**Get It Done! No More Excuses Part 2**

**Male Speaker:** Welcome to Build Your Tribe with your host, Chalene Johnson.

**Chalene Johnson:** Hey there, welcome to Build Your Tribe. My name is Chalene Johnson and I'm really excited that you're here for this episode. Now, this is a Part Two, so if you are the kind of person which I hope you are who likes to do things in the right order, can I ask you to please go back and listen to Part One and if you're subscriber of Build Your Tribe, you'll always know when there's a new episode. But just before this episode, just a few days ago, I did Part One.

Now, if you don't feel like doing that, you've got a data plan and to download an episode right now would be a big hassle, well, then I don't think there's any real problem in you listening to this episode. But keep in mind; I will be referencing Part One.

This episode is devoted to getting things done, to stop procrastinating and to get ourselves focused and to finish what it is we set out to do in the next ninety days, specifically how to get ourselves on track with our business. If we can just work on the next thirty days and get this body in motion, it's going to stay in motion and this is the momentum we all need. Okay, off to the show.

Today, I'm going to give you the second set of tips. I'm going to cover five very specific tips that are going to help you finally stop procrastinating and finish the project completely. Not part way, but really get things done and get things moving, and get your business in motion. Although, I have read the comments on Facebook and it looks like there's a lot of people who are using it in terms of goal setting and I thought, "Would it work?" I guess so. Yeah, it's kind of a lot of the same principles but I just want to warn you that I am going to be speaking to those of you who are either thinking about starting a business or you've started a business and you want to take it to the next level. You want to be that person that inspires you. Or maybe you've got a full time job right now. You've got this kind of interesting idea and you just keep toeing with it and playing with it and you never really finish it all the way.

You know the part of the process is you've got to learn more. You need more information, and part of the reason why I did this is like most things, to solve my own problem and that is information overload, the fear of missing out on information. So, especially because it's such a new and crazy exciting time to live and to have a business idea, there's so much free kick butt, legit advice out there on how to kill it. You're so afraid that you're going to miss that one thing, right? So, what you do if you're like me, is you just keep consuming and consuming and consuming and you feel like, "I know, I'm getting smarter, but I also don't have time to do any of this stuff, I am not implementing anything." So, now I'm starting to feel bad. I feel smart but I feel bad about myself because I'm not getting things done. It can give you a migraine and it can make you feel bad about yourself and most importantly, it can be very distracting.

So, I did this kind of to keep myself on course and then I realized, "Gosh, a lot of other people probably deal with the same thing, too, so let's just walk through how it is when I find myself off course, which I do a lot. You don't just fix this and like, "Okay, cool. From now on, the rest of my life, I'll be a focused individual." I wish that were the case. I think you fix it and you keep coming back to this. Just like anything that you want to be good at once you've done the complete course, it's a lot easier come back and do a refresher. So, we've already covered the first five tips and again if you missed those, it's on the episode just previous to this one on Build Your Tribe which is my free business podcast.

So, let's move on to the number six step. Now, if you've ever done SMART Success with me or if you've gone through Getting Things Done, the program, or you've studied Brian Tracy's Eat That Frog, or just about any productivity expert because trust me, you all, I didn't invent anything. I did invent the internet, but other than the internet, I didn't invent anything. I simply have learned from experts and then I put my own unique way of making it work for me on it and then I share it with other people.

One thing that I have learned from experts before me is how important it is when you want to get things done to just take everything out of your brain and some people call it a brain dump. Some people call it exhausting. Some people call it making a complete list. When I teach a brain dump in SMART Success, it is different from what we're going to talk about today. So, step six is to create an exhaustive list of what you think might be first.

In Part One, we talked about what do we need to do ninety days from now. Where do I want to be ninety days from now? So, I’m going to use some hypothetical examples. I’m going to give you two examples. Let's say that you want to launch a podcast and that's one example. Let's say the second example is you're interested in becoming a rep in a multilevel marketing organization to figure out how to become an entrepreneur. It's not something you necessarily wanted at this point. You think you want it to do the rest of your life but you at least think, "This is a good way for me to make some money while I’m working my job and I already am using their products anyways and I'd like to make some money at this so I could maybe someday quit my job."

So, let's start with the first one. Let's say that I want to launch a podcast ninety days from now. What I need to do then is to create an exhaustive list which is different from a brain dump. You see when you do a brain dump, you're just taking things off of anything that's on your head and on your mind. So, it could be, "I want to clean out the garage. I want to start a podcast. I have to buy my niece a birthday present." Things like that. That's called a brain dump.

