**BYT: She Schooled Me and Made Me Cry \_ Libsyn**

**Chalene Johnson:** Build Your Tribe listeners, I’ve got 1 minute and 30 seconds that are going to change your opinion. This woman schooled me. Stay tuned for this episode because there is big changes happening in social media and you need to get on board and I think this episode more than any other is going to give you the confidence to do just that.

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

**Chalene Johnson**: Hey there, so I was thoroughly schooled today. Today I sat down to prepare for this broadcast. I wanted to talk to you about some of the changes that are coming specifically at Facebook but in general what’s happening in social media and that is the on slot of live streaming and how powerful that is.

The case studies that I’ve been looking at were people who’ve been able to without a list, without an email list, without much of a following at all just come out in pretty much nowhere and build a huge following that’s kind of following that #1 in the past it used to take years and years to build and #2, it typically took even more years to develop the type of relationship where you could actually offer something of service, something to sell to your office, ask them to join your team, ask them to take the next steps with you and live streaming has shortened that process.

It’s shortened that process because you can look in my eyes and you can see or you can at least use the skills that you used to figure out like if somebody is shady or somebody is not [0:01:36] the truth or if you like someone and that’s what we are looking for. We are looking for information, we are looking for things that help us but it’s all out there, right like whether it’s an exercise program or learning social media or anything for that matter, it’s all out there. There is a million people doing the same freaking thing.

So we are all trying to find somebody who we are like we trust #1 and #2 that we like because we like to help people who are kind of like us or we like to help people who we like and the shortcut to that which we’ve learned which is really astonishing and fun is live streaming. It’s like you and me were facetiming and so like it’s a different kind of relationship. It’s faster. It’s faster for us to figure out, do I like this person, do I trust them, are they full of BS, are they full of themselves, do they think they are all of that and a box of cracker jack like you know those kind of things and it’s real time, so I can see your comments.

That’s what cool about live streaming. That’s why I want you to get on it because it’s coming in full force to Facebook. So I am going to have a couple of tips for you but the first tip I have for you is download the app. Well, first of all, you will be able to soon do this from even your personal page. That’s going to be rolling out to everyone soon okay and props where props belong. Everything that I want to learn about Facebook, I read in an update.

Then I go to Marie Smith’s page and I watch her live streaming videos because she breaks it down for me like in layman’s terms. I am like okay, so what do I need to know Marie and so props to Mary because she does such a great job of breaking all this down for me but I want to break it down for you and let you know it’s coming and I want you to know why it matters because you don’t need to go on live streaming to talk about your business.

You need to go in live stream so people know who you are and if they like you and I want to tell you about the woman who schooled me and made me cry. I am going to tell you what I did today. So I spent the whole day preparing this for you. It’s my 9 tips to help you get ready to broadcast and even if that ability isn’t there for you yet on Facebook, you can go practice on Meerkat or on Blab or on Periscope and the same tips that I have today on Facebook will apply for all of those platforms. So I spent the whole day preparing this right and just as I am about to go live for whatever reason, probably a god thing, I looked on my map on Periscope, don’t ask me why. I do this all the time but I tuned in to this woman’s broadcast.

It was her very first live broadcast and she does something in this broadcast that’s not even on my freaking list. She schools me and she makes me cry. Are you ready? Okay so her name is Maia Berens. I don’t know her. I don’t know if I am introducing you to a good person or a bad person but I will let you be the judge. I didn’t know her until just really moments before I came to talk to you and realize I left off the most important tip on the list. So the most important tip comes from Maia, okay and this was her very first live broadcast. Ready, here we go.

**Testimonial from Maia till 0:06:03**

**Chalene Johnson**: I’ve cried like 10 times since I watched that and it’s just powerful. It’s really powerful and I guess it was probably – it’s like you know lot of things that play here but she schooled me because look, you feel in love with her. It was 1 minute and 30 seconds and in that minute and 30 seconds, what she shared was something every person whether you’ve had someone you love pass away or not, you could relate to her saying it feels awful and I am going to deal with this and I thought it had passed and I just spoke these words and it’s back, but now I feel better and you can relate to that.

So that makes us realize we have a lot in common. She’s a life coach. Did she get on live streaming and talk about being a life coach? No. She just let you see who she was and she let you see that she’s real and that gave you the ability to say, I want to know more, I like her, something I can relate, she is real but she didn’t do even one thing that I was about to tell you to do. So why would I take any time telling you to do these things? In case you need a security blanket. That’s the only reason why because nobody can give you a better example than what Maia just did of the importance of just freaking being real.

