**BYT: How to Deal with Failure in Business**

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

**Chalene Johnson:** Hey guys, thanks so much for joining me on this edition of Build Your Tribe. Today I am talking about failure and many of you may have caught this live on Periscope or on Facebook and maybe the experience I am going to share with you today isn’t one that you will ever have but I guarantee you this. I know there’s been a time when you feel as though you have disappointed people and someone you’ve failed and that we can all relate to. So sit back and enjoy, we are off to the show.

Hey everybody, so my name is Chalene Johnson. I am a New York Times bestselling author, I am the creator of several online academies like the Smart Success Academy. I have a podcast called The Chalene Show, one called Build Your Tribe for business professionals. I am a mom of two, I am a wife and I’ve also created a lot of fitness infomercials. In fact I happen to be in the Guinness Book of World Records for having done the most exercise videos which is so weird but you know as I say that, that’s like a lot of stuff, right. Like sometimes when I hear my own bio, I am like huh! Tired like who does all that, right? And it might seem to you sometimes when you hear somebody else’s bio like wow! Gosh! They are super successful.

One thing you have to keep in mind though is success, it’s a variable that’s very much related to failure like you are not likely to find someone who’s had a lot of success without having a lot of failure, right. So they usually go hand in hand. The more successful the person is, you will probably find the more “failures” they have had. So I shared a little bit of the story this weekend and if you were already here and you saw that, I understand if you have other things to do. I wanted to give you an update and for those of you who didn’t get to hear the story, I wanted to share it with you because I believe even if you don’t have exactly this experience, I think we all can relate to having a moment when you feel like you’ve let people down or that you failed or that you are not as good as other people or you are just a disappointment or you just, you know I am not good enough right and I have had a lot of that in my life and I still do and that’s really important to know is that people who are still growing are going to continue to have failure. That’s the key.

I love QVC. Now some people don’t know what QVC is and you probably shouldn’t because it’s fully addictive. It’s as addictive as Amazon. It is a 24 hour around the clock shopping network. It’s on TV and there are host and none of it is ever recorded. It’s always live and when you watch, you think to yourself, they are selling that? That is so ridiculous and then you sit down and you watch and you are like, well, oh wow! Oh my God, it does that and it does that and that’s the price and you end up calling like every single time I do this, I am like, that is the dumbest thing I’ve ever seen and I am like, but I need four. I am completely addicted. I’ve been watching it for years as long as I can remember probably 20 years.

So when I started doing fitness infomercial, the very first time I went out to QVC was with TurboJam and it was so exciting and I loved it and what I love about it is, #1, they are the experts and you are a guest and they critique you and they want you to sell well and they train you and they give you feedback and I love feedback because you know, sometimes people don’t give you feedback like you get to a certain level and people just like, don’t give you feedback you know. They just talk behind your back. So I like feedback and the first time it went really well and it’s fun but I haven’t been back in many years.

Now recently last weekend, I was asked to go back on QVC to offer PiYo which is my fusion of yoga and pilates. It’s a home work out that I do with BeachBody and my first airing; I had a full 1 hour show. Now previously anytime I had been on QVC, I think the longest spot I ever have was 10 minutes and basically I don’t know what the exact statistics are but I am pretty sure, if you are not selling at least $10,000 per minute, you are not likely to come back. This is just a thing you know. So you can do that by having a low price item that’s flying out the door, a higher priced item that you are still selling well but basically it’s just a numbers thing.

So you are either killing it or you are not and if you are not killing it, you are probably not going to be back and so the fact that I had a one hour show, I am like OMG! I am like so excited and I went and did my training and I was so excited and so prepared and since the first time I was on QVC, I have had probably 10,000 more on camera hours of training and experience. So I wasn’t nervous at all. I was so excited. I mean so excited. I couldn’t wait for the opportunity and I couldn’t believe I had an hour to sell. I am like OMG, this is so exciting. This is everything and I can’t wait to go.