What we're doing is an exhaustive list of next steps. When I say next steps, I literally mean like in the next thirty, sixty, ninety days. Everything I would ever possibly need to do at the beginning. So, let's start with that person who is thinking about joining an organization. They love their products. They love what it is and they use their products and they're like, "You know, I've been getting a discount, anyways. People always ask me about it. Why wouldn't I just create some passive income and do this. But I really don't want to have to do this. I want to do it all the way." So, what would I need to know?

Well, the biggest mistake I think a lot of people make is they look at someone who is way down the road. If you're brand new, it's very distracting, confusing, and misleading to look at someone and look at what they're doing in terms of their success, who’s very, very successful but they've been at it for five years. So, I want you to make an exhaustive list of the very next steps to get started and see if you think about, "Okay, so I’m doing this. What do I need to know?"

FYI, I am not in a multilevel marketing organization. I am not a coach. But my workout products are offered through Beachbody which is a multi-level marketing organization. I felt like, a lot of friends who are in there. Actually, I was once in an MLM. I once sold Cutco Knives and I freaking still love them. I should probably still be a Cutco Knife rep because I freaking love the products. I use them every day. I've use it five minutes ago.

But, here's what I do know. Because I have so many very successful friends who are in multi-level marketing organizations other than Beachbody, I've got friends who are in Shop.com and AdvoCare and, oh gosh, name one. Like, all of them.

What I always see them talking about is recruiting and networking and closing. I always think, "Well, that's interesting," but what if I’ve recruited somebody, it's kind of like a university. If you recruit the best team, shouldn’t you know what to do with them once you have them first? Like, shouldn’t you learn how to get someone started before you have to get someone started. So, that would go on my list. And I would feel like, "Okay, how would I train someone? How do you train someone? What do I need to know? What do I need to understand? How do I make someone feel supported and not lose interest?"

I would want to know absolutely everything I needed to know and I would start by putting myself in that position and saying, "Okay, it's day one for me at this stage. What do I need to know?"

So, you just make an exhaustive list. I want to say this, most up lines, no matter what organization you're in, if you signed up with someone who's decent, they have a way to on-board you. They spent a lot of time figuring this out. If you look at the top distributors in any organization, it's not that they're so exceptional at recruiting. It's that they're exceptional at training people once they get on. Because everybody can recruit but if you don't know what to do with your team, your team still is going to lose or those individuals will go elsewhere and you could have lost yourself like a real gem. Does that make sense? That's just my opinion. These are just thoughts.

So, I want you to start. Step six is to create an exhaustive list of everything you need to do in order to get to where it was you said you want to get ninety days from now in your business. Let's say, for example, that you want to create a podcast and you want to launch a podcast. I'll tell you the last person in the world that I would have you look at is someone who's been podcasting for two or three years. Everything's different. Social media changes every five minutes. What that person did to rank where they are today won't get you where you want to go, because everything's different.

So, when people like, "Hey, I like to know. How did you do that with your podcast?"

"I can tell you how I did it. It's kind of like figuring out how a computer works that was built in 1992." It's pointless. Because everything's changed.

My recommendation to you is when you look at this list is that you look at someone who's just done it. Not someone who's like at the peak of their success and has been doing this for ten years. I wouldn't look at someone who's been podcasting for five years or even two years. I would look at what's change in everything that needs to be done right now. That's what I would do. Because you're going to make an exhaustive list and this is an exhaustive list with an [00:10:22] because you're going to add things to it.

There's no wrong way to do this and some of the things you put on your list right now, you're like, "This is even need to be on my list because I don't know if I need to do this. I assume I do, but I don't know."

That's okay. Just put it on your list and we're going to figure out whether you need to do it first or you might show this to someone who really knows they're doing and they going to go, "Oh, dude. You don't need to worry about this for like a year. You don't even look at this right now. Don't even worry about it until you've had a year on your belt."

But put on your list anyways, because step three is this. I don't hear- I could be wrong. I haven't heard people give this advice before and the reason why it's dawned on me that this is what you should do is because people come to me all the time for advice and I realize, "My advice is obsolete when it comes to what it is you're asking me about."

People will come to me all the time. They'll say, "Hey, I got this great exercise program. I want to get it on TV. I want to make an infomercial out of it. Can you tell me what you did?"

I’m like, "Sure. But it's so outdated. What I did wouldn't work for me today and have to do something totally different."

