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| Speaker 1: | Hey what's up everybody, I'm Chalene Johnson. Welcome to Build Your Tribe. This is Build Your Tribe edition 2.0. This is the new show where I take your questions; anything related to business. I love helping entrepreneurs build a business, reach more people, spread your message, serve your purpose and doing so online, but I'm happy to answer your questions about building a business with a physical location. You can ask your questions by going to ChaleneJohnson.com/askChalene. These episodes are brief. They're concise. They're to the point. I try to select questions that I think will help everybody who's listening. Let's get to it |
| Speaker 2: | Chalene, Jimmy Hayes-Nelson here, aka Coach Jimmy. I have a question for you about YouTube. My efforts this year are to really build up my YouTube channel. I love making videos but I want to get really professional, and of course like any social media platform, I want to create an amazing community. So I want to know what causes you, Chalene Johnson, to stop subscribe, comment, and get involved in another channels community. Thanks for the tips and you can check out my YouTube channel at YouTube.com/thecoachjimmy. I look forward to seeing you over there and thanks for answering my question. |
| Speaker 1: | Jimmy, Jimmy, Jimmy. Great question. Love it. I love what you're doing on YouTube. Of course I had to immediately go to your channel, which I already subscribe to FYI, but wow major changes over at coach Jimmy's YouTube page. Clearly you've put a lot of thought into this and I want to answer your questions as honestly as possible. |
|  | Number 1. You're doing a phenomenal job of making it really easy to know just by glancing at your videos what I'm going to get. Extremely valuable content for anyone who needs motivation, leadership, great topics. When you asked me, though, what would make me swing by on a regular basis, which I do some channels, not many, but some, and interact and comment. The first thing I thought of was comedy. Not that it needs to be a comedy channel, but the videos I tend to really look forward to watching are the ones that are funny, like there's an outtake in the middle or they have what I like to call rituals, like things that you expect to happen in each video like sound effects or bloopers or, I don't know, just different things really. You just come to expect it, almost like a television show where you know Jimmy Fallon's going to do a lip sync, or on David Letterman he's going to do top 10. I love those kinds of things. Just comedy in general draws me in. That's my personal response. |
|  | I love content that's extremely entertaining and funny because I can get content anywhere so I'm always looking for someone who can deliver me the content but I totally relate to who they are. If there's one suggestion I would give you, and this is really easy for me to do because I know you, you're super funny, you're very animated, you could have your own TV show, so I guess the only thing I would say is to maybe put some kind of more comedy in your screen shots. Does that make sense? Because it's in your videos. |
|  | I guess when I see like a thumbnail, that's what I'm talking about is the thumbnail, is what draws me in. If the persons making kind of a crazy face I click on it. That's just the truth. In terms of coming back and commenting and becoming a part of the community, that happens when someone is posting on a regular basis, which you definitely are, and when there's great value and, and I know I'm going to get interaction from the person who's hosting the videos. I encourage everybody to go check out Jimmy's page and see if you agree. Leave him a comment on YouTube because maybe you completely disagree with me and you don't click on videos where people are making like a weird face or there's comedy involved. |
|  | I think it's good to get a couple of different opinions. Jimmy's YouTube channel can be found at YouTube.com/thecoachjimmy. Hey and I just gave you another little tip right there, and for everyone else. If you have a website name where you couldn't get coach jimmy, let's say, or you couldn't YouTube.com/coachjimmy and you had to put a "the" in it or "the original" or "official" then you really want to emphasize that every single time you say the name. So, Jimmy one more thing I would say that every video you want to start it off by saying welcome to the T-h-e coach Jimmy, because then people won't forget that there's a "the" in there. You know what I'm saying? |
|  | All right everybody, let's see if you agree with me. Head on over to Jimmy's YouTube channel and we shall see. |
| Speaker 2: | Hi Chalene, thank you for taking my message. My name is Cynthia and I have recently opened a spa down in South Florida. I know at some point I need to start pulling myself back a bit and letting my employees do their thing. So far it's been a little bit of a struggle. We have really good people working with us but I know I've listened to your programs and other entrepreneurs talk about how taking yourself out of the mix and delegating is actually the best way to handle a lot of tasks so that you're not having to be there all the time. |
|  | Just wondering what types of systems you recommend putting in place, or the methodology you followed, I just I don't know I'm still feeling like if I'm not there everyday for at least a certain amount of time that like somehow things are just not getting done as well. It's probably not fair to my employees that I think that, but I don't know how to change my mindset in to where I don't feel like I need to go in every day and things will be fine, and if they're not fine they'll figure it out and the business will not collapse into a shambles if I'm not there. So anyway, any pointers or thoughts that you have for me would be really really appreciated. Thank you. |
| Speaker 1: | Cindy, okay, dude, wow, I'm so impressed by you. Just that at this very beginning stage you're already considering how to scale this, because you can't scale more Cindy. You can't have more hours in the day. We can't cut you up into tiny little pieces and shift you everywhere. You can't be all places at all times. So I love that so early in the development of your spa, you've already figured out that you've got to figure this out. The good news is you've got the right mindset. |