If you are real, you don’t have to do these other 9 things, you guys. You don’t. You can skip all these other steps if you are real and can you believe, I didn’t even put that on my list. Isn’t that beautiful that I save #10 like Maia, your husband is watching and he loves you and #10 is dedicated to Maia and her husband who tonight taught us that you just have to be real. That’s what live streaming is about. You don’t need to talk about your business, you are all probably going to follow her. You already like her. You already want to like have a piece of her and be supportive and you want to be a part of her journey and you know her already. You’ve been friends all your life after you watch that video.

So that’s my point is, you don’t have to talk about your business. You just have to let people know who you are, share a little bit of who you are from your heart but not too much, not so much that it’s too much but enough that it serves its purpose. Now if she just got on there and cried and ended up her live stream, it wouldn’t have served the purpose but what she said in that minute and 30 seconds, my God, I pray that someday I could be so brief. In that minute and 30 seconds, she said, “My husband died and I am sad and its awful and I thought that it had passed [ph] and I laid down because I was struck with grief and then I started this live stream because I thought that it had passed but it didn’t but then while she is talking, in the minute and 30 seconds, somebody starts sending up some hearts and some – like hey I am there for you and she quickly turns it around to a message of positivity and says, but I am feeling better. I feel better like I let it out, I feel better.

So the most important tip I can give you isn’t from me. It’s from Maia. So without much adieu, here are the other 9 tips which are far less important than what Maia just gave to us. #1, you got to just do it, right. I mean you just have to do it. So come up with some topics and your broadcast can be very short, it doesn’t have to be long at all, there we go. You just brainstorm some topics. I keep a little to do list on my app that anytime I am like, you know what I should talk about that or hey that’s something that’s on my mind, that’s something a lot of people ask me about, I keep a little app on my phone and I write down ideas – an idea, you can just do a live streaming that’s 5 minutes.

In fact, I am the worst example on the planet to use because mine are way too long. I am the wrong thing to do, Maia’s is the right thing to do. The shorter your live streaming videos, the better. We know that statistically. The first 3 seconds matter the most. Okay that’s what they say but the first 3 seconds of Maia’s video, it was aimed at her knee [0:10:06] so clearly we stay tuned. We stayed tuned, didn’t we? All right. The next tip there is to plan your points and your related gift. So my related gifts is, every time I do a broadcast, I try to give people something that will help them, that relates to the broadcast.

So tonight, I want to tell you to go to a periscopeisdope.com and even if you are not doing a periscope broadcast, it’s about 17 page Ebook basically that tells you, we brainstorm topic ideas, I tell you what light I use, I am using an external microphones or the sound is better. I give you all of that. I tell you basically how to do it because most of you probably can’t yet do it on Facebook but you should be getting your practice on periscope before Facebook gives you that option. Step #3, so you create your title.

This is just a little tip that makes things easier for you. Create your title and then copy and paste it before you hit start broadcast because inevitably, you will get distracted, your phone will close and then it’s up in a tripod and you are like, oh shoot! What did I type is the title again. So copy and paste it before you go live. Practice on periscope doing this or practice on the Facebook for those of you who are already approved to do Facebook live videos, okay. My next tip for you is charge your phone to at least 70% because there is nothing worse than your phone dying right in the middle of your broadcast like when you are at that really important pivotal point.

Okay next was to turn off your location. So when you are broadcasting, if you have your location on, that’s fine. You can do that but just know that people will know where you are. So the only time I ever do it is when I am in a hotel or I am in a public venue. So I don’t want people driving up to my house and if you do, I have guns, cameras and vicious dogs and two out of those three statements are true.

$6 preframe and then light your shot. What I do before I start is I open up my camera and I put it on reverse so I can see what’s behind my head, what’s the shot look like, you know is there a light on my face, is there a light on the subject and I frame it all before we start. That was #6.

#7 is turn on your Wi-Fi okay because then you get a stronger signal. Definitely try on your Wi-Fi.

#8, Turn on Do Not Disturb on your phone because if you get a text or a phone call in the middle of your broadcast especially if it’s a phone call, it will interrupt your broadcast and that’s why if you guys have ever watched me and I am like, it freezes and it never freezes on a flattering face and then people screenshot and they send it to you and they go, isn’t this funny and then I tweet it out, I am like, no it’s not funny and you are not my friend. So don’t do that again. So that is my tip for you.

