Introduction: Welcome to Build your Tribe with your host Chalene Johnson.

Chalene : Welcome to Build your Tribe. My name is Chalene Johnson. I will be your host. You will be my co-host, normally. Today's show is a solo show. I almost say it's a rant. I hope it doesn't turn into a rant. I hope it doesn't come across as a rant. Although, sometimes I get super, duper, passionate. I guess it can come across sometimes as almost anger, or what's the word ... Frustration, when I talk about this particular topic. Here's why. Because I've been in your shoes, and it makes me a little upset to think of all of the money that I spent. The people could have said, hey, hey, hey, hey, you don't need to do that, yet. You know what, that's probably not the best of your time. People who knew my situation or knew what I was doing. For whatever reason, they were referring me to this program or that program, without giving me the whole story. Maybe it's just because sometimes people don't want to mettle . Tell you how to do things. They just let you figure things out on your own.

But, I don't operate that way. Even if it's someone I don't know. If I see that there's someone about to spend money they don't need to spend, waste time, or energy. Even if it's a casual aquaintance, or someone who hasn't ask for my opinion. Maybe it's right. Maybe it's wrong. I can help by just get involved and say, "Wait a second. Hold on, let me just share with you this information." At least you can make the best informed decision for yourself. What am I talking about. I'm talking about the right way to do things when it comes to your business. This is going to be a brief episode. Because I'm just going to talk about one thing. It's the thing that comes up over and over and over again. For whatever reason, people either forget. They get distracted, or they're just not hearing me.

This is a message so that I can say it once and for all. Actually, it won't be the last time I say it. That can state it very clearly, without cluttering the message with anything else. Here's what I have to say to you when it comes to building your business. It starts with and should revolve around. Everyday you should wake up and say to yourself, "How can I find more people who are just like me. Who are like the people I want to help on my e-mail list." Everyday I want you to wake up and decide what two or three things you can, and, or should be doing. That helps you to bring the kind of people you lifers. The people who you like. You relate to them. They're just like you. Because they're just like you. You get them. You understand them. You talk like them. You have their struggles. Their challengers and you care about them. Everyday I want you to figure out how to find more of them. Help them get on your e-mail list. That's it. Okay.

Everyday, Chalene says, no matter what kind of business I have. Whether it's a pet store with customers actually need to come into the door, or an online business. I'm growing my blog. I have an e-book. I have a [inaudible 00:03:25] service. I represent an MLM. Whatever it is, doesn't matter at this point in 2015. I assuming to the next several years. Your number one objective each day should be to ask yourself that question. What can I do to specifically reach the people who I want to help and continually build my e-mail list? When I say build your e-mail list. Yes. You're asking people to opt into your e-mail list, and you're giving them something. When I say build your e-mail list, that's just a shorten way to say the longer version of which is, " How can I find people who are just like me?" " How can I serve them?" How can I serve them and start a relationship off of whatever social media platform they might have found me on? I should probably end this episode right here. Because you get it. You get it. Right?

Today, what have you done to help people start that relationship with you via e-mail? What can you do tomorrow? What can you create that's a gift, tells people what you're about. How much knowledge you have. A little bit about your personality. Who you are as a person. What can you create. What is it that you know. What if you figured out ... What if you face as a challenge that you've found a way to work through it. Now you want to help other people do the same thing. Think about that. What new freemiums or lead magnets as they are sometimes referred to. Can you create that serve people what type of content. Can you develop that gives people the know how. The short cut. The guide book. The resources. The tools that they need. How can you deliver that to people in such a way they go, "Wow, I really like this person. I'm so glad I opted into this particular freemiums because I like this relationship. I like what they have to offer."

Everyday I want you to consider that the first couple of things you do for your business should be focused on that. That is your ... When you sit down. That should be your focus. Before you're returning e-mails. Before you're making post on social media. Before you're trying to reach out to so and so. Now, why? Because it doesn't make sense for you to be writing a book. Creating a program that you're going to sell. An e-course, an academy, launching your podcast, or any of these things. Until you have a way to specifically reach people outside of social media. There I've said it. That's the truth. I can tell you, I've had the agents of top named celebraties, whose names I can say right now. You'll go, "Oh, I know that person. I watch them every night on the news. I watched them on this entertainment program. I've seen them on this television show."

