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| Speaker 1:: | Welcome to Build Your Tribe with your host, Chalene Johnson. |
| Chalene:: | What's up? Hey, guys, thanks so much for joining me on this episode of Build Your Tribe. Today, I'm going to be talking all about the opportunity for you, even with a really teeny, tiny, small following, to build your business, to monetize who you are. I know that sounds kind of crazy, but you'll get all of the answers in this episode. Specifically, we're talking about live broadcasting. This week, Facebook made live broadcasting available to hundreds of thousands of people, and it's rumored that they are soon to release this to pretty much everybody who has a Like page. At least that’s what the experts are predicting. |
|  | Now more than any other time in the history, I think you’ve just got to stand up and take notice that this is how we are consuming each other. You know what I mean? This is how we're getting to know each other. This is how we're trying to decide if we like someone, if we trust them, and honestly, this is where entertainment is headed. I've created this episode to help you figure out exactly how to get that first live broadcast under your belt. Even if you're a veteran and you’ve been doing live broadcasting for some time now, I'm positive you're going to find this episode eye-opening. |
|  | Live broadcasting is huge, and it's just getting bigger and bigger and bigger. Now with Apple TV getting in this game and adding Periscope to one of their featured apps, that means you need to get good at it because as you get good at being on live video, so too will the opportunities for you to make money just doing what you do, being good at being you. For those of you who are nervous about doing your first live broadcast, I just need to tell you this. You got to do it, because there's nothing special, there's no magic here. You just need to be you. You just legit need to be a hundred percent you and you already know how to do that. I just have to get you more comfortable at doing it. |
|  | Let's talk about what is your goal when you go live on a broadcast. Your goal should be this. You ready? Write this down. Your goal should be to have people watch you and find something they like about you or have in common with you. That’s it. That’s your goal. Your goal is for people to get enough of you, just enough about who you are and what they're seeing so that they go, "Okay, I get them. I understand who they are and I see what we have in common or what we don’t have in common." That’s your only goal. That’s it, because that’s how we connect. That’s how we decide to do business with people. That’s how we decide to watch again. |
|  | I don’t care what's going on in your broadcast, if it's the first time I watch it and I don’t feel like I have a connection with you, I don’t see what we have in common, then I'm gone, and I'm probably not going to come back. Even if you are dropping amazing, amazing, amazing content, it doesn’t matter. We want to root for people that we like, and guess what kind of people we like. We like people who are kind of like us. I know it sounds weird, but it's true. I don’t have to look like you. I don’t have to talk like you. I just have to see something about you where I'm like, "I love this person. I freaking love them. I'm coming back because I love this person." That’s your goal. |
|  | Now if you're trying to be anything other than who you are, it's so obvious when you're on live video. It's so obvious. You just have to do you. Do not worry about being like so-and-so or such-and-such. Yes, you should put your best foot forward. Yes, you should be your most polished version of yourself. It's like speed dating. If you were to go on a first date, you're going to figure out what the two of you have in common, or what is the point or on to the next. The same is true on live video broadcast. I try to put my best foot forward. I do in more casual Periscopes, too, where I haven't put on any makeup, but nonetheless, I can't do that often because I don’t want to run the risk of somebody jumping on my Periscope and not knowing that I have my stuff together. |
|  | My friends, your first live broadcast, whether it's on YouTube, Facebook Live, which is coming fast and furious ... It is coming in such a mega way. It's a train that will run away. You, my friend, need to make sure that you are really comfortable on camera, and this is the best place to do it. We're going to look at the lens. We're not going to look down at the comments. We're not going to be distracted. If someone has something ridiculous to say, who cares? It's an eleven-year-old anyways. Tell people who you are. This is who I am. There's no agenda. You just basically tell people who you are, what it is you stand for. If they spent six months hanging out with you, what would they know? We want to save people time. We don’t want them to have to watch for ten Periscopes to figure out if, in fact, you have enough in common. Let them know right away. |
|  | 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 and 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/confidence tips. 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 U.S. 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 everyday 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/confidence tips. |