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| Speaker 1: | Welcome to Build your Tribe with your host Chalene Johnson. |
| Chalene: | What's up? What's going on. I am so happy you are here. Welcome to Build your Tribe. Let's build you tribe. Any question, anything at all. You want to ask me about building your business, no topic is off limits. To submit your question just go to ChaleneJohnson.com/askchalene. No more wasting time, let's get to the first question. |
| Francis: | Hey Chalene, this is your friend Francis from New Jersey. Just want to tell you that I really love the picture of you with Shaun T on your Facebook page. It is just fantastic. And I have been learning from you for almost a full year now. I have been listening to your podcasts since Build your Tribe, and the Chalene Show which I love. So I just wanted to thank you for doing that. I was listening to your podcast about Instagram. I think I have hit a wall with my Instagram. I haven't grown it, and I post every day work outs, inspiration, things like that, I have been doing. And I have seen a spike in my business attracted new customers, people just out of the blue have come to me, which is actually really awesome. But I think I have hit a wall, and I am not really sure what to do. I couldn't afford to get into marketing impact this year. My question is, what do I have to do, what do I need to do? I need to change something, and I am not exactly sure exactly where to turn. So I am turning to you for advice, because you are wise, you are wise in your ways, Chalene Johnson. Anyway, that's my spiel, that's my message for today, I guess. And thanks again for doing your podcasts, they really are awesome, you are doing a great thing for everyone. |
| Chalene: | Ooh, this is an awesome question. Hey Francis by the way, thank you so much for sharing my podcast. Thank you for visiting my Facebook page. Shaun T and I, we are brother and sister from another mister, if you will. And I love that dude. |
|  | But I want to tell you about Instagram, and anyone else who is listening. There has been a lot of changes on Instagram. In fact, I am going to be doing in the next month some free Instagram webinars, because there are just so many things that people haven't changed, that they are still doing on Instagram, and it is just not working. And I want to share with people what they can do differently to re-engage their followers. |
|  | But first, let me say this: Instagram is different for men and women. So Francis, just look at your own activity on Instagram. Think like the person who you want to attract to you. So in your business, who is your lifer? What are their interests, what are their hobbies? Who is your very best customer, who is your very best team member? What do they have in common? What things are they looking at at Instagram? What are their favorite accounts? Ask them if you don't know. Because I see so many dudes, and I am just going to tell you how it is, there are so many dudes out there who are in health and fitness, and they are trying to be for example Shaun T. And the average dude isn't looking at another dude's workout video. They are just not. Here is the thing about it. Women love to look at other women's Instagram videos, and their fitness videos, and their fashion videos. Women like to look at other women. Men like to look at women. But usually dudes don't like to look at other dudes at least for inspiration. I don't care whether you are straight or gay, it is just the way it is. |
|  | So what is working for guys on Instagram? I don't know, you would have to tell me. I can tell you what is working on other platforms. For example on You Tube, guys are killing it when they are doing tutorials, like how to kind of explanations, screen flows, maybe recipes, cooking, tips, those kind of things. But when it comes to inspiration, if you are trying to attract women, because those are your best customers, because as you had mentioned you are in an MLM, we know that most, not all, but most MLM's tend to attract about 60-80% females. And again, the average female is not looking at a man's fitness account for inspiration and tips, they look at other women's. So why do you guys keep doing that? I just keep looking, going "but it is the wrong content". Ask women what they are looking at. Look at who they are following, look at what they are looking at. |
|  | If however you are trying to appeal to both men and women, then talk to the dudes who you have attracted, who are your ultimate lifers, and just say "what are your favorite accounts, what are you going to look at, why are you on Instagram, what would make you return to a person's account each day?". |
|  | Because I have also seen people make the transition. Let me give you an example. Look at the account fitgirl\_inspires. That is an account where he, yes he, features inspirational women in fitness every single day. Now it is a dude who runs the account. His name is Jonathan, and we are friends, and we talk, and he is awesome, he is a young college student who has probably graduated by now, and he studied Kinesiology and Exercised science, and he started doing his own stuff, and people just were not engaging. So instead he decided to create an account specifically geared to inspire other women based on his own experience. He was raised by a single mother, and his sisters were so inspirational to him. So he was like, I don't know why I am posting all this stuff about me, it is not what people want to see, so I am going to post inspirational photos and videos of other women who are inspirational in fitness. He has turned it into a very successful business. Now that is a place where people go to, and they can pay an affiliate fee in order to have their post featured. Now there is a criteria. A lot of the people he selects are just random, but that is an incredible opportunity to get more exposure. |
|  | The reason why I am sharing that with you is because Jonathan rather than fighting things, he was like "hey, I am going to give the people what the people want", and created this very successful account. Let me give you some other examples. I know so many of the academy members from IG Academy, and that is my online Instagram academy. Oh, and by the way, I know you had mentioned, Francis, on a previous phone call I believe, that you were not a member of the Marketing Impact Academy this year. I know that is a big investment for people when they are just starting out or money is tight. It is why we have taken out one of the most popular pieces of the Marketing Impact Academy, and we sell it individually. It is called IG Impact. It is $99. That's right, kind of crazy, right? And that is very doable for anyone who is trying to grow their business using Instagram. |
|  | Okay. Now back to examples, that you can use, concrete examples to show you how you can build an account, and it does not have to be you that is the face of it. I know people like my friend Louis House, who has multiple accounts of his own personal account. Now many of you are podcast listeners, so you know Louis House, you probably follow him on Instagram, but he has multiple other accounts which I call feature or content accounts. Where he is specifically targeting people who are interested in greatness, or success, or fitness, and by using an account where it is not his photo, but there are motivational phrases or motivational photos, or other people's content whom he has asked permission to use, he is growing all those other accounts. He does not have to be the face of those accounts, the links can go back to build his own email list, and at the same time he can grow his personal Instagram account which is @LouisHouse. So fellows, it is different for you versus the ladies. |