Their agents contact me and say, "My client just lost their job. My client has this program. This new product that he or she wants to launch. We don't have an e-mail list." Yes, he or she is seen every single day by millions of people, but we don't have an e-mail list. People who have huge social media followings. Tons of subscribers on YouTube. Maybe, up to a million people on facebook, but they don't have an e-mail list. Then they create a program where they want to sell a product or service. Then what do they do? They're stuck, because it just doesn't work. All the while, if they had just been slowly giving people an opportunity to develop that relationship outside of that medium. Outside of that tv show. Outside of that facebook wall. Outside of your twitter account. If you're working on growing that. You would have this very strong, specific and loyal group of followers-lifers. Who you can build this with via e-mail.

The reason why this is such a hot topic for me. I did that, too. I was creating these things, but no one is opting in. I can't get people to go my web, or I can't get people to buy my academy. Neither can you and you can't get that book deal. Not the one you want. Just stop doing all these things. See here I go. I'm starting to rant. I have to, because why I don't have any invested interest in any of this. I offer some of those programs that teach you how to do these things. I'm just telling you there's an order to it, and the order starts with this.

Build your relationship, via your email list first. That means that I want you to stop doing what your doing to create this thing that you think your going to sell or offer. It doesn't make any since for you to continue writing this book that you... Either shop around and get this book proposal unless you have an email list. Y'all need an email list. She's ranting again. Okay, let me give you another example. I can tell you that my friend Tony Horton. Tony Horton and I released a book by with the same publisher in the same very year and Tony's a friend. Hi Tony, if you're listening.

The year that our books released. Tony was a household name and still is a household name. You know him from P90X. In fact they were singing about him in songs and talking about him on the late night tv shows. You just couldn't get more popular that Tony Horton that year. My book came out that year too. My book was released by the same publisher. We both used Rodell. I didn't have any shows on the air that year. Nobody was singing about my name. Nobody was talking about me in pop culture. Basically, I'm unknown especially in the world of personal development where I published my book in.

My book Push is all about really personal development there's a diet component to it yes. It's also about goal setting and being happy and finding balance in your lives. The reason why my book hit the New York Times best sellers list the first week right out of the gates, and Tony's did not. It never even came close to hitting the New York Times best sellers list, and it's an awesome, awesome book. Yo, it has nothing to do about content. It has nothing to do with who knows your name. It has nothing to do with how popular you are or how many people following you in social media. Again, Tony's social media following just crushed mine. What I had done at the urging of my management, was build my email list. It is because I had cultivated a relationship with people via email, by giving them content.

By just delivering value. Week after week and developing that relationship via email. So that once my book was out it was easy. I could send an email saying, hey my book's out. You know you can't do that on Facebook. I mean you can, but that doesn't get any reach what so ever. It's just not the same. Why would I be so passionate about this message? Because I feel like I owe it to you. I feel, because so many people spend money and go around in circles. They get frustrated with being an entrepreneur. They're always saying, "What should I do first."

"What should I do first?" Ready, everybody together. What should you do first? Yay, good answer. You're right. The first thing you should do in building your business is build your email list. And guess what? It's the first thing you should do every single day. Have you noticed on every single podcast. That I say this program is bought to you by courageousconfidenceclub.com.

Yup, you've guessed it. When you go there, there's a place for you to put your email address in. I will give you my free training course on how to build more confidence. It's a single video, but it's going to cover all of the basics. That's the beginning of a relationship. I'll say, " Hey, I would love to give you guys the opportunity to work with me. For 30 days on how to get more organized, more focused, and use your cell phone to basically be super duper focused. You can spend 30 days with me for free. I'm going to send you one video every single day for 30 days via email.

All you do is go to 30daypush.com. That's 30daypush.com. What is that? Yeah, that's another lead magnet or opten or freemium that's another way for me to build a relationship with people who are interested in being focused, and goal driven. Don't want to spend as much time working as they want to spend time living and enjoying people. In fact anytime I reference a link in this show related to a course that I created or something that I've ... I like to teach people. It is always of freemium. It's always a gift. That's how I start my day each day.

I think okay, what I'm going to do in social media. Whatever it is I'm going to be creating for people. I don't want to just create it and walk away. There needs to be an invitation to continue the relationship. That's how I see it. If somebody's interested in this content. If you listened to my podcast, and it's a relevant conversation. If it's information you need. Then I want to invite you to continue this relationship. It's the equivalent of ...

If you went in ...On a date with someone, and it was like awesome. And you're totally hitting it off. You're thinking to your self, this is somebody I could spend some time with. We see eye to eye. We get along. I really like this person. We share a lot of the same common interests and then both of you just stood up and walked away. And neither one of you took that opportunity to say let's stay connected. That would be a missed opportunity. That's what I see people doing all the time. Most of what they're doing in building their business. They're just creating and creating and connecting with people. Never saying, hey, we should stay connected. In giving people away or reason why they should stay connected.

