Speaker 1: Welcome to Build Your Tribe with your host Chalene Johnson.

Chalene: My name is Chalene Johnson. I am a New York Times bestselling author. I'm the creator of the Smart Success of [inaudible 00:00:11] Marketing Impact Academy. I have done many fitness infomercials, including one that's on TV now called PiYo. If you wake up really, really early or if you stay up really, really late, you'll see it on TV. I've built and sold about 3 million dollar plus company with my husband, Brett. I know a thing or two about business. I've been starting in operating businesses ... Well, the first business I officially started was when I was 18 years old but I was doing business by the age of 15.

What I want to do is give you a really quick, very succinct tip and here's the deal, I'm not just going to give you the tip, I'm going to do one better than that. I'm going to give you an app that's going to make sure, that's going to ensure that you never forget this and that's really important because aren't there so many times where you hear something and you're like, "I knew that! I know that! I just forget. I forget to do it." Or, "It only takes a second." Or, "It only take a couples of minutes, but I always forget because there's so many other things to keep track of." I know the answer is, "Yes." What I want you do is write this down, okay? Ifthisthenthat.com. Ifthisthenthat.com. Got it? Ifthisthenthat.com. I-F-T-T-T. I-F-T-T-T. I-F-T-T-T.

Okay, now here's what you're going to do. When you go to that website, it's also an app that you can download. I want you to download the app, but I want you to explore this first on your desktop, because it's one of those apps that has so many powers, so many options, that it becomes very overwhelming, and you'll be like, "Oh, this is going to take me too long to figure out." Not you, because you were here with me and I'm going to tell you the very first recipe that you're going to create. The concept is if this happens, then that happens. That's the concept. Here's the recipe that you're going to set, you're going to say, "If this ... " and what 'the this' for you is going to be an hour of the day when you're free for about 20 minutes to send off a couple of quick text messages. For me, that hour of the day is around 10:00 am. That's usually when I'm getting ready after a workout, and it's a good time for me to send off a couple of quick text messages.

I set up this recipe on ifthisthenthat, IFT-TT.com. If it is 10:00 am Pacific Standard Time, then I select ... You'll see all these things you can select, you'll say, "If ... " and then you could select a social media platform, you can select text messaging, you can select time of day, I select the calendar icon. I say, "If 'calendar icon' every weekday at 10:00 am, when it is 10:00 am 'then that' will happen. And the 'that' is I set it up to send me a text message reminder to think of three people who I can help. Three business associates, three friends, three people perhaps that I'm mentoring, or three people ... Just anyone who comes to mind, and I get this text message.

Should I know to do this myself? Of course I should know to do this myself, but I don't remember to do it every day. I do, however, when I get the text message. Now, if it were to be an e-mail reminder, you know I wouldn't look at that, you wouldn't look at it either. If it were to be a reminder on my calendar, I wouldn't look at that either, but y'all we don't ignore our text messages. Some people do, but most of us don't. You get a text message and every time I'm like, "Oh, oh yeah, okay cool." And here's what I do, I'm like, "Okay, three people ... What have I have been thinking about lately? Oh, I know."

Here are the people ... I actually reached out one, two, three, four, five, six ... Six people today. I reached out to six people today, here they were, I'll tell you who they were. I reached out to Aileen Sheron, if you watched Jillian Michaels, new program, this week it aired on Spike TV. It's a combination Shark Tank meets entrepreneurs who are launching their product. Did you see it? It was great, I have a few things I'd like to give them as feedback ... I think it was called Sweat Inc.

The show is called Sweat Inc. and it's on Spike TV, anyways they featured a product this week called the Omni Ball, and I was like, "(gasp) That is my friend's invention." That is Aileen Sheron's invention. She's one of these brilliant fitness entrepreneurs, she's an inventor, she's genius IQ level, and when I saw it I thought, "Okay, I hope she's got great representation." I sent her off a quick text message today and said, "It looks like things are really taking off, if you don't have an attorney who handles these kind of things, this guy is expensive, but he's the best. Here's a phone number." You know what, she called him today. She was like, "That's perfect. Perfect timing." So weird. I was just talking to my husband about our legal representation, huge.

Then I reached out to Christine Dwyer, you know Christine Dwyer perhaps? She is one of the most successful leaders in the Beachbody organization and reached our to her about help with outsourcing. I reached out to Nicole Walters. You know Nicole Walters, that's someone who I've been mentoring, she's launched her program on Periscope, she quit her job 60 days later, she launched her own online academy and in one day, created over six figures and is helping others to do the same. Nicole, I just sent off a, "Hey, I think you're awesome and by the way, you've got a really cute butt. I hope you're doing great. I hope you're taking some time off."