I’m not a good person to ask. You know who I’d ask? I will ask someone who just did it and you know what's awesome about that you guys, like this is so exciting. Do you know what is awesome about that? Guess? People who did it like a long time ago, like yours truly, whatever it is, you kind of done talking about it and done- it's not that you don't want to help. It just like, I wish I could show you my inbox or my Twitter on how many hundreds and hundreds of inquiries come in with people like, "Hey, I'd like to sit down and pick your brain about blah-blah-blah."

I'm like, "It's just, ain't got enough brain to pick."

At first when people want to ask you how you did something, when you first did it, whatever that is, you're like, "Yeah. Okay. Let me tell you my story." And you're like really excited to share it.

But once you've been there and you've done that, so many people would ask, you're like, "Oh, God. Do I have to go over this again?" So, the motivation and the passion to share with a new person, the honest truth is it gets lower. It's kind of true.

That's a good news for you guys, though. It's really good news. You know, why? Because people already did whatever it is, like whether it's weight loss or starting a business or killing it in the MLM or launching a product or getting your show picked up by a network or building a website or building a social media platform. Whatever it is that you want to do, someone just did it. Like just did it. They're a newbie. They're so stoked on their success. They're really excited about it and they're not in great of demand to talk about it.

So, if I were a new, let's say MLM distributor, if I was a new coach, if I was a new rep for one of these companies, you know I would talk to? I would talk to someone who started just ninety days ago and is already on everybody's radar. That's who I would talk to.

I wouldn't interview the person who has been doing it for five years and everybody is like, "There he is."

I wouldn't interview that guy. I'll interview the person who just did it, like right now, because the circumstances are the same. Where do you find these newbies? You have to be excited and willing to look for them. You have to research your butt off. If you're expecting somebody to give you that kind of information, it's not that hard to find them. All you have to do is figure out who the top people are and then go look at their Facebook pages and see who they're promoting and talking about. Because top people in any organization are promoted and excited about their new rock stars. You want to feel with those new rock stars have done and I would just bet the new rock stars are rock stars because they follow instructions. They complete things, am I right? Yep. Very good.

So, my number seven tip is this. Go find someone who just one minute ago did it. If I’m launching a podcast, to get an interview with me who did when a year and a half ago, to find out how I got two podcasts, in New and Noteworthy and they stayed in New and Noteworthy for eight weeks, to ask me how I did that, might be interesting but it probably won't be helpful because so much has changed. So, who would I ask? I would ask somebody who's on New and Noteworthy right now. I would ask someone who just launched a website. How they did that? I would talk to someone who had a social media following of zero a year ago and now they've got ten thousand people following them on Periscope. I'd say, "Can I get an interview to find out how you did that?"

To ask me how I built a Periscope following, to be honest, I won't give any credit to that because I don't think you can replicate it the way I did, because I already have a following in other social media platforms. So, really it wouldn't be fair for me to say, "I can teach you how to build your following on Periscope," because it really wouldn't be true because I can't teach to do what I did, because I started so many years ago. That's just being honest.

So, that's my second tip today. It's number seven, if you've been following along and that is find someone who did it two minutes ago. Find someone who just did it. Find someone who are so new to it. They're really excited still to talk about how they did it. Again, if you're talking to somebody who did it five years ago or two years ago or whatever, it is [00:15:43]. Like, being excited about the fact that they did it. They're like, "I'm the next thing." It's just the truth. The truth is you should talk to someone who just did whatever it is you want to do. Whether that's holding an event, killing it in Facebook ads, quitting their job and because they found that they can sell directly on Periscope. I want to talk to someone who just did that. That's what you need to do. So, find someone who is just like a step ahead of you. Literally, like sixty days, ninety days ahead of you.

My next step is that you've got to take that exhaustive list and I'd like for you to run it by this person, if you can. Sometimes you can. But if you have the opportunity to do a Skype with them, and it pay for you guys, when you pay an expert or someone who's done what you've done, when you pay them, guess what you've done? You've made an investment. You are shortening the time that it takes to get there. You're getting the answers to the exam. You're getting access to someone who already knows what not to do and what to do. So, pay for that. If someone goes, "Yeah, I can do that. But I charge a consultation or I can do that but I charge for my Skype consultations." Or whatever that is, pay that! I mean, how can you expect someone to give all that to you for free and some people will, God bless them. That's great. But if the person who has your answers requires a fee, pay it.