In my next episode I'm going to tell you exactly what 90% of entrepreneurs are doing wrong in social media. That's in my next episode. If you thought I was on a rant right now. Oh-ooo, lordy, lordy, lordy. Just wait to here my next episode. Okay, so just to recap. When the thought comes into your mind. Should I create a program, should I write a book, should I have an offer, should I put together a webinar. Should I maybe consider starting my own Youtube channel, should I create a podcast.

All of these things the answer to which is yes but, only after what? You guessed it. After I really figure out how exactly. I'm going to continually build my email list. I had a meeting today just hours ago. When somebody's got an incredible business just insane potential. And I just keep thinking to my self oh my gosh. They've spent years with out giving any thought to building their email list. And I thought of all of the television appearances and all the opportunities that this individual had to build their email list. They wouldn't had to asked for business loans or to be under the type of stress, and hardship that this company is currently in.

If the just spent time building that relationship with their customers. Build the relationship via email y'all. Build your tribe. Build your tribe. Build your tribe. That doesn't mean building your tribe exclusively in social media. That doesn't mean build your product, that doesn't mean build your house, open up your store. Launch your podcast, write your book, before you build your tribe. Build your tribe first. Create things that start that relationship, that email relationship. Now then it might be different ten years from now.

Who knows, but that the beauty of the podcast. I can deliver to you the content the information the best practices that are working today. Right now. And as of right now as someone who speaks to you from personal experience. As someone who can speaks to you as a friend. This is exactly the advice I give to my closes dearest friends who are entrepreneurs, as well as the people who pay me tens of thousands of dollars to help them build their business. The only reason why I will tell you not to do this ... As if ... You love working. You love working 24/7. You love feeling like ... You love that nervousness that you're never going to find your next client. Worrying about when the next person going to walk through your door. Now if you love that kind of stress, then you love being in your business. You love the hustle.The 24/7 hustle.

You have no interest in ever being able to relax and enjoy what you do, and enjoy your life. Well then you have to trust me. That I have nothing but the best of intentions for you. That I have nothing but desired to help you enjoy what it is you do. That's it. That's the bottom line. If that's what you want to do. Ladies and gentleman, you can do it the slow way. The hard way, or you can do it the way that might not be as fun. But it's far more effective. It's far faster, and there's more security. More safety. There's more fun in it. If you just build your tribe. Meaning build your email list. Normally, I would send you someplace. I would send you to a link or I would have you opted into my email list.

I want you to know that this is truly from my heart, And it's about you. Today I want you to take out a pen and a piece of paper. And just start brainstorming if you haven't created a freemium. If you haven't thought of what you could give people enough. I want you to just think about what should you be creating? Should it be a report, a list of your top tools and resources. Should it be a series of videos, sharing with people on how you've done something. Would it be references, resources, a pdf, free e-book, or an audio training program.

Whatever it is that you have figured out. That you know your lifers are interested in learning themselves. That's my friends what you should be giving away. That's your freemium. That is first. It's before anything else. It's before worrying about your social media. It's before figuring out what you going to sell. It's before figuring out if you going to sell something. It's just first. It's first. It's first. Because we must find a way to deliver value. Valuable content to people in exchange for their email address. Which sounds like kind of creepy but what it means is in exchange for the beginning of a long term relationship.

Don't forget to tune into Thursday's edition. Now remember build your tribe at the moment anyway. I'm trying to release it Tuesday, Wednesday, Thursday, Friday, and Saturday. That's right. It's not a promise, but it's my goal at the moment. You're listening to this perhaps on Wednesday. Tomorrow's episode will be devoted entirely to the mistake I see 90 fully 90% of entrepreneurs making in social media. You want to tune in, because you don't have time to waist time. I told you I would be brief. I would be bright. I would try to be fun, and we would be done. So we are done, I love you. Talk to you tomorrow.

Introduction: This episode of the Chalene show was brought to you by the Courageous Confidence Club. If you're part of the club, and you're changing your life. You've got new friends and support of incredibly positive loving people. We want to hear about your experience. Go to chalenejohnson.com/podcast and leave me a message. Until we get a chance to spend some time together again. I want to take a moment to share with you some of these really cool messages. Again, if you want to leave me your own message about this episode, or about your experience in the Courageous Confidence Club. You can do that by going to chalenejohnson.com/podcast. That's right. It's the same place where you can leave a voice mail, message, and get all of the show notes from this episode.