like I had failed the people who work for me. I was like, "I don't get it." It was devastating, but it also taught me a lesson. There's a piece of this when it's outside of your control that you have to chalk up to circumstance. To luck, to just the way the universe wants things to happen or God wants things to happen. For me it was a moment to realize that I needed to do things on my own. That what I was truly passionate about was helping people become entrepreneurs. I wanted to teach personal development. I wanted to teach people balance and how to put their relationships first. I realized I can't do that when it's not my project, when I don't have total control over this.

 I decided that I needed to number one, follow my heart. Yet I love fitness, but it wasn't my passion. It wasn't my purpose. I didn't see myself at sixty or fifty doing exercise workouts. I saw myself just helping and teaching people to feel better and to be better. To understand how to goal set and to get organized. I set out to write a book. I was like, "I know exactly how to do this." "I want to write a book and teach people my version of personal development." That is the concept of a push goal. I went to my agent ... The same agent who I was working with to get my first infomercial deal. I said, "Okay, I want to get a book deal." He said, "Hey, no problem." "I can get you a book deal like that." "We can shop you around in New York City and we can get you a diet book in like two seconds." I'm like, "I don't want to write a diet book." "I don't like diets." "I don't diet."

 "I don't even believe in diets." "I want to write a book about goal setting, balance and getting your whole flipping life organized." How to organized things from top to bottom. I want to write a book for people who don't know how to focus and need to learn how to do that, like me. He said, "You can't do that." I said, "Why?" He said, "Because you don't have a list." "You've sold millions of DVDs, but you don't have an email list." I'm like, "Okay, so how do I do that?" That's what I'm going to share with you tonight. Exactly how in thirty days I created a video ... A mini video course and gave it away for free. Teaching people my method of getting organized and how that same free video series that I filmed from my desktop computer ... How that free program has helped to build a relationship with many of you. The way that I was able to become a New York Times best selling author, is not by writing an amazing book. That's a fallacy. I don't care how good your book is. I don't care how revolutionary it is.

 You can write the most revolutionary book that was ever written in history and it may not become a New York Times best selling author. There's one way to do it. One way and you need an email list. An email list gives you freedom. A list of people that you connect with who are lifers. That's how you create passive income. That's how you create a relationship. That's how you serve people and then you ultimately can control that platform because y'all we don't control Twitter. Periscope can go away tomorrow. You're Instagram can get hacked. Your Facebook can go away. All of those things. Here's what I did. You ready? Take out a pen and a piece of paper because I'm going to have you do this too. I created a video teaching what I knew how to do and that's what you're going to do. Okay. You're going to create these mini videos and here's your assignment. You're going to pick a topic. Any topic that you know really well because you've been through it.

 Nine times out of ten this needs to relate to a challenge. Something that you struggled with. You have to share your answers. We're going to do that by creating a video, a mini tutorial. Something that helps other people get through whatever it was that you've been through, like my friend Jenn. When we did this the other night I said, "Okay." "I want you to think of something that you've been through that was really difficult, that now you know you need to help other people get through it." Jenn what was your ...

Jenn: Getting through something traumatic that happened in my life. That was when my husband was diagnosed with cancer. I had five do's and dont's on how to get through that.

Chalene Johnson: That's what Jenn is going to do. She's going to share in her freemium, her video challenge, her tutorial ... She's going to teach people how to get through something tough.

Jenn: I'm going to break it down.

Chalene Johnson: That's what I want you to think about is some kind of tutorial that you can teach people how to get through something that now you're like, "It's so obvious." "Do people really not know how to do this because I have come to grips with it?" "I understand it." "Do people really still not know how to do this?" Yeah. They don't. You're going to teach people how to get through or to overcome or a tutorial, or whatever it is. You're going to share that with people. I'm going to teach you how to do this in a really awesome way that's incredibly thorough because I'm a terrible student. Which I think makes me a good teacher because I have a bajillion questions. I'm always like, "I don't get it." I think that makes me a good teacher because I'm always like, "Explain it." "Tell me how to do it." It drives me crazy when people say, "Okay, here's what you do." I'm like, "Okay, that's great that, that's what I need to do." "Tell me how." All right. I said, "Jenn, that's your assignment."

