**How Introverts Succeed in Online Business**

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

**Chalene Johnson:** Hey there! Thanks for joining me on this edition of Build Your Tribe. This edition is specifically geared towards those of you who wonder sometimes if it’s your personality, if it’s because you are not crazy, gregarious, outgoing, comfortable in front of a crowd. If that might be the reason why your business hasn’t taken off the way you would hope it had. Today, I am going to talk to those of you who maybe consider yourself shy or more on the side of being an introvert. Before I get much further I want you to remember this web address. In fact if you are listening to this on your phone, you can actually keep the podcast going and you can open up Safari or whatever, a browser you use on your phone and you can simply type in confidencewebinar.com because I want to invite you to attend a free training.

Check out my Twitter feed. Every day it’s filled with comments from people that are like, Chalene, that totally helped. I really I am starting to understand my own personality and it’s giving me more confidence. The reason why I want to mention this now before I get into today’s topic is – is because it’s something that I’ve talked about before and it’s so easily misinterpreted and that’s being an introvert or having an introvert type personality. Now, for the record, there is so many different definitions of introvert. A lot of people talk about being an introvert or an extrovert or being shy and different personality types and can I just say, nobody fits into one perfectly neat, precise cookie cutter definition of anything, right.

We are all a blend. You have a little bit of introvert in you. There are times when you are shy, there is times when you are outgoing and there are people who fall all over the spectrum of any of those personality types but I would like to today speak specifically to those of us who there are times when we just feel like, oh gosh, cover the kids [0:02:06] for a second like you feel like you are being a jerk or you feel like you are being a bitch because you don’t want to be around people like you need a minute. You want to lock yourself in a closet and say, can everyone just leave me alone, can no one talk to me, can no one look at me, can no one ask me any questions, can everyone just leave me alone for a minute because I need to collect my thoughts.

Today we are going to talk about how important it is to honor that and how some of you especially those of you who consider yourself introverted or even shy in social settings, you might be missing a golden opportunity to build your own personal brand and help people and reach people and become “outgoing” online. One of the most common traits of very successful online entrepreneurs is that they tend to be introverts and I hope you find that to be reassuring. Good news. You are going to be in great company if you place yourself in that same category. Today that’s what I am going to be talking about and I am going to do so on a live broadcast. Of course, as always, you can check out my live broadcast. I’d love to interact with you while I am actually recording this and doing them on Facebook Live and on periscope. On Facebook, I am facebook.com/chalene that is my like page and on periscope, it’s Chalene Johnson. All right let’s do this.

I have had the great opportunity to meet some pretty amazing people in business. So what I want to share with you. What I want to share with you right now is my experience over the last several years which has been such an enlightening and confidence boosting experience and I think this is going to boost your confidence too if you struggle with feelings of being an introvert or kind of shy or like there are just times when you can’t handle being around people. Now if you think this is going to be valuable to you and you can’t stay the whole time, I do have a webinar you can watch on how to identify if you are an introvert or extrovert but I really don’t talk too much in that webinar about how it relates to business but that’s what I want to do for you tonight.

So if you can’t stay the whole time, it is confidencewebinar.com, confidencewebinar.com, So over the course of the last like 5 years, I’ve been putting on seminars. Seminars where I have really well known experts come and share their knowledge. As I like to say, share their answers. I only hang out with knowledge sharers like the kind of people who are you know, keep everything tight to the breast and don’t share how they are doing things and they kind of hoard all of their answers and by the way, I also don’t hang out with people who are unwilling to share their mistakes and their missteps. I don’t believe you if you tell me, everything you’ve ever done is amazing, right. Like I am a skeptic even if it’s someone who I really like because it’s not possible, it’s not possible and it’s not fair to give other people that expectation. So those are the kinds of people that I hang out with.

