**How to Get Ahead While Sitting in Your Car**

Welcome to Build Your Tribe with your host, Chalene Johnson. I’m gonna tell you the story about how I went from being a personal trainer who drove their car around. I used to drive my Jeep around and door to door to door, started at 5am finish most nights around 9 or 10pm. And how it is I’ve been able to change my life and how that really started in my car; it started in my car. So, when I first graduated from Michigan State University, I kinda thought I wanna go to law school, I mean, I told everyone I wanna go to law school but there’s a piece inside of me that was like, “Do I really wanna do this?”. And I knew what I loved doing was helping people feel better about themselves and it just so happened that the way I was able to do that was via personal training. So I would personal train clients before work as a paralegal at a firm in Tustin, California on my lunch hour, after work and I would start like around 5am, some days 4:30am and I would finish most days around like, 9 or 10pm. And that was in addition to the fulltime job that I was working as a paralegal. Now eventually, I got up the nerve to say to my boss, “Hey, I really wanna stay and I love this, but I’m making a lot more money as a personal trainer; can I cut back to part time?” which they allowed me to do which was amazing. But there was one morning, actually, there was many mornings I would pull in to this little bakery on the corner by a gas station and I would go in there every single morning it was kinda like the thing that got me out of bed at 4am like I would just like look forward to this oat bran muffin that I would get. And I would go to this little bakery very early in the morning and there was often another personal trainer there at the exact same time as me and he would I dunno what he was getting but he would usually be there at the same time as me. He also drove a Jeep. He drove a white Jeep and we both had our business logos on the sides of our Jeeps, right? I remember he was like a little bit older than me and I felt like a little sense of competition. We weren’t really even friendly with each other than to like say hello but we didn’t swap stories or good to know each other. We just kinda one of those things which was like oh, he’s pulling in, I’m pulling in, we both know we’re off to have this busy morning of personal training. But the thing is with personal training which is true if you’re a doctor, a lawyer, a professional even if you own your own business, you’re still kind of an employee. You’re still not making money unless you’re working and what’s worse than being an employee is that people cancel like crazy. You’ve canceled on your doctor, you’ve canceled on your dentist, you’ve canceled on your chiropractor, you’ve canceled on your massage ther-. You’ve, you cancel on people all the time. And when you own your own business and you’re not an employee and people cancel, your income gets canceled. And sure, you can set up rules and regulations and ask people to sign agreements so that they understand that if they do that you’re going to charge them. But you and I both know, you do that enough times and they’re gonna give you up. Can you really afford to lose that client? Can you really afford to lose that money and go out and try to find somebody new? Okay and so let’s just say that I am able to fill my entire day from 5am until 9pm with clients every single hour. Let’s just say I could do that. How do I make more money? I’ve reached my cap even if I can fill every single hour of my day, I’ve reached my cap number one and number two, unless they can pack more people into that hour but the point is there is no passive income to that. There’s no passive income to that. And it was difficult and it was hard and I realized that for as much as loved it, I also realized, wow, I’m just out of college I haven’t really been started a family or my career or anything and this is it, like I can’t do better than this because I can’t get more hours in a day. I’ve gotta figure out something else. I went to a leadership conference. So I think I was probably twenty seven years old at this point when I finally decided, okay I’ve gotta start investing in personal development and I went to a leadership conference at which there were many famous speakers who you would know. Billy Blanks was there, isn’t that funny? Brian Tracy. Tony Robbins. Gosh, so many amazing speakers. But I really only heard one person that day and it was Brian Tracy. Like, amongst all the other people I was like yeah whatever, blah blah blah blah blah, like I took mad notes but I was like, whatever kind of thing. But when I heard Brian Tracy, I was like, silenced. I was the only in the room. There’s amazing speakers, I only heard one; I only heard Brian Tracy. There’s something about the way he delivered his message that was like I felt like it was my dad, you know what I mean, like a total trust factor. And I left the auditorium and walked over to his booth where he had