 I want all of you to pretend that tomorrow you have to film five videos, teaching whatever it is that you're going to be teaching. Jenn, I asked to do the same thing. I said, "Now you've got to film this tomorrow." "I'll give you one opportunity to ask me every single question you could ever possibly need to know about that course." Rapid fire, here come the questions. I promise that we're going to get to your question because she's created such an exhaustive list, of the same questions you have about creating this freemium. Jenn, hit me up.

Jenn: How does somebody figure out their topic?

Chalene Johnson: You need to ask your friends because you're way too close to it. Did you ever think that's what your freemium should be?

Jenn: No. I help people in fitness. I had no idea that it was related to my struggle.

Chalene Johnson: Because that's what she's going through and that's what people are attracted toward because they're going through their own hard times. Maybe it's bankruptcy or a divorce, or the death of a child, or learning that your spouse had an affair. Or finding out that you've just lost your job, or you've just received a really terrible diagnosis with your health. Jenn has found a way to help people get through tough stuff and changed their attitude. I'm like, "That is so incredibly valuable," and you've been through it. You've got to share that with other people. This is why God puts challenges in our lives. I believe, so that we can teach other people how to get through this stuff. The first thing you have to think about is what have you been through, just maybe even not too long ago?

Jenn: You don't think it ever has to relate to business?

Chalene Johnson: Does it have to relate to your business? It does not. It doesn't because here's what it does relate to. It relates to you. If it relates to you then you're going to connect with like minded people. Whatever your business is there are probably a lot of people who just want to connect. We don't do business with people just because of their business. We do business with people because of them, who they are. People are going to connect with you first. Will some of those people look at the business that you're involved in? Yes. Next question.

Jenn: Absolutely. Once I figure out what I want to teach or share, how do I figure out how to break that down?

Chalene Johnson: Okay. Great question. Here's the mistake that I made and something that I would never do again. I would never do a thirty day video challenge ever again because our mindset is changed. That was in 2009. People can't pay attention for thirty days anymore. It's over. That's done. The first thing I would do is say, "What could I teach in five to ten short lessons?" In other words, if you're going to share something ... Let's say for example what you're going to teach people is how to be relaxed on camera. I want you to just come up with seven tips or ten tips. No more than ten though. Once you figure out those tips, try to come up with a number. Each one of those tips is a short video. I think thirty is too many, way too many. I think seven is about right. Seven to ten helps us to build a relationship.

Jenn: What about five?

Chalene Johnson: Five is great too. The question is, is five too few?

Jenn: Right.

Chalene Johnson: I don't think so. Especially if you have something to follow up with like maybe a webinar. I think about spending time with people. For those of you who are new, maybe this is the first Periscope you've ever watched with me. See you don't really have a relationship with me. You don't know who I am yet. I think that the short videos are ideal. Your topics need to be cut into five minutes or less. The best way to do it is to go, "Okay." "Here's the topic I want to teach." "If I were to just share the first seven to ten tips, what are they?" Each one of those tips or each one of those topics becomes your first videos. Next question.

Jenn: Should I record in advance as opposed to being live on Periscope?

Chalene Johnson: Ah. Okay. That's why I'm talking about Periscope because if you just get in front of the camera and teach, you've forgotten how hard it was and the questions you had when you first started. The reason why I want you to do these trial runs on Periscope is because Periscope is interactive. People are going to ask in the questions, questions that you hadn't thought to address once you do go to film the final version. Let's say you come up with five tips. You're like, "Okay, tonight I'm going to do my first tip on Periscope." Questions are going to come up in the feed that you're like, "I hadn't even thought about that." "Do people not even know that?"

Jenn: Yes. Oh my gosh.

Chalene Johnson: "Oh my gosh." "I need to include that in my next attempt." That's how you practice. You see we're not good at teaching things we already know. You tell your kid like, "Get on the bike ... You just get on the bike and you ride, but you forget. You forget all of the little nuisances, all of the questions you had before you were the expert you are today.

Jenn: Okay. Let's say I bomb it, stumble through it. How long should I wait before I do it again?

Chalene Johnson: Do it again immediately the next day.

Jenn: Immediately?

Chalene Johnson: Yeah. Totally.

Jenn: Okay. Cool.

Chalene Johnson: You know why because that's what I love about Periscope. If you don't like it, you can delete it.

Jenn: Oh. That's cool. Didn't know that.

Chalene Johnson: If you film it at night, there are likely people who won't see you and see that same content if you go and film it the next morning, while it's fresh and you've written down those great questions. Do it quickly.

Jenn: Okay. How do you create an intro for yourself?

