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| Speaker 1: | Welcome to Build Your Tribe, with your host Chalene Johnson. |
| Speaker 2: | Yo, what is up? This is Build Your Tribe two-point-oh, where I answer your questions about anything related to owning, operating, and growing your business. My name's Chalene Johnson, and you name it, I've done it in business, from selling knives door to door, to infomercials, to used car lots, to online businesses. I've either done it or I've coached somebody else to a level of success that you too can achieve. You just need to know the formula to have a little persistence and some inside information. That's what we're going to do here. I'm going to answer your questions, no question too small, no question too big. If I can't answer it, I'll tell you where you can probably find the answer. You can ask your questions by going to ChaleneJohnson.com/AskChalene. Let's get to it y'all. |
| Speaker 3: | Hi, Chalene. This is Leanne Ulrich, from Kansas City. My question for you is I am budgeting for the next year for my personal development, and I was wondering, should I take Marketing Impact Academy or Smart Success first? Thank you so much for everything you do. Love you. |
| Speaker 2: | Leanne, this is an awesome question. This is a question that every one of us should be thinking about. When it comes to your personal and business development, this is something you should budget for. In my professional opinion, I would tell you it's the most important thing that you can budget for, aside from having updated equipment. It drives me crazy when people are on laptops that are crashing that don't have the proper space, phones that they are like waiting one more month until their contract renews, even though the phone is costing you hours and hours of productivity every single month. Don't be cheap about your tools, and don't be cheap about your dream. |
|  | You have to invest in your business, and the best way to invest in your business is by going to the experts. Hire a coach. Go to a seminar. Do the online training. Don't try to figure this stuff out yourself, you guys. I've been down that path, it's foolish. It's a waste of money. It's a waste of time. It's a waste of your life. You know, why spend hours, and days, and thousands and thousands of dollars trying to figure out things that just by making a very small investment, relatively speaking, a small investment, somebody else can save you literally hundreds of thousands of dollars, years of headache, maybe a divorce, maybe a failed business and all kinds of other heartache? Because we don't have to figure this stuff out ourselves. Leanne, I'm so glad you brought this up. |
|  | Please, everyone, make sure you are budgeting for personal and business development, period, end of subject. Okay, so now she asked about two programs, Smart Success and Marketing Impact. Let's just say, hypothetically speaking, that people who are listening are like, "I'm not going to one of Chalene's seminars this year. I have other ones to choose from myself." Okay, cool. Then, let me just answer generically. Smart Success is an organizational seminar, and Marketing Impact is the nuts and bolts of marketing your online, or in person, brick and mortar, physical business, okay? Which one should you do first? Well, I think that's a very individual question. I think it depends on whose seminar and/or training you are interested in attending, number one. Number two, how focused, organized, efficient, and productive, and systematized are you personally? |
|  | If you are incredibly efficient, you're very organized, you have a system for everything, for sorting your socks, for putting away your groceries, to organizing your online inbox, Dropbox, and your organizing your Dropbox, your to-do lists, and all of those things. If you are like the epitome of organization, well then, dude, y'all should be budgeting for some type of business development. Specifically, you should be looking to attend something that's going to help you reach more people in a shorter period of time. |
|  | However, if you're not terribly organized, if the problem is it doesn't feel like there's enough hours in the day, you're constantly distracted by shiny things, you're never quite certain what you should be doing first, or how to organize these things, if you're doing the same things over and over and over again, and you just haven't figured out a way to save yourself time, well then it's kind of pointless to learn something new, because you don't even have time to do the things right now that you already know how to do. In my opinion, if you're not terribly organized, you should do a seminar, a training, where you're learning all of those systems, whether it's Smart Success, or someone else's. |
|  | Let me tell you what we do at Smart Success. I'm just telling you this for those of you who are trying to decide which one you should budget for, if you're looking at one of those two. Now, you would think my obvious answer would be, "Well, do Marketing Impact, because it is a more expensive seminar." It's a two-thousand dollar seminar. It is geared towards business folks and I'm on Build Your Tribe right now, so you would think I'd be like, "Oh, no duh. Yeah, you totally got to do Marketing Impact." I'm not going to say that because I don't believe that's an honest answer. I think the honest answer is it's different for each person. |
|  | At Smart Success, what we do, and it's unlike any other seminar. When I say we, it's really something conducted by both my husband, Brett and I, because we do believe that you are better as a team, whether that's a married team, or you and your partner, or you and your top dog at the office, or the person you have that is your right hand man. This seminar is so much more powerful if you come with your most valuable partner. Smart Success is also an online academy. What we do in the academy is kind of go way back to the basics, help you figure out who are you? What makes you happy? Forget about what your mom and dad expected you to do, or where you are today, or wherever you are in terms of your title, your position, your career path, et cetera. Forget all that. |