So I prepared mentally. I was incredibly excited and we went on air and something fell off – a little off but it just always does. When you are on live TV like it never feels natural. That’s bottom line. Live TV never feels natural but sometimes you can finish and you go, hey that looks pretty natural. So we went on the air and oh, you have an IFB in your ear. So it’s very, very chaotic. So there is an IFB which is like a device that goes in your ear. So you can hear the producer talking and at the same time, you have the host talking and then there is a stuff going on behind the scenes and then you can see all these different monitors. One monitor shows you what’s happening and the other monitor shows you what’s coming up next and then there is like all probably 20 cameras and you are looking at the host and then you look this way and I am not joking. There is 20 cameras. So when you go like this, you look here and then you have to identify where is the red light like which light am I looking out, which camera right?

We did the hour long show which felt like 2 minutes to me. It felt like 4 hours to the cast who was behind me because while we just didn’t plan that well enough and so they end up repeating the same moves over and over and over again. I mean like I think they probably in total in the course of an hour did about 500 pushups. So that wasn’t so great. Anyways we get off and I feel like its pretty good, energy is good. We got some great calls, host seems relatively happy but as soon as we walked off the set, I could see people’s faces and I was like oh no, I could just tell and the woman Peg who is my rep at QVC and I went there with her with Turbo Jam in the first time. When I came off a Turbo Jam, she is high fiving me and she’s like boo! You know, she is like, you know we won the game, right and the faces of the people at QVC, the people who put on your mics, all the producers, Peg who is my contact at QVC, our representative from Beachbody Peggie, I could just tell they are kind of like, nobody said anything, nobody frowned. I just can tell from micro facial expressions when you killed it and when you didn’t kill it, right.

Now it was the hour of the day. It doesn’t matter. They set goals for you and sales statistics based on that hour of the day, based on a fitness program being sold at that hour of the day. So there is a goal for each hour, each second and each minute. My first airing was at 10 PM Pacific Standard time. So they don’t compare it to another time and another day. They compare it to anyone else who would go on at that time and at that day. And I could just tell from the looks on their faces that they were really disappointed and I didn’t ask because I already knew.

But I later texted Peg and said, I don’t want that feedback in that moment right but sure enough, I asked for feedback because I knew it hadn’t done well and I just want to confirm like we didn’t do well right and they said, yeah no. No but its okay like don’t worry about it. It’s a ridiculously difficult goal to hit. You weren’t even close but it’s hard and then I said okay, and then I had to deal with how that made me feel about myself and so that’s the first thing I want you to take away from the story is, when you have a set back or when you – you know you don’t hit the mark and you feel like you could have been better or you are a disappointment to other people or you failed, what does it make you feel when you think about it. When you think about that missing the mark, what does it say about you and in the past when I’ve had failures, many of them and by the way when I’ve had failures, it doesn’t mean I failed because humans can’t fail.

Trying something, an experiment can fail, a project can fail but humans can’t fail. The only way a human can fail is by not trying and not picking themselves back up and going again. You cannot fail but I have had a lot of failures, a lot of projects that didn’t go well, a lot of Infomercials that weren’t hits. I’ve had a lot of things that didn’t go so well. And at first, I really struggled any time there was a failure because I felt what that said about me is I am not valuable, I am not good enough, I let people down. Mainly my thought is, I am not valuable, I am not good enough for people really. I am not good enough to take care of people. Usually that’s one of my first thought. I think everyone has different thoughts when they fail but I’ve worked through a lot of that with therapy and so now, I don’t feel like it’s me that feels [0:09:24], I don’t feel like it says anything negative about me.

I feel that it says something negative about that experience like maybe it’s something negative about how I prepared or the circumstances but I don’t feel it’s a reflection on me as a human, right and so that’s the first thing I want you to take away from it but I’d also want you to be aware that that’s like common sense. So when I say that to you, you know that and you know that of me, right. Like you’d say, oh Chalene, you are not a failure. And I could say that to you, you are not a failure but yet in our heads, we still tend to have this thought. So I want you to know that if your first thought is, I am not good enough, I am a fraud, I am not this, I am not that, I am bad.

This always happens to me like if your first thought when there is a failure is it’s a reflection on you as a failure, then there is something there and I really do want you to look into that because you know what, people stop trying because that’s an awful thing to feel. It’s really hard to feel that and so because of that, most people are afraid to try because they don’t want to fail and the reason why they don’t want to fail is because they don’t want to feel that they are a failure. Who’d want to feel like they are a failure, right. So when you can work through this, then you are no longer afraid to try even if it does fail, how awesome is that.