Chalene Johnson: Okay. Quickly, what do you want people to know you for? I want to be known as a person who helps people build an online business and start by building their email list. You have to create a quick intro very fast that gives you credibility related to what you're talking about. Jenn, even though you are a very successful business woman and you help people start their own businesses, you want to lend credibility to the topic that you're discussing. You would want to say, "I'm Jenn Delvo." "My husband I have been living with the diagnosis of a grade three brain cancer tumor for x number of years." "I've helped x number of people deal with devastating news, catastrophic diagnosis, get back on their feet and find the silver lining." Your bio for this particular video should lend credibility for the reason why you're speaking on this particular topic.

Jenn: What if you don't yet feel like an expert like it's your first podcast in your life?

Chalene Johnson: Totally. Good question. Here's the deal ans I struggled with that too. I'm like, "How can I teach list building if I've just learned it?" Let's go back to push. When I created my thirty day videos on how to get organized and create goal setting using your iPhone ... A thirty day push from my iPhone which I just dropped. Thirty day push is a free video training course I created teaching people how to do goal setting. How to figure out their priorities, how to go after their goals and to get their life organized. Now do you think that I'm the first person whose ever taught this stuff? No. Do you think that I felt like I was an expert when I started creating my course? Absolutely not. In fact I learned if from a whole crew of other experts and by reading books. By studying Brian Tracy, by studying Napoleon Hill and so many other greats in the personal development industry that I did not feel as though I should call myself an expert. I still don't call myself an expert. Here's what I want you to remember. You are an expert at the way you do it and only you.

 You don't have to be a therapist to help people through a tough time. You just have to have your own unique way and you want to share your experiences. Yeah.

Jenn: Yeah. That makes sense. Okay. Cool.

Chalene Johnson: You never have to worry about calling yourself an expert. If someone else wants to say there's somebody else who does that, or you're not the expert. I say, "Yeah." "I know." "I'm the expert at the way I do it and hopefully this is helpful to others."

Jenn: Ready?

Chalene Johnson: Yep.

Jenn: How long should each video be?

Chalene Johnson: Short.

Jenn: How short?

Chalene Johnson: A lot shorter than mine because our attention span is shorter. Thanks to Instagram, Vine videos and everything else. They're shorter, they're more precise and they're more content related. The quicker you can get to the point the better.

Jenn: Cool.

Chalene Johnson: You respect people's time that way.

Jenn: Yeah. Can I actually use my Periscope to record, for the recording?

Chalene Johnson: You could. Now right now I've heard rumors that Periscope is soon going to be offering landscape view.

Jenn: Oh. That's nice.

Chalene Johnson: Here's what I would recommend you do. I like Periscope for you to do this because it's live. When you're live you're under pressure. You deliver. You don't over think it. You don't stop and go, "Oh that sounded dumb." You're just under pressure to get it right. Why not build your audience while you're recording it and at the same time create content that becomes your freemium? Here's my recommendation to you. We're recording this from an iPad or you could be recording it from your iPhone. What I would suggest you do is right next to that tripod, I would set up a tripod with a really good camera. This is a really great camera that all of the video bloggers and YouTubers are using. It's about five hundred dollars which is a lot. You could use any camera and I didn't use an expensive camera. Do you know what camera I used? From my Apple laptop. What's that called?

Jenn: MacBook.

Chalene Johnson: MacBook Pro. That's what I used. It was janky and really bad quality, but it worked. I'm delivering content. It's less about the quality of the video and more about the audio quality. That's important and the content.

Jenn: Okay. We need a mic?

Chalene Johnson: Yeah. You do. I really strongly encourage people to use a mic because your audio needs to be fantastic. I've done several different Periscopes on audio equipment. This is the Rode lab mic. R-o-d-e and it plugs right into your iPhone or your iPad.

Jenn: Special lighting.

Chalene Johnson: Yeah. I would recommend good lighting, but there's no better lighting than daylight. Again the videos I created from my laptop were lit so bad and people still shared that opt-in. People are still opting in today. I know a lot of people say, "The lighting has to be great." "The audio has to be great." "The content has to be great." The content and the audio are the two things that have to be on point.

Jenn: How about getting people excited for your next video? You're breaking your topics into individual videos. Right?

Chalene Johnson: Yep.

Jenn: Okay. Let's say you're going to teach people how to switch from being a meat eater to vegan in seven videos. Your first video needs to be your story. Start with story.