I’ve had the opportunity to have Jeff Walker who is really well known in the business space. It’s one of the probably the main person who is credited with creating the launch formula that you always hear about when people launch their programs, launch their books. He really developed that system about eight years ago, maybe even more than that now. Brendon Burchard, Amy Porterfield, James Wedmore, Dr. Mcayla, Sean T [ph]. Now one thing you might not realize all of those people have in common is their introverts. Pat Flynn, now here is what’s funny about introverts. When one introvert meets another introvert, we never believe the other person when they say, yeah I am an introvert too. Like I can say that to someone and they are like, ahh ha ha ha, you are right. I am like, No! I am not a shy introvert, I am an outgoing introvert, but I am an introvert and what I want to talk to you about is couple of things.

First of all is to tell you or help you to identify what it means to be an introvert but before I do, let me say this, you know let’s be honest. Nobody fits into one nice, neat little category. You have some introvert in you, you have some extrovert in you, you have days when you are shy and days when you feel like you are outgoing. There is people who make you feel insecure and there is people who you can totally be yourself around. So there is no like one nice, neat little box but I will say that there are some common traits that I’ve noticed amongst people who kill it online. Do you want to know what those things are? But you probably already know. So I am just going to maybe illuminate it and maybe you will agree with me and maybe you won’t.

So why do they kill it online? I think this is the reason why. From the heart, transparent, authentic, vulnerable, compassionate. Those are really common traits of introverts to a fault. It’s one of the reasons why we protect ourselves by being introverted. A lot of introverts can’t handle being around people in large dosages or for long and extended periods of time because it wears us the flip out because we can’t fake it. We can’t fake anything. We can’t fake a smile, we can’t fake a conversation, we can’t not connect to emotions and feeling and honesty and like I am not trying to paint a picture like all introverts are like so perfect. I don’t mean that because sometimes it’s like to a fault.

Introverts are the type of people who they can hear a conversation in another line at the grocery store of a woman who is going through a difficult time and an introvert will carry that with them the rest of the day like it will upset them. They will think about it, they will worry about it, they will feel it and an extrovert feels the energy of other people and the other people’s energy lifts them up and gives them more energy. So introvert and extrovert really doesn’t have anything to do with being shy or outgoing because you can be a very shy extrovert. You can also be a very outgoing introvert. That relates to how you deal with people socially. What we are talking about when we talk about introvert and extrovert is how other people’s energy affects you.

So most introverts, other people’s energy and this is the downside. Most introverts feel drained by other people’s energy because they feel responsible for other people’s energy, yeah. We feel like we have to take care of other peoples emotional well being, we have to know their emotional state even if its strangers and that can be a real detriment. Unless you realize that that’s who you are. So most introverts, they tend to beat themselves up because do you sometimes feel like, what’s wrong with me. Why was I having fun 5 minutes ago and now all I want to do is go home and put on my sweats and lock myself in a closet and tell everyone to leave me alone but I was having fun like 5 minutes ago. Is this true for you? Yes. Leave me alone. And it’s not that anyone is bugging you, it’s not that anyone has said anything wrong. It’s not that anyone’s done anything and it’s not that you are crazy. That’s what I want you to know.

It’s that you only have a certain amount of energy to give the world and for yourself and introverts tend to use a lot of their mental energy thinking about other people, feeling responsible for other people’s feelings, feeling responsible for other people’s circumstances and feeling as though they must be aware of everybody’s situation. Introverts often have a really hard time when people are being phony and not phony like as they are a bad person but because like they are uncomfortable with themselves. Introverts can spot someone who is not like – isn’t comfortable in their own skin and it drives us crazy. It will take our tank from full to empty in 30 seconds because we can tell and we are like, it’s okay. It’s okay. What are you hiding? I am going to love you. In fact, I don’t like you right now but if you just would like complain and tell me who you are, if you just show me who you are, then I would like you and so it takes us from a full tank to empty in like 30 seconds.

Now extroverts usually don’t notice that. They usually – just they love a person’s energy and they are like, could you tell that like we weren’t really getting the real person and he is like, no they are very nice. I am like, well now I feel like a jerk but there is something off and he’s like, no I thought they are great, they are fun. I think you know, you were laughing at their jokes and I am like, I know I was laughing at their jokes but my brain was going to million miles an hour thinking, I don’t really know who you are and this is bunch of phony baloney. Yeah and sometimes you feel like judgmental and then you can beat yourself up and then you wonder, is there something wrong with me. Am I a bad person, do I not like people. Why is it that I like people but sometimes I can’t handle people? Why is it sometimes I want to be around people and then sometimes I want to lock myself in a room and throwaway the key and make sure nobody can get in.