for sale audio cassettes. And I bought his audio cassettes and I sure did drive around in my car everyday listening to those audio tapes and listening to them on repeat, over and over and over again to the point of which I would say things that I thought were my original quote because I’d heard it so many times it was becoming the way I was thinking. But I listened to it endlessly and I kept pulling up into that same bakery and keep that same personal trainer in his white Jeep me in my red Jeep and I would see him day after day and I knew he was much older than me and I’m like, “Dude, I don’t wanna be that dude. I don’t wanna be that guy ten years from now. Up at 4am praying that when he get to my client’s home that they hadn’t canceled on me. And I haven’t lost another hundred dollars and two extra hours of sleep. I don’t wanna be that guy. He doesn’t look that happy. I don’t wanna be him and I’m gonna listen and I’m gonna spend all my time in my car getting smart. And I learn more in my car; God bless you Michigan State University, but I learned so much more in my car than I ever learned at the university. I learned how to be smart. I learned to adapt the habits of people who were successful. And I understood what it meant to waste time and that wasted time means wasted potential. And this is the study that comes out from AAA and this is the study that they released in 2015. On average, Americans spend approximately 57 minutes in their car per day; 57 minutes in their car per day. That’s 57 minutes that you could be spending enriching your life. There’s only one way you move ahead, you move ahead by learning new things and meeting new people. But to be honest, I don’t even know if you have to meet new people. You definitely need people on your team, you definitely need people to help you but now because of the Internet, you can meet those people virtually. But you do need knowledge; you need two things: you need knowledge and you need time to implement, because y’all know, y’all know people and maybe it’s even you who we get so excited about consuming information that we never set aside time to implement. And if you’re not implementing, it’s kinda pointless. You know you can be the world’s most highly educated nutritionist but if you are not applying what you know about food and how it affects your body and you’re eating junk, like what’s the point right? You have to implement and that requires time. So the time you are in your car, may I suggest to you that you use that time to get smarter, to get wiser, do I have an open mind to think about things differently; to be better, to grow and then schedule. This is my tip, you guys, coz it took me so many years to figure this out. I thought if I would just drive around and listen it would change my life and you know what, it did. It did. So if you’re doing that, boom, you got it! But it wasn’t until I started scheduling time to implement what I was learning that my success started to skyrocket. And that’s my tip for you. I know you’re watching my broadcast, I already know what you’re like. You’re a learner. You’re not here so you will be entertained. You’re someone who is like, I need information, I wanna get ahead, I’m gonna listen to you with an open mind, I’m gonna try these things but because of that I know one other thing about you. And how do I know this? Because we’re a lot alike. And that is, we get obsessed with knowledge and then you have that fear of missing out on knowledge, right? Like, huh! If I miss that broadcast, what if they disclosed something incredibly valuable that I need to know about Facebook engagement and if I’m not watching Periscope all day long then I might miss some incredibly valuable tip that everybody knows about and I don’t know about it. If I don’t know about it then I’ll be left in the dark and everyone will be like, “Hahahahahaha, you didn’t know about getting Facebook engagement? You must have not paying attention to all the experts on Periscope or broadcasting morning, noon and night.” I get it, I’m that way too. It’s that fear on missing out on knowledge but my friends, there’s so much knowledge you could never consume all of it in a day and still have time to implement. You gotta have time to implement and it doesn’t magically appear, it must be scheduled. Scheduled time to implement the changes that you need to make in order to change your life. Keep doing what you do even with the knowledge that you have and you will have the same results. Regardless how much knowledge you have, it’s only once you implement these things and schedule the time to do it and then you gotta have boundaries. It’s too distracting to get excited about all these new stuff, right, and all these amazing new experts in you know someone so and so is talking about this book and that seminar and this person and I wanna take it all in but what if I miss out? Or what if I don’t know the latest greatest is? That’s okay. Not too long ago, I was sitting in this front seat and I’m not driving a Jeep anymore