Chalene Johnson: You're going to say in 2009 on my birthday we were going to eat ... The first thing you start with your story and you lay out the problem. By the end of that video you're going to address your first solution. In that first solution you want to organize your solution so that each solution keeps getting better and better and better. You want to say in my next video I ... You get them excited about the content that's coming next and you want to give them a homework assignment.

Jenn: What about a background?

Chalene Johnson: Oh. You mean like the setting?

Jenn: Yeah. Does it need a white background?

Chalene Johnson: Yeah. Well a lot of my academy videos we filmed on a fully white background. Again my thirty day push videos ... We filmed all of those in different rooms of my house because I was just looking for a quiet room. Little did I realize I was really building a connection with people. They were getting a taste of who I am, how I live and lifestyle. I'm not a fan of the all white back job. It's really hard to light. It's really expensive to light. It's difficult to do. I'm not a fan of most people doing it. It is the way we film a lot of our academy videos, but it's hard to do. It's expensive and I don't think it's necessary.

Jenn: Okay. That's good to know because I was looking into it. Okay. What about how to start off each video?

Chalene Johnson: Yeah. Write this down. You're very first video you need to start off with a story.

Jenn: Right.

Chalene Johnson: You start with your introduction, why you are here? That begins with a story. People tune into story. You tell the story and then you lay out your first solution. Each and every video you need to do that same intro because there are people that are getting to know you. You're building trust and you just never know when someone's going to share one of those videos. That's an opportunity where you have to reintroduce yourself. This is a freemium. That means it's going to people who don't know you. They don't know your stories. You have to say, "I am a New York Times best selling author." "I am the creator of the Marketing Impact Academy, Smart Success Academy and several fitness infomercials." "I am here today to help you get your life organized with this program I created called The Thirty Day Push."

Jenn: I wouldn't start it with in 2009?

Chalene Johnson: Very good question. No you don't need to start off each video for your freemiums with the story. You do need to start of each video with your intro and your bio.

Jenn: Got it. What about ending them? How would you end the video?

Chalene Johnson: Every video that you end needs a call to action. Your in charge of the relationship. Think of each video as a date. If you're the person who really wants to continue this relationship, you need to say, "Hey, we should do this again." Right? Never leave that opportunity on a whim. We have so many distractions, so much competition for our attention that you need to end every single video with a call to action. For example, what's your first tip?

Jenn: My first tip is don't panic.

Chalene Johnson: Don't panic?

Jenn: Remain calm.

Chalene Johnson: Okay. Maybe in your first video you would say, "Your homework assignment today is to create a list of just a few names you can think of." "People in your life who help you to feel calm." That person you can call when everything's going crazy and you're like, "Hey, don't worry." "Everything's going to work out." You're always giving people a homework assignment because that's an interaction. It's like now we're creating a relationship. When I'm giving you a homework assignment and you're leaving me a comment, or you're forwarding this challenge to somebody else, now we're creating a relationship. You're training the people who are your lifers. That's how this works. I'm going to give you things that are going to make you better, but you've got to follow through. Accountability is key.

Jenn: Okay. What about music and fancy graphics?

Chalene Johnson: Not necessary. Totally not necessary. It looks cool, but it's expensive. Do you care? Don't you just want content? Do you need a fancy (makes sounds)? A graphic logo flying in and then you're like, "Okay, he's got credibility." "He's got a flying logo." I think those are the things that people think they have to do. They allow it to be the thing that stops them because they're like, "It's so simple," but simple is better. We like simple. Simple makes us believable. In terms of music I would use royalty free music in your intro if you want. Again you don't need to.

Jenn: What about recording them in one day? Should you do that? Probably not with Periscope.

Chalene Johnson: You could. You totally could.

Jenn: Really?

Chalene Johnson: Yeah. A lot of my thirty day videos ... In fact if you'd like to see them just to see how this all plays out and how I created them, you could see everyone of them. It's free. You go to 30daypush.com. That's 30, the number 30daypush.com. As you go through those videos you will see that there are many videos that the lighting is poor. The sound quality isn't that great. What was your question?

Jenn: Can you record them all in one day.

Chalene Johnson: Oh. That's what I was going to say. In a few of them I'm like, "Oh my gosh." "I'm not going to be able to record tomorrow." I recorded three or four in one day and I just changed outfits.

Jenn: Yeah. Perfect.