|  | The next thing I have to tell you is you're actually supposed to be there right now. As hard as that is to hear, and as wonderful as the idea is to be an entrepreneur and to have that freedom and to make your own schedule, that does come later. Especially so when you have a physical location. Now you're right I do have an online business but we do have a physical location. We have a headquarters, I like to call it, headquarters where all five of us sometimes hang out, but I don't have to go there each day. Most of my staff, including the largest part of my team, is a virtual staff. So my experience comes from having a physical location when we owned part of Blue Productions, as well as a clothing boutique that was a part of that, and a physical office where we had anywhere between 15-20 full time employees and another 60-70 around the country as consultants. |
|  | So I need to tell you that it is much tougher to have that freedom when you have a physical location. However, the people who are able to do it and do it successfully have your mindset, which is to recognize early on that ultimately you want to be able to delegate and to be able to scale this. I mean to open up several of them, or to franchise your idea, would obviously mean that you've got to figure out the systems that work so that anyone could buy into this franchise and make it successful. |
|  | First let me assure you that yes you are supposed to be there. Secondly, absolutely everything that's done from the moment they unlock the door to the spa to the last second where the doors are locked, everything should be systematized. By that I mean write down absolutely every step, what makes it unique to your location. What makes it special. What ingredients are key so that people have the type of experience that you want them to expect when they visit your spa. |
|  | Once you create those systems and you do so by simply buying a giant journal and having every employee who does things well write down absolutely every step and every single ingredient. It's kind of like baking the perfect cake. There's plenty of cake mixes out there but if you want this really incredible unique delicious piece of cake, it requires a special recipe. If you leave out just one ingredient, the cake doesn't turn out right. So systems require that we write down absolutely every ingredient, every single step, and we have everyone, even if they think they've committed it to memory to use either a print out or an excel sheet or whatever system you find works best for you so that no one ever leaves out an ingredient. In this process you really empower your new staff and when you see them doing things that are right rather than saying "Okay write that down" honor them, which I could just tell from your voice that you're a positive person and you get this. |
|  | Recognize that they're doing something fantastic in the moment and make it a system, honor them. Talk to them about how amazing that turned out and how you'd love to be able to have them create the recipe, the system if you will, the protocol and the procedure so that every time this particular function is performed we get a desired result. That's what systems do. If there's a desired result that we want, and we follow the steps, the system should produce that desired result each and every time. Entrepreneurs who try to keep this stuff upstairs in their own heads and then allow their employees to hopefully memorize these things, well ingredients get left out and that's why most owners can never step away from their business. But if you have those systems in place, not only can you eventually step away from your business, but you can scale your business, and most importantly, you'll be able to empower people. |
|  | People want to feel empowered. They want to feel important. I mean a paycheck is cool, but for most people, and especially in the industry that you are in, people want to make other people feel good. Your employees are more motivated by making you, Cindy, happy and making sure that the customers and the clients who visit your spa have an incredible experience, they're more motivated by that than they are their paycheck. So find special unique ways to empower them and to make them feel important and to get your key staff members involved in the process of creating systems. |
|  | Phenomenal question. All entrepreneurs everything you do, write down the steps, every single one of them. And have that list available every single time you go through it. You will save yourself so much time and effort, and brain power. You see when we have to keep track of things in our heads it's exhausting. You just leave out one step, like I'm talking right now, but what if I hadn't it record, you know. Or what if I hadn't checked to see if my computer was connected to the internet or that my notifications had been turned off. All of those things are part of m system for recording a podcast. If I don't look at that list before I record each time, I can waste 20 or 30 minutes by suddenly a notification going off or realizing that I had never hit record. |
|  | Each of these things we want to review every single time until they are so automatic its almost impossible to forget the steps. But even more importantly all staff members potentially can quit. Everybody can walk off the job. Even family members can leave you. Your most valuable manager, the person who knows everything, could leave tomorrow. So if you don't have these systems in place you are out of luck. If, however, you have systems in place where everyone knows the protocol anything that's done on the computer, you create a recorded screen flow to teach everyone else how to do it. In the event that that person leaves or they get sick or there's an emergency. Everyone knows how to not just do the job but do it perfectly. Following that exact recipe that you've created as a team for your spa. |
|  | Cindy, thank you so much for your question and I look forward to visiting your spa when I'm in Florida. |
|  | Now I need your questions. You can leave them for me by going to 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 iTunes, leave your review at build your tribe and use the hashtag I want MIA. We'll be selecting one lucky reviewer each month. |
|  | You guys rock. My goal is to be brief, bright, and fun. I love you, I mean it, but I am done. |