Then what you have to do is, you have to ask yourself or someone else, what could I have done better, right. What could I have done better? So what could you have done better? So what I had to do because I wanted to do better. I didn’t want to fail, I didn’t want to let other people down. You know even though I knew that didn’t mean I was a failure but I wanted to fix this, I want to be better, I want to do my best and I knew I hadn’t done my best and so the first thing I did was ask for feedback from the host which she gave me great feedback and let me give you this piece of advice.

If you are bold enough to ask someone for feedback, you absolutely are wasting your time if you make excuses as they are trying to give you feedback or if you say, yeah I know I did that, well actually, no I already tried that like if you are that person, just don’t even ask for feedback because the person who is giving you feedback knows that some of the feedback they are going to give you, you already know and it’s hard to ask for feedback because 9 times out of 10, you have to ask for feedback even though you know pretty much everything you did wrong, right? You already know. So it’s hard to ask and have someone say, in all those negative thoughts you have running through your head. Here, let me just say them out loud for you like that’s hard.

It’s like giving punches in the gut but you have to ask someone to punch you but you see, it’s not a sucker punch when you ask. You just tighten up your abs, you are like, okay I am ready, hit me and you just tighten up your abs and you just wait for him to punch in the stomach and that’s all you got to do and then you just listen and if they are wrong, fine. If they are right, it could help you. So then you have to ask yourself, okay what could I have done better and then the next question you have to ask yourself is, when you know what you could have done better, you have to ask yourself is it worth it?

For example, if you had a goal of running a marathon in a certain timeframe like you had a minute mark that you wanted to hit and you look back on what you could have done better and what it meant is that you could have – you could have even a little better [0:12:32] race, you could have trained a little harder and you can then ask yourself, well, is that worth it like is it worth it for me to do those things to get a better time and if the answer is yes, then you should do it but if the answer is, well you would have had to run on an injured foot, you would have had to cut and restricted your calories to get a faster time, you would have had missed your kid’s [0:12:52] and all of the sacrifices that would have perhaps better prepared you for that marathon. You have to ask yourself, well is that worth it because if it’s not worth it, then should you really do it.

You know for example, I know people all the time, they set a goal for themselves and they miss the mark and they are so upset with the fact that they didn’t miss the mark and they go back and they realize like what they needed to do differently and the sacrifices are people and the sacrifices are relationships and the sacrifices sometimes leave them in a position where they are far worse off had they never achieved the goal, right. And so it’s like, why you have to do that because it’s on your bucket list. So silly like you still have to evaluate like is this worth it for me.

And then what you have to do after you’ve looked at what you could have done better, you’ve got to talk to other people who can help you identify what? Listen to this, tiny little things you can adjust because oftentimes when we miss the mark, it’s by a fraction. It’s by one degree and so it’s not a big, big, big thing. It’s all the little things. It’s all the tiny little things and I know this very well because we’ve been in business now for 20 plus years and every year by just making little teeny tiny tweaks, by just getting a little bit better at certain things, not at all things but just getting a little bit better at little things all the time, we just keep getting better and better and better at what we do.

So it’s not throwing in the towel, it’s not starting over, it’s not drastically doing an overhaul on your approach. It’s the tiny little adjustments that make monumental changes in your outcome. So I asked for that feedback and I took the feedback and then I reached out to a few friends who’d been on air selling before and then I just reviewed my notes because here’s the thing. When you are passionate about something, there is still a very specific way that that message has to be delivered so that people understand what it is you are talking about and how it benefits them and there is a very specific way to do that, a very specific way and it’s the same whether you are on Infomercial, whether you are doing a webinar, whether you are doing a sales letter or an email or on live TV, it’s the same.

And I’d forgotten some of those very key ingredients, very key ingredients and it was so sweet because I went on Periscope on Saturday morning and I was talking about this and oh so kind of everybody who reached out and told me everything I did wrong on Twitter. Thank you so much. I didn’t want to get like brutally pummeled with all of your feedback. I am like [0:15:33] down experts, slim it down now. You all are experts now. You’ll couldn’t wait to tell me what I did wrong. Thank you very much. So – but I did talk to a bunch of people and I did take a lot of notes. I re-watched and I don’t normally do this but I re-watched myself on that show repeatedly to look for a little teeny-tiny things that would make a difference.

