**Why What Most Are Doing in Social Media to Build a Business Isn't Working**

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

**Chalene Johnson:** This edition of Build Your Tribe is very important because I need to talk to you specifically those of you who have been members of the Marketing Impact Academy that is my elite coaching course that teaches people how to master online business. It has been an incredibly successful academy. We've served thousands of students. We've helped people to become millionaires with this academy.

But to be honest, it’s been difficult. Building an e-mail list is a pain in the butt. It takes persistence and tenacity and patience and because of the changes that have happened in social media in just the last three months, everything has changed and my friends, I am a stickler about updating programs when they need to be updated. There’s nothing more annoying to me, than buying a program or investing in something that's outdated and because of that, we are completely overhauling the way we approach marketing and how specifically you can build your business and start making money, right now, in social media.

And instead of wasting time trying to build followers and creating a waste of money really for so many people who are trying to build their list which is really important. Don't get me wrong and it is still really important that you build your list. But there's a way to do it that builds your list off buyers who take action and in this episode, I’m going to share with you exactly how that's happening and why we needed to overhaul the marketing impact. Ladies and gentleman, I'm excited to share with you our plans for the Marketing Impact Academy 2.0.

Okay, let's get to it. Here's the deal. I guess you could call me a serial entrepreneur. I’ve been creating businesses since I was a teenager. Businesses that most often evolve from a problem that I’ve been through and then I figure out like a solution and then I share it. Because of that, I've been really fortunate enough to have successful businesses.

But success is- well, it's one of those terms that like everybody defines success differently. So, you can define success as making money or being profitable. I can tell you, all of my businesses have been profitable. That’s kind of remarkable. I mean, it is like to pat myself on the back, that's kind of remarkable to have businesses that have been profitable but on varying degrees.

I will tell you that there's two common denominators in my business success and I want to share those with you. The first business that I created was obviously or maybe you don't know this, but the first official business that I've ever formed was called the All-Michigan Auto Swap Meet.

I'm a Midwestern girl. I'm from Michigan. I live in California but in my heart, I'm a Midwestern girl. I got Midwestern values and I can see through these phonies and fakes and I ain't got time for it. I'm a Midwestern girl living in California. But I’m a car girl and I grew up in an auto town and I grew where people, most everyone have been laid off from the factories but we were really into cars, and so the very first business they ever created was the All-Michigan Auto Swap Meet.

It was a business I created to solve a problem I was experiencing which was trying to sell used vehicles. That’s what I did to make money. I sold vehicles that I had purchased and then I would fix them up and then I would resell them. That was a pain in the butt. It was difficult because if you've ever sold a car private owner, it's like, you got to make appointments to see people after work. It's dark out then they want to come back on the weekend when there's light out and they can see the vehicle.

Then, sometimes, they don't show up and you many have to sell. But I made it a pretty successful business. Successful enough to put me through college. I’ve also created as you probably know other solutions like exercise programs for people who don't really like to exercise. Again, that was me kind of solving my own problem. I didn't like most exercise. Those businesses have been successful.

The biggest of which before this one was my infomercials. My infomercials help me to reach hundreds of thousands of people every single weekend. That was pretty amazing. But at its core, it was still about me serving people like going, "Okay, I figured out something that works for me and I’m just going to share this."

That's the thing I want you guys to know is that there's something you figured out and you might be way too close to it even realize it's a thing. You might have told yourself excuses like, "Well, you know, you can find it for free on YouTube." Or, you might have said to yourself, "Well, it's something that a lot of people know. Isn’t it common sense?"

But you're wrong. Well, you're right but you've missed something very important. You’ve missed a really, really important piece and it's you. Of course, things that I’ve done like an exercise program that's fun. Of course, there are other people out there who have created it, of course, you can get free workouts on YouTube.

Of course I thought to myself, "Am I in really any position to call myself an expert and to offer this to other people?" And the truth is, yeah. Because you don't have to be the expert, meaning you know more than anyone else. You just have to be an expert in the way you figured this out.

There's a million different ways to solve any number of problems. But there's only one way that you figured out that works and you have to think about this like, I think people don't realize how valuable time is and how much we're willing to spend.

Well, actually she just ask you, "Are you willing to spend money if you know someone has a solution to a problem you have but by going directly to the source, directly to the expert will save you time? Would you be willing to pay someone for their expertise even if you knew that that expertise existed somewhere on blogs and podcasts and YouTube and if you searched all around, if you became a research expert, you know you could probably get that information for free?"

But I ask you, "Would you be more likely to pay someone for that information if they could save you massive amounts of time and wasted energy by telling you the direct route?" Yes. Yes of course.

Especially, if it's someone who delivers the solution in a way that speaks to you. They like you. They speak your language. They get you. You relate to them. Because of that, there’s crazy things that people don't realize is valuable to others. I would love to know, how to prepare my son this summer to send him off to college. I've never done that. I don't know what's involved in that. Like if I could pay someone for a mini-course, a tutorial if you would, that would teach me like, what I should expect? What he needs to have?

You know what? My options are to go online and Google it and to spend hours looking at blog posts and videos of other people have done. But man, I really wish something as simple as that, I could learn that from someone I really trusted and we had similar ethics and similar views on parenting. That would be worth it to me.

So, there's little things that you been through you guys. You don't even realize that that could create passive income for you. Any challenge and crazy thing you've been through, even the tough stuff. Even the tough stuff.