Then I sent a text message to Kim Garst and I said, "Hey, how is your Periscope course going? Have you thought about doing Facebook ads and webinars?" And Kim said, "Yeah, I'm actually already doing those, but thank you so much. Here's how it's going." And I said, "Here's a company that we've been using for our webinars, check them out." That was my contact to Kim. My thought was, "Okay, how can I help her? I wonder if she's already taken it to webinars."

Then I reached out to Lewis Howes and said, "Hey, I know your book is launching, let's do something on Periscope so I can help you promote it." Then I reached out to Roger Love and I said, "Roger, I know you're planning on doing this huge, huge talent contest on Periscope." Roger Love is one of the most prolific vocal coaches you've ever ... I mean, name anyone, The Beach Boys, Michael Jackson, Gwen Stefani, Eminem, Selena Gomez. Name somebody and he's worked with them, including the cast of Glee, and what he has figured out, as most everybody else has is ain't nobody who wins The Voice or American Idol ever making it after those first couple seasons. Where are people being discovered? Social media. I knew that he was launching this huge campaign to create a talent search on Periscope and I said, "Hey, if you go live, let me know so I can share the broadcast." And that's what we did tonight. He's like, "That's perfect. I'm going to be broadcasting tonight for my very first time." I said, "Do a couple of tests because it never works out that great. Let me jump on the phone with you, let me give you a few quick tips, then let me share it for you."

Now, that was one, two, three, four ... Wait, one, two, three, four, five, six. My text message from Ifthisthenthat sends me a text message every day at 10:00 am to think of three people who I can help. Today, quickly six people came to mind. Sending off those six text messages took me no less than 10 minutes. Responding back and forth, I kind of did that a little bit all day, but just a few minutes here and a few minutes there. My point is, this is the best thing you can do in business.

Every day, if you're not figuring out how to help others, you don't get it. Not how to get ahead of others, not how others have to serve you, not who you can reach out to to see if they can help you or do something for you. If you don't understand that every day you need to wake up and serve and help and be grateful and be thankful, good luck. You do it without expectation. You do it without expectation of favor and return, because you might not get it. In fact, 98% of the time you won't get it and those are the people who are bitter and won't give it. The people who think, "Oh, no one ever helps me out. I better hide my answers, I better spend all day trying to get ahead of everybody else." You just don't get it. You just don't get it. You have to serve others. It's hard to do, no it takes 10 minutes. Set a reminder on your phone, that was my 10-minute business tip for you today.

You ready? Do it. Download the app Ifthisthenthat. Yes, it's a pretty robust, exciting, creative tool for you to have. All I want you to do is to set it up to send you a daily text message at whatever time is most convenient for you to think about three people who you can reach out to and offer your kindness, your support, a suggestion, or some way, some how you can help. I hope you find that useful. There's 10 trillion ways to use that app. It's almost overwhelming, that's why I wanted to give you a specific recipe so that you can go in and not even have to be creative, you can just set the date, the time, and when you set the 'that' you want to select SMS, which stands for I don't know what, but it means 'send me a text message'. Then you'll enter your phone number, you'll confirm it, and every day you'll get the same text message. It's pretty dope, if I do say so myself.

Thanks so much for being here. If you enjoyed this, I'm going to start doing more of 10-minute business tip because Kristen said I need to and she's my boss. Like legit. The app is called Ifthisthenthat. It's IFTTT.com. All right, I have to go, got to go, promised you it would be short, I need to keep my promise. Thanks again, guys. Muah. Love ya. Bye bye.

Chalene ad: This episode has been sponsored by CourageousConfidenceClub.com. It's a club that I've created specifically to help people who struggle with confidence and insecurities in social settings and just standing up for themselves. Being yourself and feeling good about it, all of us could benefit from having more confidence. I'd love for you to just experience a taste of it, so please be my guest by going to ChaleneJohnson.com/ConfidenceTips. Now, if you don't feel like writing that web address down or remembering to go there later, all you have to do is while you're listening from your phone, send me a text message. The number is 949-565-4337 and that is for US residents. Then just send me the word 'Confidence' and I will send you access to this video.

This video will help you to eliminate self-doubt and just feel more confident in any situation, whether it's work, or personal, or just your social interactions. Every one of us can benefit from having more confidence. There you'll submit your e-mail address and I will immediately send to your inbox my latest training video, where I teach you step-by-step how to feel more confident in just about any social setting. I think you'll find this incredibly useful, whether it's business or personal or just in your every day interactions.

Confidence is something that makes life easier, it helps you to raise more confident, self-efficient children, it allows us to speak our mind, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us. By learning how to overcome self-doubt and fear of success, you can become that confident person that others are attracted to. The person you want to be, the person you deserve to be, the person you know is inside of you. Thank you for checking out my free tools by going to ChaleneJohnson.com/ConfidenceTips.