|  | I just am going to say something right now, and it might not make me that popular, and I know there are exceptions to this rule. But unless you are shredded and hot and super approachable, and you do not look like a jerk or a muscle head, most women are not going to follow a man's account for fitness and inspiration and coaching. I am sorry, they are just not. Unless you are something that is super unique, like maybe all of your exercises are with your baby, or with your wife, or you are just so amazingly hot that everybody and their brother wants to follow you. And maybe you are, Francis. I am just saying it is kind of different for men versus women. And that just is what it is. |
|  | So consider using your time more wisely. If you are spending a lot of time on Instagram, and you are actually seeing a blip, and you are actually seeing a boost in your business, well then maybe it is working. I don't know what you are using to evaluate it. Because, Francis, you said, I think I have hit a wall, or I stopped having growth. So I don't know if you are referring to likes and comments, or if specifically you mean you are not getting new followers. All I know is the best thing to do is to look at how your new followers are specific, meaning are they your ideal lifer, number one, and number two, are you still seeing an incline in your business growth. If that is the case, well then maybe what you are doing is working. But what the heck, why not start a separate Instagram feature account, where maybe you are spiritual, maybe you are Christian and you want to do a daily devotional, or maybe you want to do an account where you just do food tutorials or recipe tutorials, or something that is really value driven. |
|  | For everybody who is listening, Instagram is still very hot. But things have changed a lot in the last 3 months. I will keep you posted, we just talked about it today at Team Johnson, we are putting together the webinar now to give you a lot of those updates, and for those of you who are Instagram Impact Academy members, I have just found hours and hours of new videos to update you on all of these changes. So I am really excited to get that to you. It should be up in your Academy I would think in the next depending upon when you are listening to this, it should be up in your Academy in the next 10 business days. Yay, super excited. Awesome question. Just to summarize, if a social media platform just is not working for you, and this goes for everybody, perhaps it is the wrong one. Maybe you should go deep into another one. But do not give up, Francis, because you did tell me, you have seen a boost in your business. So we know it works. Let's just make these tiny little tweaks and see if we can take your business to the next level. |
|  | Okay, so I want to leave you with this. And this is a common thing I am often asked. And that is, what do you attribute your success to. I have had multiple, multi-million dollar business, some of which have been incredibly stressful, and yes we are making a ton of money, and no, we were not happy. And the life that I am living right now, the happiness, the joy, the purpose that I feel every single day is completely different from the success that Brett and I have enjoyed in the past. But the one common denominator in all of our businesses which attribute to our success is this: people. It is not a tool, it is not a certain amount of knowledge, it is not hobnobbing with the right kind of people, it is not how thin you are, how fit you are, how attractive you are, it is how kind you are. It is how you treat other people. It is slowing down and using your intuition. |
|  | And my guiding principal has always been to hire good people. I have radar for this. You do too. You just sometimes ignore it. Sometimes you let the resume and the skills and the qualifications over shadow what you feel. When you know you are dealing with someone who is bright, who is smart, who is good, and when I say good I mean they are a nice person, they do good things for other people, when you pay attention to those things, when you can feel it, like it is just an instant connection, you just look at them and you go, I feel like I have known you forever, I already feel like I can trust you, that is a really good sign. And then go deeper. Date the people you want to hire. And by that I mean don't take them on a date, but kind of. Get to know them. You are going to be spending a lot of time with these people. You are going to invest yourself. You are going to ask them to invest in your business. That is a huge chunk of time and resources and money and heart ache if it is the wrong person. So hire slowly. Set up opportunities to meet with them, to see them in environments outside of your work environment. Get to know them. Research them. Go intel. Go FBI style. Stalk their Facebook page, their Instagram page. Look at the people they hang out with, the people who they actually like and communicate with in social media, you can learn so much about a person by just being a social media ninja. Our success in our businesses has always been because of our people. And now I can say, our success isn't just because of our people, but our happiness is because of our people. |
|  | And the same is true when you are working with a virtual staff. I love my general virtual assistant Giselle. Giselle, if you are listening, I love you so much. She is in the Philippines, and I was just viber texting back and forth with her a few minutes ago, and I think the biggest mistake I made early on in my learning smart success and my outsourcing to consultants was that I was treating them like consultants and not family members, not employees. I was looking at their resume, I was looking at their portfolio, I was just assigning them work, and wondering why they would disappear. You have to treat people like family. You have to let them know that you appreciate them, and how important they are for the work that they do for you. |
|  | And so if there is any piece of advice I can give to anyone who is listening, don't worry so much about your likes and your follows and growing your email list, I mean all of those things are important, but nothing is more important than your team. Outsource and hire the things that other people can do. You are not saving yourself any money by trying to figure out how to do it yourself. I know that is hard to believe, it is the number one thing that I hear successful entrepreneurs say, that they wished they would have listened to earlier in their career. I know it is true for me. I tried to do everything myself. I thought it was saving myself time and money. I don't have time to teach somebody else how to do that, we cannot afford to pay somebody else to do that for us, I was wrong. Just do it. If it doesn't save you time, if if doesn't make you money, if it doesn't save it money, then take it back and do it yourself. But I promise if you learn to outsource and find the right people by listening to your intuition your business will grow that much faster, and so too will your happiness. I want you to be happy. I promised you I would be brief, I would be bright, I would make this fun, and then I would be done. So I am done. Microphone drop, I am out. |