I didn’t want you to say oh, you look so you know ridiculous when you said that or I hate the way – you know I didn’t look to beat myself up. I re-watched it many times to see what very specific elements were missing and where I could make a tweak with the critical eye and then I reached out to a few people who are experts and whose opinions I know because there is one thing that people go, they are like, well I am not sure if I liked it – it’s like yeah, but it doesn’t matter. There is a formula and I’d left out some really important pieces, some really important elements and so I went back the next morning and then we didn’t have an hour.

They just gave us 10 minutes and in that 10-minute show, we sold almost double the amount that we had sold the night before at our time slot that was an hour long. So I am like, yes, okay we are on it and then I asked that host to give me feedback and I called more people and I said, what could I do better, what didn’t go well, where do we see a spike in sales, where did we see viewership drop off and then I re-watched myself again and I made notes on how I could adjust and then we went back at 10 PM that night for an hour long show. Guess what? Sold out! Sold out and Sold out or nearly sold out of our backup stock which is insane like I have never, ever, ever done that.

So we went from like clearly a disastrous start to a sellout which is really hard to do. It’s like my dream come true. It was my dream come true to have – not really but I mean it was nice. It wasn’t like a dream but it was definitely a goal. It definitely made me happy but know this. If I hadn’t, if I still had pretty dismal results and I had done my best. That’s all that I can do and there has been many occasions where the ending to the story isn’t so grand. One of which was Chalene Extreme. The program works. Some of you probably do it.

One of the hosts at QVC, she is like oh, you are Chalene. Oh my God, I am a two-time Chalene Extreme Grad, the program freaking works. It’s amazing, it’s built on science, it’s strength training. It’s periodization, it’s – it’s everything in my opinion but we couldn’t get to work on TV and we tweaked and we tweaked and a lot of the problems with why that show didn’t work is because of me because I really pushed for us to use select SelectTech weights which are amazing but they look huge. They look huge. They are like, they look gargantuan. So like when you are hurling 7 pounds, it looks like you have 50 pound weights and that’s the hard sell for most women.

The visual, the image is like big giant weights. I pushed hard for that and Carl Daikeler, the CEO at BeachBody and Lara Ross who was my creative director at that time, they are like, okay like very reluctantly agreed after I pushed for that and that’s my bad you know. Then it was done. BeachBody just kept pouring money into try to make it work on TV. Now trust me, it works and you can get it from a coach and many of you who are watching me right now have probably done Chalene Extreme and had amazing results but for whatever reason, it didn’t translate on TV and that’s hard because that meant BeachBody put millions of dollars tweaking and testing that show and we kept going back and we are filming and I kept watching and seeing things that I could do better like using bands instead of weights. Well there is the boots but that’s a whole another scope.

But at a certain point, I did everything I could to make it better, still there was no happy ending, right except people get great results but in terms of like it working on TV, it just never did. So sometimes you are going to do your best and it still won’t be good enough but what does it say about you is what you need to leave with and what I said about me as I did my best and I have to be happy with that and I am and I am proud of that program and I know that it’s given people amazing results but I had to – and literally I had to do a therapy, truth. I had to go to therapy to get through that feeling of failure and to finally recognize that I still had value even if the show didn’t work. I was still a good person.

I still was creative, I still knew what I was talking about. I was still good enough. It just didn’t work on TV and it took a long time for me to get there but I finally did and I want you to have that too because it makes it so much easier for me to just try things now. If I hadn’t worked through that, I can tell you that I would have been very reluctant to try new things because it was so painful to feel so depressed.

I did use the word depressed because I really wasn’t like clinically depressed but I had not been that sad or down on myself and down in the dumps and if I hadn’t gone through therapy and worked through that, I assume I would be so afraid to feel that again that I probably wouldn’t have tried and constantly I am trying to do stuff all the time where I know there is a really good chance we are going to fail you know whether it’s doing the launch like this year, the launch for Smart Success, we decided we are not going to do a traditional launch, we are not going to do the four part series of videos, we are not going to use any affiliates even though that’s a formula. And we just decided to do it pretty much infomercial style one video open cart one day like one live broadcast and it was a risky thing to do and I knew there is a very good chance we could fail and in the past, I would not have done that because I would have feared that I would have let everybody down but it worked out all right but even if I hadn’t, actually it was our best launch ever. It was our biggest Smart Success event ever, ever, ever and it was easier on me and it was easier on our staff and it was just the right thing to do but it might not have been.