When I first started podcasting, I did all my research. I read all the books. I went through courses and then I was like, "Okay, I don't want to talk to someone who's been podcasting for five years or six years or two years. I wanted something that just did it and killed it."

So, I paid for a thirty minute consultation with Entrepreneurs On Fire, John Lee Dumas. He didn't know what I was. He's like, yeah, got an appointment at five thirty AM on Friday. I’m, like, fine, whatever and I paid top dollar for thirty minutes. I paid that because I had one question. I did all my research and I remember what is his fee was. It was maybe like $600 or something like that for thirty minutes. That might sound outrageous to you, but what is my time worth if I couldn't get that answer?

I went through every course, every book, every free resource I could find and I couldn't get that one answer, and that one answer was what I needed. You know the question was? Are you curious? I said to him, "I want to launch two podcast at once because I want both of them to feed off of the energy of each other and I think I've got this opportunity, but is this dumb?"

He said, "Do it. Two at once, I think it's a great idea." He gave me this golden nugget that I hadn't thought that everybody said, "Make the artwork on both of them very similar." He said not the same. You can distinguish them but recognizable. I thought that was worth every penny I just spent on that call.

So, don't be afraid to spend money on someone, even if you think to yourself, "Well, this person is not established." But they might be giving you better advice because they just did it so their information is more current. My next point for you is this. You have got to be a finisher. You've got to finish. We get interested in new areas of information, new things we want to study, like, "Oh gosh. Snapchat. That looks so interesting. I should get into that. Oh my gosh. Instagram. I’m going to dabble in that." And we start to dabble. We do things with half of our effort.

There's a saying that says, if you give half the effort, you going to get half the result, but I don't believe that's true. I think, if you give half the effort, you get worse than half the result, because you start to feel bad about yourself and you start to think, "Gosh, I don't do anything well. Do I?"

The reason why we don't finish most things especially, when it's a project we have for ourselves, like you want to launch a business or an academy or you want to take your business to the next level. So, let’s say, you want to get your business to the next level, what's missing for you is direction or knowledge. You know that knowledge is out there so you buy the academy that has all the knowledge for you and you do, as most people do, when they buy a book, you read the first chapters. Or you watch the first couple of modules and then you go, "Yeah, didn't work out well for me."

You didn't work out well. Actually, it works. You didn't do it. You can't judge an academy or a course or information that you didn't go all the way through it. You're just saying that because you know you didn't finish it. So, I always say, "Now, I’m going to finish it. My goal on any course that I purchased is to get through it at least twice." The people who I know who have the most mind blowing, insane testimonials, not just from my academies, are the people who don't just go through the course, but they really take the time to implement it. To go through it again. To see things that they didn't see the first time and to kill it.

The other reason why we don't finish things is because we allow perfectionism to stop us. We feel as though, "It's not good enough yet." People are going to judge it. This is going to sting a little bit. But you're more so being judged on the fact that you're not doing anything. You're not finishing it. You just keep talking about it. Everyone doesn't believe the fact that you're so busy. Like, is everybody so busy, why aren't you doing it? So, you might think it's perfectionism, but everybody else assume it's fear or self-doubt or that you're just a talker.

In your mind, you might be like, "Well, I needed to be better. I want to be perfect. I don't want anyone to judge it." No one's going to judge you for something that's less than perfect but they will judge you if you got this greatness that everybody in the world can see and you just don't do anything with it like just freaking do it. You can't fix anything unless you get it out there. It's just never going to be perfect. It will always stay an unfulfilled dream if you don't finish it. You got to finish it. I want to finish your academies- finish your books.

One thing I love about Audible, and my thing about Audible books is that I love that I can look at it and shows me what percentage I've finish. Because I’m looking at like rows and rows and rows of books that are up on my bookshelf and I’m sure I've read maybe on average, probably a chapter on each one of them. Which doesn't make me feel that good.

Sometimes I’m kind of embarrassed when people go, "Did you read that book?"

I’m like, "Yeah, I did." And I'm like, I read a chapter on a flight and then I put it away. So, does that count? I say, I read it. But I didn't. I read a chapter on a flight.

That's why I really like Audible books is because I can see that it's complete. It's just like checking off a box. It gives us an adrenaline rush and a high when we're like, "I finished. I completed it. I’m done." So, don't let perfectionism or being distracted by shiny new exciting things to take you off your course.

I didn't want to build an email list. I want to keep building my social media. I didn't want to do all the things that the experts I had paid a lot of money to said, "You need to do this first." I didn't want to do that. But I knew I had to put on my blinders and get that done.

