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| Chalene: | I've decided to resurrect Build Your Tribe. Ladies and gentlemen I'm back. Now listen, calm down, calm yourselves down. Simmer down now. Oh my gosh, do you remember that SNL skit? Hold on a second, I got to look that up. You're probably too young. If you're not then, shoot, you're going to love this. Simmer down now. |
| Video: | Welcome to Burger Castle. How can I help you today? |
|  | I'll have a bacon cheddar royal and please, please don't forget the ketchup. |
|  | Just simmer down now. Excuse me? Simmer down, and your catsoup is on yonder condiment counter over there. |
|  | Catsoup? Where are you from? |
|  | I'm going to be from the state of Hell if you don't simmer down now, now simmer down. |
|  | I don't know what that means, I was just going to ask you to super size it if that's okay. |
|  | Sir, you're not at that MacDonald's. If you were, I would tell you to Mac simmer down now. Take it. Who next? |
|  | I'll have a large cheese Laroy, and a big sundae. |
|  | All right, slow it down, simmer down now. |
|  | What the hell? I don't need this. |
|  | You're going to need a triple by-pass, now simmer down. |
|  | All right. |
|  | Sim mim mim mim mim. Sim mim mim mim mim mim. Sim mim mim mim mimer down, simmer down now. Simmer down. |
|  | What is wrong with you? |
|  | You better simmer down and get before I take a switch to you. Now, simmer and get. |
| Chalene: | Oh my god. I die every time I see that. That Cheri Oteri. She played this character called Nadeen. Anytime anyone started to lose their patience she would say, "You need to simmer down now, simmer down now." I know what's you're doing. You're freaking out that I am resurrecting Build Your Tribe, and you're worried about me. You think I might be doing too much podcasting. Let me first explain the new resurrection of Build Your Tribe. Here's the deal. I have this online school called The Marketing Impact Academy. Part of the process that we partake in with our students is they are able to ask me questions, specific questions about building their business, making it function online, drawing traffic to their retail business or to a physical location, and they can ask me these questions. |
|  | When they ask a question on Speakpipe, I record a message back to them. It's this really cool way of people being able to get their very personal questions answered. I realize I'm listening to their messages, and I'm recording a message back. I should just share that with people on Build Your Tribe. It would do a couple things. Number one, it would help get the word out about the students. It would help promote the people who are in my academy. All of the people in Marketing Impact Academy are trying to make an impact on the internet. They're trying to get their name out there. They're trying to have meaning and purpose and build a following in a tribe. It would be really cool for them to have the exposure to you the audience, right? |
|  | Number two is, most of the questions they ask are probably the same questions you have. At least a lot of them are. I thought, "You know what I'm going to do? I'm going to take those questions and the answers from the people who are willing to allow me to share their messages, and I'm going to upload them to Build Your Tribe." My goal is to do this five days a week. It's something I do on a regular basis. Every day I log in and I answer questions of my Market Impact Academy students. |
|  | Now I know your next question. "Chalene, would I have the ability to ask you a question myself?" I think the best person to answer that questions would be Naydeen. |
| Video: | Everybody simmer down now. One at a time. |
|  | I wasn't even getting excited. |
|  | Simmer down now. |
|  | What are you talking about? This is ridiculous. |
|  | Add it up. Simmer, plus dime, plus nine, equals simmer down now. Now, simmer down now. |
| Chalene: | Let's not get carried away. Simmer down now. I am definitely going to take questions from everybody in the audience, but priority will always be given to my students, the students in the Marketing Impact Academy. I know their questions will most likely be the same questions you have. If you are a Marketing Impact Academy student, you know how to leave me a message. For those of you who are just lifers, you listen to Build Your Tribe and you have a burning question. You can leave it for me by going to ChaleneJohnson.com/askChalene. |
|  | If you're an Marketing Impact Academy student please state your first and last name. We cross reference that. As a matter of courtesy and respect and my integrity in serving my Marketing Impact students first, we always take their questions first. However, if it's a question that I think is going to help my students, or it's too good not to answer, there's a very good chance I could actually feature you on Build Your Tribe. |
|  | I hope you love this format. I dig it. It's the kind of stuff I wish was available to me. When I was starting to build my online business, sometimes it would be one question. If I could just ask this one question, I could get unstuck. I could move past this thing that is holding me up right now. Before you get all up in arms, y'all need to simmer down now. Welcome back to Build Your Tribe. |
| Elaine: | Hie Chalene. I'm wondering if it's possible to make a full time income in just four months? If so, how do I do it? What should I focus on? |
| Chalene: | Elaine, yes. Of course there's a way for you to make a full time yearly income in just four months. Of course there is. Let's start with the basics. You could sell drugs, molly, crystal meth, molly, crank, cocaine, marijuana. What else is popular amongst the kids these days? PCP. I have no clue actually. I have no clue. I have heard that's a way to make quick money, and also land yourself in prison. |