Okay #9 is using external microphone. Now you don’t have to do this but it gives you better sounds. So it’s not terrible but it sounds more professional and it’s easier to hear when I am on a external mic. So it just plugs into the bottom of my phone and you can buy them on Amazon, what can’t you buy on Amazon right? And you can buy it on Amazon and it’s called the RODE Lapel mic. All of these gadgets plus the light that I am using that is like Botox in a light. So I give you all of that stuff in Periscope is Dope and you can download, it’s free. It’s just a free report.

Okay those are my nine tips but here is the kicker! Here is the best part of all. You don’t have to do any of these if you just do what Maia did and that’s called being real and authentic and serving others. In that 1 minute and 30 seconds, she touched me down to my bone marrow. I can’t stop thinking about her. I see that on the map, she lives in LA. I am going to drive to LA just to give her a hug. I want to go into a lunch with her. I want to be her friend now.

I just love her, I love her so much in a minute and 30 seconds because she was authentic and real and she served others in that. She just didn’t go on there and just you know moan and cry because I don’t want you to do that. And her purpose was to say, you are going to feel it. It’s going to be okay, talk about it. Connect with others and it will pass. That was her message in a minute and 30 seconds. I wish I could do anything in a minute and 30 seconds as well as Maia did that. So let’s review how many of these of my – like the expert prepared 9 tips for you. Let’s just review how many of them Maia executed in her first live video.

Did she brainstorm her topic? I kind of doubt it. She said that she fell overcome by grief and just laid down on her bed. Did she plan her points ahead of time and then put together a nice freemium to give that would relate to her topic? No. Did she create the title to her broadcast, then copy and paste it? No. There was no title to her broadcast. That’s even weirder thing for me. I never click on a broadcast if there is not a title, never. And I just listen.

Next, did she charge up her phone to 70% so it wouldn’t die? No she probably did not. You know why? Because she didn’t need to. Her broadcast is 1 minute and 30 seconds. Did she turn off location services? Nope. That’s how I found her. I was looking on the map. I saw someone was going live in LA and that’s how I found her. Did she frame up the perfect shots so she looked beautiful and just had just the right lighting and you know just nobody could possibly judge or she do her hair makeup? No. She was laying down on her bed with the camera bower, just went for it. Did she turn on her Wi-Fi? I don’t know. Did she turn on her Do Not Disturb? Probably not. Did she use an external microphone? No she did not.

So Maia did zero out of 9. She did none of those things and you don’t have to do any of those things either. That’s just a security blanket. That’s just for those of you like oh god, I have to do everything perfect but as you can see, you know what trumps being perfect? Being real, being authentic. We are so eager to connect, to look into people’s eyes and to say, there is something about you I’ve known all my life and I like you and I trust you and I am rooting for you and I know you are rooting for me and that’s what live streaming does. If that minute and 30 seconds hasn’t convinced you that you can do this, I don’t know what to say except she’s helped a lot of people tonight and I know there is something inside of you.

There is something inside of you and it doesn’t need to relate to your business. That God brought you through that so that you could help others and I challenge you to use that and don’t try to figure out how it needs to relate because it doesn’t. It doesn’t need to relate to your business or an email list or anything else. You just have to be authentic and then you don’t have to do any of those other things.

Thanks so much for listening to this episode of Build Your Tribe. As you probably guessed, what I’d love for you to do right now is download my free report Periscope is Dope now. All of the tips, all of the suggestions, all of the tools, everything that’s covered in Periscope is Dope applies whether you are doing a live broadcast on Facebook or on Meerkat or Blab or YouTube or Periscope, all of those things are the same. It’s everything you could possibly need but don’t forget that one very special ingredient which is to be authentic.

Today’s episode was sponsored by IG Impact. It’s my course designed to help you understand how to master Instagram. It’s fun, it’s changed so much especially in recent months and it’s a very exciting, easy way for you to build an audience, to build your own email list, to build your brand to attract customers. I offer a free webinar, no strings attached. I share with you recent changes and some of the most basic tips that people overlook when they are using Instagram. To sign up for that webinar, go to instaimpactwebinar.com, you got that insta as in Instagram, impact as in that’s what you are going to make and webinar as in that’s what it is. Okay instaimpactwebinar.com I will see you on that broadcast.