Have you had to deal with the death of the parent? Have you ever fought with someone in your family over money? Have you got all of your kids' scholarships? Have you figured out how to keep a marriage together for twenty plus years? Whatever it is, you don't have to be the end-all, be-all expert you just have to realize, "You know, I figured out something and other people probably need to figure this out and it wasn't easy. But I have a system for figuring this out."

That is what I am telling you is the key to making passive income is to realizing that we're positioned perfectly right now in a time in place where what people are doing in social media, it doesn't need to happen anymore. Like people spend so much time like worrying about turning on their notifications on Instagram and worrying about their reach on Facebook and creating little posts on Pinterest that might be a quote from somebody else that you're hoping is interesting and might send people to your opt-in page.

But I’ve got news for you. In the last three months, everything has changed. Everything. Now, the reason why we're even revamping all of our online trainings, like the Marketing Impact Academy is because of this. Because a live video.

In the past, I would have to create something of interest in content that you're like, "Oh, that's kind of interesting. I guess I’ll keep following you for a couple more months. That's an interesting pre-recorded, pre-edited video that's kind of interesting. I guess, I keep following you for a couple more months. Then, I guess I’m going to follow you over on YouTube. I guess I look at some of your pictures on Twitter. Now, I guess maybe I'll opt-in to get your e-mail list."

Everything's changed. You know why? For the same reason. Follow me. Follow me on this because it's going to blow your mind. For the same reason, everybody wants an informational. Do you know why everyone wants an infomercial? They can't afford one because they cost millions and millions of dollars. I don't have that kind of money. I had a partner. Beachbody is my partner when it comes infomercial. But you know why everybody wants an infomercial? Because when you can spend thirty minutes, twenty minutes, fifteen minutes, live or with video where you've got someone's attention and you're talking to them and they're paying attention to you, and they're looking in your eyes and they're watching the way you move when you talk and your style and they're trying to figure you out, "Are you BS-ing me? Are you real? Are you legit?"

They watch and they don't follow that product on Facebook. They don't click to join an opt-in list. They pick up the freaking phone and they buy. Or they go to their web browser and they buy. That's a shortcut. It's like I watched the video, I buy.

Well, the beauty of live video is this. You don't have to sell and you don't have to spend six months building an e-mail list. Building a list and building content and serving, serving, serving, serving, serving.

Now, by all means, trust me. I don't get it twisted. I still believe it’s valuable to do that, but there's a whole bunch of people out there that are spending a massive amount of time in social media and it's not making them a damn dollar. It's not making anything. They have knowledge. They have value. They have something to offer people. They’re spending countless hours on courses and learning new methodology for social media and it's not getting their business anywhere.

I’m here to tell you, in the last three months because of this, because of live video, that's all changed. I can share with you case study after case study of people who in just minutes without an opt-in page, without a web page, without having to sell, have been able to generate a full-time income. Without selling. By just serving in social media and I am going to break this down for you exactly how you can do that. Obviously, it involves live video.

But, I want you to know it's more than that. It’s mastering your message. It’s understanding who you are. It’s using this live streaming video as a focus group. See, in the past, we have to guess what people want from me. I don't know, so I guess I’ll spend six months creating it, then I guess I’ll spend another year trying to figure out how to market it and then I guess, I’ll find out then if in fact people want it. Is it crazy? You don't have to do that anymore. This is free. Hello? This is free.

You see the difference between infomercials and what I do now is I now am able to reach, no joke, millions of people every single day for free. Thank you, Facebook. Thank you, Periscope. Thank you, YouTube Live.

I don't have to be on anyone else's schedule. I don't have to work with a partner. I don't have to do infomercials and prayed that people would watch TV because ain't nobody watching TV, y'all. What do y'all doing? We're all looking at our phones.

This is the real deal and I’m going to break it down for you. Get excited because finally people are going to be able to make money without a website, without a sales page, without even really understanding what for sure they're an expert at and how you can do that without a following. Pretty cool stuff.

As always, thanks so much for listening to this edition of Build Your Tribe. I'm hoping that you'll tune in to my Facebook page, while I do the series live. It's a best way for me to see your questions, be able to make sure I’m answering those unanswered questions and to really understand where it is you currently are struggling with social media and building your business.

Again, that's facebook.com/chalene, that's how you'll find me on Facebook. Otherwise, I promise to post this series the following day to Build Your Tribe. Of course, if you would like to be on the waiting list for the Marketing Impact 2.0, please go to Marketingimpactacademy.com, and as always thanks for listening to Build Your Tribe. It's my goal to be brief, to be bright, to make it fun and then be done. We are done, y'all. We are done, at least, for now. I'll see you next time.

This episode has been sponsored by courageousconfidenceclub.com. It’s a club that I’ve created specifically to help people who struggle with confidence and insecurities in social settings, and just standing up for themselves. Being yourself and feeling good about it. All of us could benefit from having more confidence. I’d love for you to just experience a taste of it, so please be my guest by going to Chalenejohnson.com/confidence tips. Now, if you don’t feel like writing that web address down or remembering to go there later, all you have to do is, while you’re listening from your phone, send me a text message. The number is 949-565-4337, and that is for US residents. Then just send me the word confidence and I will send you access to this video.

This video will help you to eliminate self-doubt and just feel more confident in any situation, whether it’s work or personal, or just your social interactions. Every one of us can benefit from having more confidence. There you’ll submit your e-mail address and I will immediately send to your inbox my latest training video. Where I teach you step by step how to feel more confident in just about any social setting. I think you’ll find this incredibly useful, whether it’s business, or personal, or just in your everyday interactions.

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 chalenejohnson.com/confidencetips.