|  | You could also try your hand in Las Vegas. Who knows? Maybe it is your lucky month. You could also consider embezzling from your current employer. All of these things are a possibility, none of which I'd recommend. I'm really just being sarcastic with you. The bottom line is, if you're really very motivated, and it sounds like you are, there must be a specific reason why you said, "In four months." There must be something pending. There must be something very specific. A strong 'Why?' Or motivator, if you will. |
|  | Dear Elaine, I need more information, number one. Number two, I can tell you need more information. I can tell you haven't sat down to write a brainstorm. Anything is possible, legitimately. Of course, you can make a full time income. What you made last year, you can make that in four months. Yes you can. I assume you can. |
|  | It starts with the letter 'r'. Research, research, research. Why is it you need to make that much money? How much does it boil down to per day? What are your options? How could you do that? What resources do you need? What skills do you need to learn? What types of people do you need to partner with? What type of investments do you need? All of these things start with a pen and a piece of paper. |
|  | The answer to your question is simply that. It's pencil and paper. The act of writing down every possible solution, every possible scenario, will number one, give you more detail so you can ask a question that has more specifics. Number two, it will probably answer the question for you, "Is this possible?" My brief answer is, "Yes, it is." If you're really extremely determined and you're willing to do a lot of research and whatever it takes, of course it's possible. Thanks for putting up with my sarcasm. |
|  | By the way, I guess that's a good lesson for any of you, feel free to give me as much detail as you need when you leave your questions. I can always cut, copy, and paste your voice email and take the pieces that I need. Many of the questions I receive I'm not able to answer because I don't have enough information. I need more details. Feel free to leave those detail. I don't need to know where you were born, and where you met your husband, and what you had for lunch. If it relates to your question and it might be something, if we were in person I would ask you, feel free to leave those details. You leave those for me by going to ChaleneJohnson.com/podcast. |
|  | Which seems like the perfect segway into this next question, because Justin give me just the right amount of information to be able to answer his two part question. You're going to love this one. |
| Justin: | Hey Chalene, how you doing? My name is Justin Su'a, and I'm a mental skills coach. Some people call themselves sports psychologists. Basically, my job in a nutshell is to help people push through adversity, to find their motivation when they're not motivated, to strengthen their confidence when they lack confidence, and even how to compete when you don't feel like competing. |
|  | My athletes perform in NFL. I've worked with Chelsie Hightower from Dancing with the Stars, or formally with Dancing with the Stars, the US Army, and I'm currently sending this message from Fort Myers in Florida as I am the mental skills coach for the Boston RedSox. |
|  | Probably my favorite work has been with parents. I'm the author of a book called Parent Pep-Talks and Mentally Tough Teens. Parent Pep-Talks is a how to manual for parents on how to bring the best out of their kids. I basically take the strategies that I use with elite performers, on how they focus, and how they bounce back from adversity, and I teach them to the parents so they can teach them to their kids. There's no more important team than the family, as I'm sure you are well aware of. |
|  | I have a question for you. Monetize. I'm not sure how to monetize. I know how to go out. I have my big clients, like the RedSox and some people here and there. To monetize on a greater scale like I imaging that you do, I do not know how to do that. I would love some coaching with that. Thanks for inspiration and we'll keep following you. |
| Chalene: | Okay, Justin. First of all, gold star. You set the standard for providing exactly the information I needed to give you a very thorough response. Your question is what so many other entrepreneurs struggle with. How do I monetize this? I've got this e-book, or I have this course, or I have this information, or I have a product, or I have something I want to launch but I don't know how to monetize it. In other words, I don't know how to reach people and make money, other than one-offs, or in-person referrals. |
|  | The bottom line is this. It is the inspiration behind me creating Build Your Tribe. That is build your list. I don't think very many people know that they need a list until they need a list. I'm looking here at a book on my shelf written by Harvey MacKay, 'Dig Your Well Before You're Thirsty'. To every entrepreneur listening, to every person who's not even sure what your business is going to be, ever. You're not even clear. Start building your list as in like, now, today. |
|  | Justin, I immediately went to your Facebook page and to the page you have to promote your book. I checked to see if you had your own personal website, which I see redirects to the book page. I'm going to urge you to take one of the products you currently offer for sale, perhaps even your coaching CD, and turn that into a free gift. Anyone that goes to your website, if they provide you with their email address, that's how you can start the relationship. If they listen to that audio coaching program that you've created on CD and it's immediately delivered to their inbox, and they can experience what it's like to be coached by Justin, to have the same advantage that the most elite professional athletes in the country have, then you start building this incredible relationship. |