but that’s okay. Brandon Bouchard, I was taking Brandon Bouchard back to the airport from my house and Brandon said to me, “Hey”, and he was like he’s just so high energy he’s like that 24/7 and I love him for that. He said to me, “Hey do you know so and so and so and so and so and so…” and he lists up like five amazing people and I’m like, “Nope… Nope.” “You don’t know, what?! Oh my god girl, I gotta introduce you to so and so” and I’m like, “Uh huh”; and he’s like, “Have you read so and so’s book?” and he’s like those one of those people and I finally said to myself, “Brandon, stop saying these names and these books and these seminars coz I’m having heart palpitations. I don’t wanna know any new people. I don’t wanna know any new ideas. I don’t wanna go to any new seminars. I don’t wanna be introduced to any new people that get in to any new conferences or speak at new… I just need to master what I know right now and I know myself and you, right now talking that way, are like… I’m an addict for that kind of stuff. It’s like I’m a drug addict and you’re laying out like a table of cocaine and heroin.” I had to put on the brakes and tell him like, “Don’t introduce me to any of these people. Don’t tell me about one more book. Don’t tell me about what… coz it’s too much and I haven’t mastered what I know yet! Look I have to… just give me a minute, I need to master this.” And I don’t like feeling overwhelmed, I don’t like feeling like missing out but my husband and my kids and anybody who knows me knows there’s one thing I hate. Righty kids, put on your earmuffs, this is the truth. I hate half-assing things. I hate half-assing. I’m gonna do it all the way, I’m gonna do it right and if you get caught up in that fear that you are gonna be missing out on all the latest- greatest and you never take time to implement what you’ve learned, you just kind of try to implement a little bit on-the-fly while you’re learning new stuff, y’all gonna be half-assing it. That’s why you never feel like you’re doing your best. So, permission to just decide what it is you want to learn this month and encouragement to use your car. Download those podcasts, you guys. It blows my mind that every one of you aren’t listening to business podcast. It blows my mind, it really does. Because it’s free, it’s amazing resources, you can listen to it in your car. It doesn’t have to eat up data. You can just download it. But may I suggest that you stick with the topic. So a lot of times you’ll fall in love with a particular podcaster and this is even true of me. You’ll fall in love with a particular podcaster or today they’re gonna be talking about Facebook and tomorrow, they’re gonna be talking about YouTube ads and then the next day they’re talking to angel investors and it just feels overwhelming and as much as this probably goes against common sense that I would recommend you not just listen to my podcast or someone else’s, I think you should pick a topic and stick with it. Just type in the search window whatever that topic is that you wanna make yourself an expert on this month and stick with that topic like there will be 95 podcasts on that particular topic and I want you to listen to all 95 of them even if it’s from 20 different podcasters coz you probably get different views and perspectives and experts but it will help you stay focused and to really become an expert. It’ll keep you centered on that one thing and then do it in your car. Can you imagine where your life would be a year from now if you spend an hour a day learning more about business but not all areas; very specific curriculum that you choose. When we waste time, we waste potential and I want you to know, my journey started in my car and guess what? Not too long ago, I was driving past that very same corner and guess whose white Jeep I saw? Yup, you guessed it, that same personal trainer except now he’s fifteen years older and he’s still doing the same thing. God bless him. Maybe he’s so happy. Maybe he has found his purpose. Maybe he’s helping so many people. That is amazing! But I know, I’d be pulling up right next to him if I hadn’t spent my time in my car commuting to clients, learning more about my business. Coz I would have died if I would still having to go that route, you know, I just, I knew it wasn’t my potential, I knew it was my start. That’s all I have for you today, I hope that you’ll spend time today on iTunes or Stitcher if you got an Android and spend some time searching for particular topics in the business category that relate to a topic that you wanna to learn more about in your car. Thanks so much for listening to this episode of Build Your Tribe. I’d like to invite you to attend one of my free trainings on how you can build your brand, grow your business and attract more followers using one of my favorite social media platforms: Instagram. Sign-up for my free webinar by going to howtoinstabrand.com, that’s howto… insta… brand… b-r-a-n-d.com. Trainings are free and I would love to share with you my top tips.