This is to your advantage if you are trying to connect and you enjoy connecting with people but on your terms and guess what, the internet is your goldmine because not a lot of people can do what you do which is be you and be real and not hide and that’s an advantage because people can see that and especially those who are in tune with other people’s personality and so if you don’t have the ability to be vulnerable, if you are an introvert, you are going to come across so real and authentic and from the heart when you are on camera, when you are being yourself, especially in live video. Now you can create any kind of image and any kind of personality you want in a photo.

So on Instagram, this is not an issue. You can come across as being sweet and kind and loving. You can come across as being confident and domineering and knowledgeable. You can come across as being the person who loves to have the center of attention. You can do all of that in a photo and you can convince people that that’s what you like until they actually see you live and then they are like, oh that’s so weird. Ah I liked that person until I talked, right but here is the deal. On live video, it can’t put together an image. Well you can try. You can try to be something you are not but those are the people who don’t get very many people on their broadcast or their broadcasts don’t grow. Those are the people who have a difficult time connecting. They provide great value maybe and they can’t figure out why they are not connecting but the people who I’ve seen kill it in social media whether it’s YouTube or Facebook or now periscope, the people who I’ve seen unlike any other time in the last 8 years of me watching online businesses, I’ve been in business for over 20 years but the people who I’ve watched like I am like, I have never seen this before in my life.

I have never seen the journey so shortened as I have since the onset of live video. I’ve watched people earn a quarter of a million dollars without an email list just by doing live broadcasting. I am like, what! How is that possible? I watch people quit their jobs and within a month’s time making $10,000 to $20,000 a month just by doing live video. No webinars, no email list really to speak of and I am like, I don’t understand. Oh I get it and just by observing and looking at me and I am like, I see what these people and I have in common. Authenticity, yeah and it’s fast tracked [ph]. See because in the past in business, what we’d had to do is create content, right.

We post pictures, we start an Instagram page, we post perfectly selected photos for Facebook and then we write a really long Facebook post and we hope that people connect with it and we can craft an image but more so we are hoping that people like us. We hope that people trust us. We hope that we are finding people who we can serve and we like to serve people who are just like us and that takes a freaking long time and then – and then we really haven’t been able to sell in social media because if you sell in social media, you are going to lose everybody. So what I’ve been doing and what almost everybody else will be doing is building an email list which I still think is paramount because this can go away #1 and #2 is, I don’t plan to sell on periscope if I don’t have to, right? What I would rather do is serve you. I’d rather give you as much information as possible and for you to go, I like her, I don’t like her, I trust her, I don’t trust her. She bugs me, why she wear hair like that, whatever but I want you to figure it out because I don’t want to serve you if you don’t get me.

Case in point. We received an email from a customer this week who we explained like couple of our policies and I said, you know if you don’t understand that I don’t need to hear from you, if there is a typo in one of my emails, if you don’t understand that I think that lip dubs and dancing at business seminars are just as important as networking at the bar afterhours. If you don’t understand that my goal is not to make you #1 in business but to make you #1 in your life, then get out of the car because that’s what this ride is about and I need space in this car for people who get that I want to be on this journey and if you don’t understand that, you know please get out of the car now.

And we got this long email letter from a lady who said that that was such a violent language and that it was such a violent way to describe and I was like, oh I should probably add and if you don’t have a sense of humor like I ain’t even going to slow down the car, I am just going to open up a door and kick you out because I ain’t got time for people who have the time to write emails about my humor ba bye! Like ehh…Like I seriously – the reason why I need that person get out of my car is if like I know she is in my car, I am not having fun because I am worried about what she thinks, right. So I need you to get out of the car as quickly as possible [0:16:56]. So my point is, if you are an introvert, if you tend to have a hard time faking it, dude, you are going to do so freaking well on live video.