Chalene Johnson: As long as you're prepared you can record that. Thank you for whoever pasted that in there. You can definitely record more than one video in a day. Just change outfits if that makes sense. Again you don't even have to do that. In my academy videos I just want them chunked into bite size videos so that people aren't overwhelmed.

Jenn: Okay. Here's a big one. How do you remember what you're going to say?

Chalene Johnson: Ah. Great question. How many of you are worried about being on video because you think you're going to forget what you need to say? You want to have a teleprompter and you're just afraid you're going to stumble. Give us thumbs up if that's a concern for you. You're not sure how you're going to remember this content. I'm getting lots of, "Me, me, me." "Hands up, hands up." Here's how I record those videos. Here's a great editing tip. Are you ready? You don't need a videographer for this. All you need is your own camera and you're going to put your notes in front of you. Here's what I do. I write out my notes and I don't write them word for word. I write down a few sentences that help me to remember the point that I want to make and I have the camera rolling. This is a great time saving tip. You can do this on Periscope too. We did it the other night.

Jenn: Mm-hmm (affirmative).

Chalene Johnson: You've written out all your notes and you're like, "Okay, my first tip was to stay calm." What I want you to do is to create a list of people who help you feel calm and relaxed. That's my first tip. See then I freeze and I hold a real smile for a long time. I don't cut the camera and then I break eye contact and go, "Okay, what was my next point?"

Jenn: Oh because then you edit the video.

Chalene Johnson: Yes.

Jenn: Got it.

Chalene Johnson: That's a time saving tip because in the beginning I would be like, "Okay, I'll record my first tip." I'd shut off the camera and then I'd have to set the camera all back up again. It just sucked and it took forever. I'm like, "Okay, I'm just going to freeze frame my smile," because that gives the editor ... Which you're not going to be the editor. We're going to send this off to Elance, have it done inexpensively and professionally. You are going to what services for an editor? You go to Elance. That's E-l-a-n-c-e. Elance.com. Not they're going to need a clean cut. If you're like, "That's my first tip," just smile when you need your tip. Keep the camera rolling and then go, "Okay, let's see." Let's say your next tip is to join a support group. The camera's still going and you're like, "My next tip is to try to find people who've been through what you've been through." Okay. All you're going to do is just write down generally your tips. This is just my personal opinion. Don't write things out word for word. That's going to freak you out.

 Dude, if you don't know this backwards and forward then you shouldn't be making a video on it. You know this backwards and forward, you're just nervous. That's why you're going to use Periscope to get over your nervousness because you're going to just keep recording this over and over and over until you're like, " Oh I know this." I so know this." It's just experience. Doing it over and over and over, watching the video and going, "Oh, that was kind of annoying." Eventually you're going to go, "Okay, that wasn't that bad." "I think I can do this for reals, for reals."

Jenn: If you really hate how you look or sound, how do you get past that? Do you have to do it over again?

Chalene Johnson: That's such a good question.

Jenn: Is it just because you're nervous and you don't like seeing yourself?

Chalene Johnson: Probably. Yeah because the more you see yourself on camera the more you are just like, "Okay, I'm numb to it now." "I just got to get over it." Here's my suggestion to you. What's more important? For you to think that you're perfect on camera or for you to get your message out? I believe that you've been through what you've been through because you are meant to help other people get through that. You have to get over yourself and you have to get past it. No one's every happy with their voice or the way they look on camera. Do enough that you're like, "Okay, I can handle that." Maybe it makes you feel more confident if you have a really great light. Right now this ring light makes us look so well lit. If this light was not on, I don't know if I would be filming this.

Jenn: Me neither.

Chalene Johnson: Right?

Jenn: Totally.

Chalene Johnson: Maybe you invest in a hundred dollar light and that's the thing that you're like, "Okay." "Actually it doesn't bug me so much now that I have this really nice light." You got to get over it because your message is much more important than you feeling like you look like a super model on camera.

Jenn: Is a video or a series of videos enough as a freemium opt-in?

Chalene Johnson: Heck yeah. How many times have you given somebody your email to opt into something because you're just like, "I just need a cheat sheet, or I just need a checklist." "I need a whatever." Here's why I love a video series as a freemium. It's such a deep relationship. You're not getting a checklist from me. You're getting me. I'm getting you. You're going to take care of me. You're going to look me eyeball to eyeball and help me get through this. Learn this, understand this, master this. That is deep and that's how you create a deep relationship. I love video as a freemium.