So, that was number nine, if you're following along today, it's my fourth tip today, number nine in the series. Boy, that is confusing.

Here's my last tip for you today and it's this. You need to clear your plate so that you can clean your plate. The only way you're going to finish this project, this goal, your objective, to finally kick your business to the next level, to launch your academy, to kill in the first ninety days as a multilevel marketer, I want you to remember this. This is really, really important you do.

I want to draw a bunny rabbit. I need you to think bunny rabbits and blinders. Rabbit ears and blinders. Rabbit ears and blinders. You need to get rid of these and get some of these. Get rid of your rabbit ears and get some blinders. Got it? Because nothing takes you off course faster than having your ears open to everything. True story. My friend, Kerry Shore, send me a tweet this week and he's like, "Hey, Chalene. You should check out this particular social media thing." And I said, "Kerry, I love you so much. But I am getting ready for something very important right now and so I won't be looking at that until this season is over." That's hard to do. But the reason why I said it to him, as supposed to just saying, "Hey, thanks. I appreciate it." Or like, "I know. I’m already looking at it."

The reason why I said, "Thanks, anyways but I won't be looking at it until this season is over," is because you want to get people in the habit of respecting the fact that you can't be distracted right now. You want to tell people because it keeps you accountable too. So, if I were to say, "That sounds cool. Thanks so much. I appreciate it. Send me a link." Then, the next day, he might have sent me something else that was really interesting.

The next day, I would have been distracted by that, so it's really important that you get rid of your rabbit ears. Here's another thing. If I’m that person, I still want you to do this. That is if there's somebody who's Periscopes- they distract you and it takes you off of your focus and they're more entertaining or they're further down the road than what you need to be, then just take their notifications so that you aren't getting them to your phone anymore. Turn off the notifications because it's distracting. Literally, you need to turn off your rabbit ears by taking your phone and putting it on airplane mode while you're in this period each day where you're getting your work done. Like for me, I actually block that off. I schedule it so I can see that time where I put my phone on airplane mode. It's also the time when if somebody tries to schedule, I’m just tell them that's where I'm creative. Because I have to get really, really focused. That's what the blinders are.

When there are things and you're like, "Oh, that sounds really interesting. Oh man, I would love to learn how to run Facebook ads on my podcast." But I don't even have a podcast yet. I’m still going to watch it because it's really interesting and what if I heard something. You know that, that something you don't need yet. You don't need that yet. It's shiny objects and it's too far down the road. So, the best advice I can give you today, aside from turning off distractions and making sure that you have your blinders on and you're letting people know that you are staying focused is this one last thing. It is to make sure that you know what your objective is and then you're going to get it done. You got to be a finisher. You've got to clear your plate. You have got to take some things off of your agenda that you're doing right now, then you're like, "Okay, I really need to put this aside. I don't need to do this right now. I thought I did, but this is way more important. I can do that later. In fact I’m probably doing that right now and I don't need to."

Here's a great example. One of my scopes yesterday, I had a gal who was like, "Chalene, I have smart success and I have VBA. I’m really excited about VBA. I’m in the middle of VBA," as Virtual Business Academy. She said, "I keep going back and forth between the two.

I said, "Neither of them expire. Neither of them go away and neither of them will ever be outdated because they update them all the time. Get to SMART Success first. Do that first." It's why, to all of my academy members, when you log in, we use The New Kajabi. When you log in, I talked to Kajabi about this and I said, "I need to be able to place our academy names in the order that I really think ideally people should go through them."

Because when you do things out of order, you waste time, you waste money, and you get frustrated. There are no short cuts but there are a lot of detours when we end up doing things out of order. Then having to redo them because by the time it's really time for us to do them, they're obsolete.

Those are my tips for today. It's been a pleasure to be with you and if I’m that person who distracts you, I don't take it personally if you put my notifications on silent until you get this done. I think it's an important thing to do. I think it's important you should take a look at who you're watching on Facebook and what you're looking at Instagram and especially those people who you just look at because you're just it ain't you, that you don't like them and so you just like to watch because you don't like them. That's a really bad way to use your time. Stop following them. Stop paying attention to their Periscopes or their Facebook posts. Just you do you and you can't lose.

I hope that was helpful to you and if you don't have the day planner, you can go to PushWorkbook.com. Love you guys. Bye!

This episode has been sponsored by courageous confidence club.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/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 US residents. Then just send me the word confidence and I will send you access to this video.

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