I am not going to ever say, don’t build a list because that’s your safety net. That is your go to. That’s how you serve people who have followed you once on periscope and they don’t follow you anymore right and I’ve 72000 followers of which probably 40000 are Sexbots. They’d only speak in Russian, right. Like so my point is, people don’t always watch you but when they do, I want to serve them which is why I suggested if this is interesting to you and you want to figure out how to make yourself feel more confident in social settings, then I invite you to attend a free webinar. You just go to confidencewebinar.com, hey just sign up, it’s free and I go through all the different ways to identify whether you are an introvert or extrovert and of course you can be both and then what to do about it and most importantly, for those of you who whether you are an introvert or an extrovert, there is one thing you have to work on like I am not going to ask you to change. I want you to stay what you are but if you consider yourself shy, we have to work on that because that’s a fear in social settings.

That’s not an uncomfortableness or an energy drain. That’s a social anxiety that could be holding you back and so we talk about that a lot. So if you feel like you are shy, this is a webinar I really want you to see but if you know that if you were to understand how to use your introvertness or your extrovertness to have more confidence, then I think you will enjoy the webinar. The point that I want to make to those of you who are considering business or are wondering why you haven’t periscoped or why you haven’t gone to live streaming video or you are wondering why some people are seemingly like from nowhere all of a sudden dominating and you keep watching them. I am here to tell you. It’s because they are real and that’s going to benefit you.

So if you are the kind of person who doesn’t really love being around people and you are thinking, I don’t know. I feel like I am shy and maybe I don’t want to periscope. Dude, it’s so up your alley, it is so up your alley. It is so up your alley. Like people constantly ask me to speak at their events and I don’t reply, oh sorry I can’t because I am an introvert but that’s like – that’s half of the reason why I don’t go. Okay don’t judge me but I am going to tell you the honest truth. I know that you are here but I can stay on because I don’t feel your energy. So I don’t feel drained. It’s just honest. I feel a little bit bad saying that but I am safe here because if I could see all of you right now, if I could really see you, I would be able to just look at some people and see, somebody can walk in the room and I just know they’ve had a bad day. I know things aren’t going well.

People will always say to me because I am in health and fitness, they will say, did you see so and so, she’s gained some weight. Did you see such and such? They’re looking really fit. No, I don’t see that at all. I never see weight, I see happiness, I do. Sometimes I can see in people’s eyes like when they post pictures like on Instagram, I am like hah they are so sad in this picture even though they wrote, I am really happy. Even though they are smiling, there is no way in hell that I could every day talk to 200 or 600 or 1000 people in person. I couldn’t do it. I would never want to. I’d feel drained. So this is perfect for me. It makes me so happy. It makes me so happy because I can help people but it doesn’t drain me. I don’t feel like I need to crawl into a bed when I am done but I want you to know that you know I’ve talked to people like Amy Porterfield and James Wedmore. James Wedmore, you may know him, he is you know really very well known for teaching people how to be relaxed and comfortable on video and maybe the first time he came to my house, he lives in Laguna and he said, I said something about being an introvert and he kind of like laughed like you know, like I am so funny and like, well I am an introvert. You know that. Is that what you are saying? And I am like, no I am an introvert. He is like, no, you are not. I am like yeah I am…

I built my whole house so I never have to leave it. Are you getting me? No new friends, no new friends, no new friends and the same is true of Sean T. And you know Sean T like he has to deal with hundreds of thousands of fans and we were laughing that last year for his birthday, Sean told me that for his birthday, he checked himself into a hotel for a couple of days by himself and I am like, dude, that sounds awesome. How can I do that, right? Like so you know you are an introvert if your dream vacation is checking in to a hotel by yourself, ordering room service and never coming out for like 3 days. You know you are an extrovert if you could maybe do that for a couple of hours but then you’d be like, okay well I got to like go and see some people. I want to [0:21:40] some people over or at least I want to go people watch.