|  | When people start passing that along and saying, "Hey, go to this guy's website. I know you've got a son who needs this, right? I know you've got a daughter. Or maybe your husband's going into an interview and he needs to be mentally focused and ready for that, or going through a tough time. This CD program really helped me." |
|  | Maybe it's not a CD program, but it's something, Justin. Something you would normally would and or could charge for, but you're going to give it to people so that when they land on your website they're like, "This is amazing. It's so amazing that I have to buy the book." Or, "It's so amazing that I would love to have a course from him." |
|  | Justin, I'm going to encourage you, if you haven't already, to become a student of the Marketing Impact Academy. Yeah, that's a blatant plug for my own program, and you don't have to do that. You know what else you could do? You could also spend nineteen bagillion hours researching this stuff online, and getting into the wrong opt in pages, and not understanding how to hook stuff up, and never learning the right way to follow up in an email process that should happen immediately after somebody receives an opt in, and how to write your emails, and the subject lines, and all that stuff. |
|  | I'm seriously plugging Marketing Impact, my own program, but you totally could do it yourself like I did. Spend four and five years learning these things only the hard way to find out that you spent a lot of time and money on things that don't work, don't connect, and quite frankly make it much harder to monetize. |
|  | Once you know the right way to build your list, and that's what it's about, the monetizing is easy. You don't have to sell. People already know who you are, they know what you offer, and they're attracted to you because you've given them so much free content. |
|  | Justin, it's probably the way you and I found each other. I create this podcast for free. Yes, it's something I could charge for. For many years I monetized a coaching program, an audio coaching program called Car Smart. We made lots of money, six figures, selling Car Smart. When I went to my business partners and said, "You know what I want to do now? Now I want to provide that same content free, on a podcast. I want to do away with the Car Smart audio programs. I want to give this to people for free on a regular, updated basis." |
|  | They thought I was crazy but they also know the power of building that type of relationship makes it so much easier for people who are looking for you and then you don't have to sell. Maybe you could make the argument that, "You don't have to sell but, Chalene, aren't you selling Marketing Impact Academy to us right now in the middle of your podcast?" I guess you could say that. Maybe some people will think I'm selling. I don't feel like I'm selling. I feel like I'm frustrated that people don't understand they need to do this. |
|  | I get really passionate about it and I also get really passionate when I have a friend who's bought six blenders at $150.00 each in the last two years. I passionately implore them to buy a Vita-mix. Not because I love the Vita-mix so much but because I'm a hashtag duh, it's the best blender in the world. I do the same thing when I'm in a clothing boutique and every blouse on the rack that I look at falls off of their dumb, metal hanger and onto the floor. Now I got to bend over, and pick up the dumb blouse, and put it on the dumb metal hanger, and it slides off again. |
|  | Then I passionately walk to the lady at the front and I persuade her to change all of the hangers in her store to huggable hangers. Not the cheap imitation, but the real deal. Why? Because it makes life easier. It makes life easier on your customers. You would have more room in your boutique. It would make life easier on all of the sales associates who have to hang up blouses. Do I have any affiliation whatsoever with huggable hangers? No. But they work and it saves people time and money. |
|  | I never feel like I'm selling because I will never suggest something that I don't whole heartedly believe that it's going to save people time, money, energy, stress, and headache. I will never sell. I will always, passionately, recommend things that I believe, I truly believe, from my own experience, are going to make life easier. |
|  | If you want to do a launch, if you have a product, if you have a service, if you need to build a team, if you want to sell exercise videos, just about anything you want to do online. If you have a nail salon, if you have a cycling studio, y'all need to build your list. It makes everything that much easier. It's not that sexy. It's not what people want to do first. Everyone wants to do something in social media, or write the book, or create the program first. My friends, the first step is building your list. |
|  | It doesn't have to be that complicated. It can be as simple as starting a blog about your life. At the top of it you have a place where people can give you their email address. Just an opt in. |
|  | Justin, this message was fantastic because it allowed me to address everyone who listens to Build Your Tribe. When you hear the term Build Your Tribe, know that it means build your email list. It makes life so much easier. Aw man, everything gets easier when you have a list. Speaking gigs, filling seminars, selling books, finding your next best distributor, whatever it is. It's always easier when you have an email list. There you have it. Off my soap box. |
|  | Ladies and gentlemen, I can't wait to get your question. You do so by going to ChaleneJohnson.com/askChalene. A-S-K-C-H-A-L-E-N-E. Like Charlene, but there's no 'R' y'all. No 'R' in Chalene. ChaleneJohnson.com/askChalene. Don't forget to share this podcast with your friends. If you would like a chance to become a Marketing Impact Academy student for life, all you have to do is leave me a review by going to I-tunes. Leave your review at Build Your Tribe and use the hashtag #IWantMIA. We'll be selecting one lucky reviewer each month. You guys rock. I'll keep it brief. I love yeah. I mean it. Talk to you soon. |