|  | If we went back to scratch, step one, what would you want to feel? What would you want your day to look like? What would you want your life to look like? What are you missing out on? What do you wish you could enjoy? What gives you purpose? What gives you passion? What gives you joy? What makes you happy? We start with that, and then we go into all the areas of your life and how we can improve them. Not just like motivation style, like planning style. If this is an area I'm unhappy with, then we lock the doors and we do the homework. You download the PDFs, and you do the work, and you actually come up with a plan. There's nothing I hate more than just like people giving hypothetical motivation. It's like, "Yes, we should all have a great life, but how do I do that?" |
|  | I think everybody's motivated to have a fantastic life. Hello? Who wouldn't be? Tell me how to do it. Tell me specifically. What do I do on day one? What do I do on day two? What about three months later? What happens if I'm six months into this, and I'm like, "Wait a second. I didn't want to do this?" We really do go over all of the ins and outs. After that, then, this is unlike any other seminar that I know of. I mean, please correct me if I'm wrong, but we teach you how to develop a system for flipping everything in your life, from sorting laundry, to buying groceries, putting them away, organizing your closet, organizing your car, organizing your inbox, your Dropbox, your social media files, your virtual staff, your social media, like everything. |
|  | Because, at the end of the day, none of us should want to work more. I think it's okay to want to achieve more, but I just, that is like a whole other lifetime ago, when I was saying, "Do more. Do more. Do more." I don't even know that girl. I don't even like that girl, because I'm all about doing less, having more, so I can have more options, more freedoms, take care of more people, more choice. I dig that, but I don't want to do more. I want to do less, so I can live more, and that's really what Smart Success is all about. It's all of those systems. Now, the reason why I would tell someone to do Smart Success before Marketing Impact is because there's a lot we do in Marketing Impact, like a lot, lot, lot, lot. You do it step-by-step, again, as I do with all of my online academies, it's not theory. You literally do your homework each and everyday. |
|  | You learn how to create a freemium. You figure out who your lifer is. You develop several freemiums before we ever even start talking about marketing on or in social media. Then, once we start doing the social media stuff, there's so many different tips, and resources, and tools, and seeding that I teach that if you're not super organized, a lot of people become overwhelmed, because they can't even keep up with their own life, let alone add this extra component of business, because everything's in sheer chaos. The truth is most people do both. That's just the truth, because people who go to Smart Success are like, "Dang, I got the room to do more. I can create more things and it's not going to take more time. I can actually have more and do less because I have all of these systems in place." |
|  | They get really excited. It kind of eliminates any self-doubt when it comes to learning something new as you do in Marketing Impact. Then, there are those people who have done Marketing Impact first, and they're like, "This is a lot of stuff and I'm super disorganized and I don't have any systems in place. Help, I don't know how to outsource. I don't have a virtual staff. I don't know how to hire a virtual staff. My Dropbox looks kind of like my messy closet. My inbox, I've got thousands of emails I've never opened. I'm just oh no, I'm so overwhelmed, but I made this investment." Then, they start hearing about people who are in Marketing Impact Academy, who have also done Smart Success, and they're like, "Hey, I'm chill, dude. I got this." Those people who are disorganized and in Marketing Impact, they end up going back to Smart Success and kind of doing both. That's the honest answer. |
|  | As you can see, there isn't one answer. It just really depends on who you are and where you're at. I hope that was helpful. I didn't mean to turn that into a promo for my two courses. If it felt like that, I apologize. I really want this to be something you can take away and use as a reference point, because all of us, everyone who's listening, should take two different types of seminars this year: One that helps you get more organized, get things done, and you should probably take one, that in some way shape or form, improves your ability to reach more people. It improves your business. Maybe you're learning how to do webinars? Or, launch? Or, all of the things in Marketing Impact? Or, lead pages? Or, opt-ins? Whatever it is, you should all be taking at least one seminar or online training that relates to bettering your business. Then, all of us should be always trying to figure out how we could be better organized, because at the end of the day, we all want more time. |
|  | We want more time so we can live. We can have fun. We can do the things that make us happy. |
| Speaker 4: | Hey, Chalene. This is Darren Natoni, from Dallas, Texas. I was wondering, do you ever email your master list as a whole? Or, do you tend to target just the individual segments? I look forward to your answer, and thanks for your reply. Find out more about me, check me out on Instagram, at DarrenNatoni. D-A-R-R-E-N N-A-T-O-N-I. |