Extroverts love to feel the energy of others. So the extrovert in the relationship will say like hey, let’s call so and so for a double date. A shy extrovert loves being around people even if they don’t necessarily want to be the center of attention. They just, they like feeling other people’s energy but extroverts really enjoy other people’s energy and they feel a little uncomfortable when they are by themselves for extended periods of time. Extroverts tend to want to collaborate, they tend to enjoy meeting new people even if they are kind of shy, extroverts if they are going to take a long ride in their car, they would kind of like to have somebody with them whereas as introvert is like, oh I think I get to be by myself for 5 hours in my car, hurray! But I found that most very creative types are introverts and I think it’s because and this is so hypothetical. I do not know, I am not a neuroscientist. This is just my own personal observation. I am curious if you agree but I think that it takes so much mental energy to be creative and the energy that it takes to feel other people’s energy, you kind of have to decide where you are going to expend your energy.

So if you are really creative, you need alone time, a lot of it to kind of make sure you have enough in the tank. And as I said, of course yes you can be both but I think most of us can identify that we are our best in one of those modes. We tend to feel our best when we are either you know around people or we are by ourselves and it doesn’t mean that you should you know move off to a cabin in the woods if you are an introvert but it does mean that it’s really important that you are mindful of it and that you don’t feel bad about it. My introverts, here is my suggestion for you. This is the action step that I want you to take. I want you to be aware in what situations it drains you to the point of feeling exhausted and sad. I want you to be aware of those situations and I want you to have the confidence and courage to be able to have some vulnerability and share that with the people you need to share that with.

I want you to have the courage, I want you to have the audacity, I want you to have the self care and the self love to know that you are going to be a better person, you are going to be a better spouse, you are going to be a more creative entrepreneur, you are going to be a more productive team member if you just share with people how it is you are best able to deliver your energy. So if you are an introvert, you need to schedule a little bit of time every day when it’s just you. My friends who are wondering how you can crush it in business and you have these tendencies, I will tell you how. Get on live streaming video and just be you. Don’t talk about your business, talk about whatever is on your mind that day and connect with people because we are also desperate to find truth. We are so desperate to find people who are authentic and real and can cut the Baloney and cut the BS that it doesn’t matter what you are talking about, it probably shouldn’t be about your business. You should just connect with people and eventually they are all going to say, what is it that you do anyways.

Talk about what it is you want to talk about, talk about one topic, scope for 5 minutes. Do a 5-minute Facebook live video and just tell what’s on your mind. Give us your opinion, be real, be you. Tell us about something that happened that day and how you are dealing with it. Just be you and be authentic and people will find you and they will connect because we are also desperate. It’s true to connect with people who are like us because it’s so much easier when we find people who are like us. Okay so I have to interrupt and explain what happened after I ended my periscope. So I ended it and my husband who as I’ve said is an extrovert which means he needs to be around people. We are just like locked in the other room. We are staying at a hotel and I ended the periscope or at least I ended the part that I was going to put on the podcast and I was still talking to periscope when Bret came out to announce to me or explain to everybody who is still on that I certainly had painted a picture like introverts were the most amazing, special people on the planet and that extroverts were just like these fun, crazy partygoers who didn’t care about others.

So I have to include this for you especially for those of you who are extroverts because Bret makes some awesome points and I know, those are you who are extroverts are going to rejoice in Bret’s take on my periscope. So tell me extroverts, what are some of the struggles for extroverts. Tell us Bret, I am interviewing you.

**Bret Johnson**: Like it’s just the opposite like I am going stir crazy in that room by this stuff. We’ve been in this Flippin hotel…

**Chalene Johnson**: Oh what are you doing?

**Bret Johnson**: For like I don’t know – We’ve been in this hotel for 5 hours literally and I’ve been laying at this spot like flippin the channel hoping that channel comes out on my laptop like doing like work and I am just like, she is sitting here and she’s going to watch like scopes by herself for hours. She is like, you…

**Chalene Johnson**: I wasn’t scoping though, I was working.

**Bret Johnson**: You were hoarding in on a couple of other people’s scopes. You know how you bar hop. Extroverts like to bar hop – us, extroverts like to bar hop, right. We go to different bars and see different people. Introverts like to scope hop. We are just sitting in here you know this quiet hotel.