You know sometimes you have to try things and you can’t be afraid that the failure is a reflection on you because it’s not. It might be a reflection on the process, it maybe a reflection on the time slot, it maybe a reflection on the timing, it maybe a reflection on the partners, it maybe a reflection on your preparation and it maybe a reflection on all those things but it is not a reflection on who you are. Now would you like to know as my extra added bonus the one thing, the one really important element that I had left out when I went on QVC for the first hour because I am going to tell you a very, very important element that I forgot and I see people forget all the time and it’s huge and it’s why we didn’t have sales, I mean we did but pretty dismal in that first hour and then when I came back, it was like baking a cake and I had left out the flower and the eggs like I literally left out the flower and the eggs and this is so huge and I watch so many other people who are excited about this thing that they offer but they leave it out. They leave it out, they always forget and this element is the difference between mediocre results and killer results.

You’re ready? Now keep this in mind. There are a lot of ingredients. You need a story, you need to explain to people how it is that you were in this position before this thing that you’ve created and how it’s helped you. You have to explain to people what exactly led you to create this thing or led you to fall in love with this thing or why it is you are so excited about this. You have to talk to people about exactly what it is they are getting people, you need to know that. You need to tell people the price, you need to let people know exactly what their lives are going to be like with this product but the one thing that I forgot were features and benefits.

All I talked about were the benefits. I forgot to talk about features and if you do those two things and not back to back, consumers don’t make the connection, features and benefits. Now that word can trick people up. So let me give you what I or the term I use instead of the term features and benefits. I like to use the terms in my [0:24:06] features and benefits, I am always like that confuses me, that confuses me, my brain can’t do that that fast. Here is a layman’s way of understanding features and benefits. It is what is unique about it and why that’s awesome for you, okay.

So for example, one of the features of PiYo is that you can do it at home. The benefit of that is, you don’t have to drive to the gym. One of the features of PiYo is that it’s a fusion of yoga and pilates, all of the best pieces though. So I took out all the boring stuff. I took out all the stuff that really doesn’t bring calories. How does that benefit you? Well you are finally going to do a fitness – a mind body program that actually burns calories and it is a weight loss program. That’s been a major benefit because most people know all of the benefits of stretching but they are missing the benefit of a calorie burn but because of the features of PiYo, one of the unique benefits is, it’s a calorie burner which means people lose weight. It’s a weight loss program.

One of the features of PiYo is that I give you a complete calendar where you know what to do Monday, Tuesday, Wednesday, Tuesday, Friday you know every single day. What’s the benefit of that? It takes out all the guess work, yeah. See, awesome.

All right, well thank you so much guys for joining me and thank you for everybody who called in and it was such an amazing experience personally and professionally. I like feeling uncomfortable, I like feeling that I am getting better at being uncomfortable and I like the feeling that I had missed the mark and it was a good experience for me to realize that it was okay for me to be bummed and to also recognize that I wasn’t feeling bad about who I was as a person. I was bummed but I was mainly bummed for everybody else. I am like, oh man, you know I was bummed for everybody else. I didn’t feel bad about myself this time and that made me really happy. Like I am getting stronger, I am getting better and we want to get better as human beings, right.

So think about that and if you are afraid to try things because you are afraid to fail, it’s likely because you fear that painful thought that it must say something about you. You can let that continue to be your biggest obstacle. You can continue to let that stop you and hold you back from your greatness or you can go to therapy or get yourself a life coach and work through it or you can do it the hard way and just keep sucking it up, you know. I don’t know. I just feel like it’s such a shortcut to go to an expert like you are not going to have your best friend do your dental work. You are not going to do your own tooth extraction. So like why suffer, like go to an expert. You know find somebody who is good who can help you and it is just much faster way to be a better human, be a happier human. I want you to be a happier human.

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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