| Speaker 2: | Hey, Darren. Thank you so much for the question. Ladies and gentleman, if you don't recognize that voice, you would recognize the body if you are a fan of Insanity, or T twenty-five, and a lot of the other Shaun T workouts. That's Darren from those workouts. I think that's worth checking out on Instagram. Hey, so great question by the way. I love that you are such a student of this stuff. You do such a fantastic job. I know you help Shaun in developing his website, and his opt-ins, et cetera. ShaunTFitness.com. Okay, so we use InfusionSoft, and I love InfusionSoft, and I'm confused by InfusionSoft, but we do use InfusionSoft. |
|  | We also use Icontact. I just, you know, I mean, listen. I don't want to be anything other than honest with the people who listen to this show, and I'm going to tell you I love InfusionSoft, but it's complicated and it's expensive. It's not for everybody, but it can do things that other CRMs, at this stage, just can't do. When someone opts-in, say, for the thirty-day challenge, they are tagged, if you will, or placed in a bucket. Not sure if you want to call it a bucket, but we just tag them so that we identify them as people who have come in through thirty-day challenge, ThirtyDayPush.com. Or, let's say they are people who are new to my email list because they've signed up for a webinar on confidence, or overcoming self-doubt, they get a particular tag. |
|  | All of these tags are relevant. What Darren is asking here is let's say I have an offer for people that sign up for Smart Success, or some type of a course that I'm offering, do I email the entire list, everybody who's on it, regardless of where they came in? The answer to that question is rarely. We rarely email our entire list. Now, the term for that is a general broadcast. We rarely broadcast to our entire list. Typically, we look at when they came in, and then they are going through what we call a customer journey. Each opt-in that we've created has a very different customer journey. The journey is something I personally have designed based on how I want to help people. |
|  | In other words, I'm taking control of the relationship. If someone comes in because they've received a free e-book from me on how to eat clean, that's awesome, but ultimately, the people who I want to work with are not necessarily people who just are interested in diet and fitness. I mean, that's cool, but ultimately, the lifer, the person who I want to serve, is someone who wants to change their life, start their own business, build their brand, have more people reach their message, and hear what it is they have to say. While they might come in for a free e-book, the customer journey to get them to a point where they're interested in business development is a very long journey, versus someone who comes in say because they want tips on building their business on Instagram, that might be a short journey to get them from the opt-in to a place where they're interested in basically doing business with me as someone who helps them in business development. Does that make sense? |
|  | We have a separate customer journey for each and every opt-in. That customer journey includes a series of emails and call to actions. Now, each call to action doesn't necessarily have to be a sale. It just might be a call to action asking them if they're willing and ready to go to the next step. It might be something free, but what I'm trying to figure out is are you for real? Are you interested in building a business and having a better life? Because if you're not, I love you, God bless you. I will be here when you're ready, but there's more to this girl than jumping jacks and salads. You know what I'm saying? |
|  | We've designed that journey. Darren, to answer your question, those instances, those rare instances where we do send what we call a broadcast email, it's usually only a couple times a year. It's usually when there's something so amazing that it doesn't matter what list you came in on, I just know everyone's going to want it, like if I happen to have a relationship with an author, and they'll give me a certain number of books to give away for free. Or maybe it's an author who I'm like, "I know this book is going to serve everybody," well then I might suggest that. If it's a tool, or a resource, or something that's just ... It's too exciting, and I think it has mass appeal, then we might broadcast the entire list. We don't do that very often, it's pretty rare. |
|  | Again, that's based on my own, personal practices. I don't like email, so if someone sends me an email, I want to know that it has purpose, that there's valuable content in it. We're pretty careful about how exactly we design that customer journey, and how often we send a general broadcast. Do yourself a favor and go check out Darren on Instagram. That's Darren, D-A-R-R-E-N N-A-T-O-N-I. That's right, I'm always giving props to my Marketing Impact students. You guys are the best. Everybody has the ability, though, to ask me a question by going to ChaleneJohnson.com/AskChalene. I promised you I would be brief, I would be bright, I would have fun, and then we would be done. Microphone drop. I'm out. |
|  | This episode of Build Your Tribe was brought to you by CourageousConfidenceClub.com. For more information about overcoming self-doubt, insecurities, and those things that hold you back, like these unexplained fears, when you know you could be doing it, you should be doing it, but for whatever reason you just lack the confidence, and you let fear get the best of you, check it out. Go to CourageousConfidenceClub.com. Or, from your cellphone, you can text the letters, C, C, C, to phone number nine four nine, five six five, four three three seven. That's for domestic US calls only. Otherwise, you can visit our website by going to CourageousConfidenceClub.com. Thanks for listening. |