**Chalene Johnson**: He is an extrovert online and offline.

**Bret Johnson**: Like our daughter is working like she is with our Track team…

**Chalene Johnson**: Yeah.

**Bret Johnson**: And like my first impulse right now is because I have two things. I am an extrovert and I am also a person that like needs to take care of people. Right but here is the problem for me right now. Like Chalene is in here scoping and I am in there, I can’t go anywhere like I can’t come out here and go, I am out of here. I ain’t boysy and I need my bride to go with me right but my first impulses, let’s go get food for all the Track team. Let’s go take them somewhere. Let’s be around all those girls and that energy and hear their stories and laugh and stuff but she’s like, No, I am just standing right here.

**Chalene Johnson**: I need a really good reason to leave.

**Bret Johnson**: I know right now we are in a hotel room and we aren’t boysy and there ain’t nothing to do out there. It’s like 20 degrees, right?

**Chalene Johnson**: Okay, okay.

**Bret Johnson**: So probably we are not going out to see people at the night, right?

**Chalene Johnson**: Yes.

**Bret Johnson**: So you and I are going to go see a group of people. We are not going to go see the girls, we are not going to go, it’s like hanging out with some other parents or anything like that right?

**Chalene Johnson**: Okay.

**Bret Johnson**: No way, we are doing that.

**Chalene Johnson**: No…

**Bret Johnson**: So we are probably staying in this room. So my thing is like, if we are staying in this room, I will do a little bit of work but I want to go to sleep like it’s 9 o’ clock at night. Let’s just go to bed. You recharge because now you are alone in a room. She will sit out here in a hotel room till 2 o’ clock in the morning. I will wake up to go to the bathroom and she is still out here like screwing around on the internet but usually the credit card gets hit a lot, yes.

**Chalene Johnson**: Oh my God! You’re ruining my reputation.

**Bret Johnson**: You do a lot of shopping online when you are alone in a hotel room.

**Chalene Johnson**: I don’t need to be alone in a hotel room to do a lot of online shopping.

**Bret Johnson**: But that’s what you….

**Chalene Johnson**: I could be alone in my bed to do a lot of online shopping.

**Bret Johnson**: And Chalene typically just goes, I need to go lay down.0

**Chalene Johnson**: Yeah I will say that or also I need to be by myself.

**Bret Johnson**: I need to be by myself, I need to go lay down. I get to a point though. I am an extrovert with limitation like I will be just done with people…

**Chalene Johnson**: People bug you, that’s all…

**Bret Johnson**: Yeah. People can get to – like she was saying like I can walk into a party and see somebody’s like face or like this….

**Chalene Johnson**: Yeah.

**Bret Johnson**: And know something happened to them like I can talk to them and I easily pick up but not like she was saying most extroverts just keep talking. Like I will pick up on it, yes after a while I do.

**Chalene Johnson**: Okay and then what?

**Bret Johnson**: Then I am just done with people. I am done.

**Chalene Johnson**: But see, the difference is, you don’t feel responsible.

**Bret Johnson**: No.

**Chalene Johnson**: If they are sad or something.

**Bret Johnson**: Yeah I am a jerk [cross talk 0:29:38] it’s the virtue of the responsible ones. We are the ones that are going to care after the person in the corner that’s had a bad day. Extroverts, they can care less. That’s why it’s just sad. Tell you what, you need an extrovert to have a good party.

**Chalene Johnson**: Thanks so much for joining me on this special edition of Build Your Tribe featuring my fantastically extroverted husband Bret Johnson and my apologies to any of you who are extroverts who felt like I might have been showing favoritism towards my introverts. You know what, it takes all kinds and thankfully introverts have extroverts to balance things out and Bret is right. If you want a great party, you better invite some introverts. Ladies and gentlemen, thank you so much for spending this time with me. It is always my goal to be brief, to be bright, to make it fun and be done. We are done you’ll, we are. I will see you next time.

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.

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 email 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 minds, 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. So thank you for checking out my free tools by going to Chalene Johnson.com/confidencetips