Jenn: Okay. Once the videos are created, how do you get them to the people?

Chalene Johnson: Okay. That's the piece that everybody misses. You know why? Because they're so busy doing stuff in social media to get a following and then they're like, "What do I do with this following?" Well you got to create a freemium first. I'm a stickler about this and here's some tough love. You ready? I'm about to get real sassy pants on you. Stop trying to get a following on Periscope. Stop trying to get more likes on Facebook. Stop trying to get everybody to share your videos on YouTube. Stop trying to get everybody to follow you on Instagram. Don't do another thing until you create your freemium. Because in my personal opinion if you're just on social media for a popularity contest of likes, hearts, followers and subscribers, you might as well be in ninth grade because what's the point? That's a big popularity waste of time. You should be in social media because you have something to share. Before you go there, figure out what it is you're going to share.

 Put the next two weeks on hold. You're like, "You know what?" "I'm not going to do anything of Facebook." "I'm not going to do anything Instagram." "I'm not going to do anything on Peri ... I'm going to create and I'm going to practice on video. Okay. I'm going to allow you to be on Periscope because I want you to get real comfortable making videos that deliver great content. You can go back to social media with a purpose other than popularity. Have a purpose other than popularity. Who cares how many likes, hearts and subscribers you have? Who cares? You need to help people. When you help enough people ... There's some great quote that I'm going to mess up. We'll let somebody else paste it in there. To summarize, when you help people get through things it's amazing how richly your life can be blessed. Let's see. Next question.

Jenn: Last one.

Chalene Johnson: Oh. Okay. Cool.

Jenn: How do I promote the fact that I have this series or video tutorial out there?

Chalene Johnson: Okay. Once your freemium is created then you go back to social media. If you'll notice on almost every Instagram post, I'm referring back to a freemium. Every single podcast that I record I say, "Hey, by the way I've got this" and I reference one of my freemiums. You can check out my courageous confidence club by going to ... For more tips on how to improve your Instagram go to getigimpact.com. If you'd like to learn more about how to use Periscope to build your email list, go to periscopeisdope. We just bought that domain today so you can't have it. Whenever you're delivering content you're saying, "By the way here's something if you want it for free." Every single social media post, every podcasts, everything you do, even when you speak, it would be great for you to reference this free thing that you have. You're going to know the questions that you need to answer. We were game ... What do you call it? Role playing today.

Jenn: Yeah. Definitely.

Chalene Johnson: I said, "Jenn let me give you an example of how you can do this." I said, "Jenn what's your first tip?" You said?

Jenn: Remain calm.

Chalene Johnson: Remain calm. I go, "Okay, now I'm going to be the skeptic." "How do I do that?" She's like, "You just have to do it." I'm like, "No, but how?" "How did you do it?" She was like, "Okay, I did this, this and this."

Jenn: You have to think through it.

Chalene Johnson: Now if you were just making that video you might not have thought of the how.

Jenn: No. You definitely need to do research.

Chalene Johnson: Yeah.

Jenn: Research, think about it and get into other people's lives in a different situation. Maybe something similar. Something traumatic which is different.

Chalene Johnson: That's really good advice.

Jenn: Yeah.

Chalene Johnson: Yeah because if you're only teaching your own story, you're not sharing other examples, it just becomes anecdotal. When we were going through that, did you actually try to take yourself back to when you were in that?

Jenn: Yes, but then I tried to think about it in somebody else's shoes, going through something different.

Chalene Johnson: Oh. That's good.

Jenn: Yeah.

Chalene Johnson: All right. Thank you so much for listening. I hope that we got through each and everyone of the questions that you might have had. Now what we did at the end of this episode was continue to do Q&A's. If you want to be a part of this, I'm telling you once and for all you've got to get on Periscope. Periscope is dope y'all. Periscope is dope. In the meantime I just want to thank each and everyone of you for spending a little bit of time with me here on Build Your Tribe. It is my goal to be brief, to be bright, to make it fun and then be done. My apologies that this episode was a little longer. I just felt like it was such imperative, such important information to get people on Periscope. To get you in front of the camera, get used to creating your content while the camera is rolling. To create your freemiums and to build your email list. Thank you so much for subscribing to this podcast and for sharing it with other people. If you know you've got to build an email list and like me you aren't quite sure how it was ... If you know you've got to build an email list and ...

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