|  |  |
| --- | --- |
| Speaker 1: | Welcome to Build your Tribe with your host, Chalene Johnson. |
| Chalene: | Hey, what's up? Welcome to Build Your Tribe. I am Chalene Johnson, and today, kind of a different type of episode. I have changed Build Your Tribe to really benefit you as a listener. I know you have questions about building a business, creating a better business, techniques if you are already a veteran at business but you are trying to take this stuff online and create a simple more simplistic passive way of making income. I am just letting you ask whatever questions you want and I have been giving you the answers. So take a look at some of those previous episodes, I think you will find them chock full of great ideas. |
|  | Today's episode, I have invited my friend Jimmy onto the show, and here is why. You are going to love Jimmy. Any time I do a seminar or a live training, I always feel like it is a benefit if Jimmy is in the audience because he is the best question asker. Now Jimmy has been a part of many of my live seminars, my online academies, my private Facebook groups, my private mentorships, and my private coaching groups. I really feel like he is a bonus to everyone who is involved because he is not afraid to ask a stupid question. He knows that there isn't a stupid question. He will just put it out there, even if he feels like "you know, I don't know if everyone is going to judge me or if I am not supposed to ask this question. I am just going to ask it." And so he came to me recently, and he is like "Chalene, there is a lot of people who just don't even feel comfortable asking certain questions." |
|  | So if you are new to Build your Tribe you can ask me your own question. You can go to ChaleneJohnson.com/askChalene. And I will answer you questions. Now I do give priority to those asking the question who are a part of my academies but if you have got a great question I am going to answer it. And Jimmy has been collecting questions from people who are on his team as well as members of our academy who have not mustered up the courage to ask their question. So I thought what better guest than Jimmy. Ladies and gentlemen, meet my dear friend and awesome question asker, a phenomenal business owner, a man who has lost and kept off over 100 pounds, an amazing husband, a super cool dad, and just a great business builder. He goes by The Coach Jimmy. I know him as my friend, Jimmy Hayes Nelson. |
|  | Now this is actually pretty good now. Just do a little test so I can check your levels. |
| Jimmy: | Microphone check. Test test. |
| Chalene: | Yeah, that is good, that is perfect. Awesome. So Jimmy, what kind of questions do you have for me today? |
| Jimmy: | I want to start with one from our friend Kelly C. who asks "how did you overcome the fear of failure from moving from the fitness world to what you are doing now with business coaching and consulting?" |
| Chalene: | Good question. I have the fear. So that means I must be courageous. We all must be courageous if we have fear and we do something anyways. The best answer I can give you is I just did it. And I knew it would not kill me. I just told myself, yeah, people might judge me or people might think I do not belong or I do not look like the type, or maybe I do not have the expertise or credentials as someone else does, but I just knew in my heart and in my soul, that is what I wanted to do. It is kind of like, when I first started teaching fitness classes, I was really bad, I could not get a job. And I knew I sucked, but I also knew I loved it enough to go, well I don't care if I suck right now, I know I will get better at this. And so I think, to be honest I would say that my fear of not doing it was greater than my fear of being judged and not doing it well. |
| Jimmy: | That is a great point. Because sometimes it is the, is the devil you know better or worse than the devil you do not know. And it kind of leads into our next question, this theme of fear that is kind of coming up here. Brandi M. asks when or how do you know when it is the right time to leave your full-time job. So she has been building a business on the side, she wants to know how she is supposed to know when to make that leap. |
| Chalene: | Okay Jimmy, I have to just guess that as a leader, as someone who is helping people to do that, build their own businesses and make that leap, I bet you get that question all the time. |
| Jimmy: | All the time. |
| Chalene: | Okay, so let's see if my answer matches up with your answer. My answer is, do it before you are certain it is the right thing to do. Just feel in your soul that it is going to make you happier, and it is going to make you more fulfilled, and I know everyone wants a specific number, and they want a date, and they want a formula, and they want a mathematical equation, but it is different for every single person. For example, I spoke to Steve Cam, the founder of Nerd Fitness recently, and he told me that he just knew he was not doing what he was supposed to be doing, and he quit his job with no backup plan other than a blog, and he just ... that was the catalyst for him to say, okay, I have got to do this, and he produced his first e-book within a very short period of time, because there was no cushion there. And for others, they have got kids and a family or child support or other responsibilities that you just cannot quit. But I personally know that when you are passionate, and you wake up every day on fire to do something, it is heads above what you can do when you are trying to do multiple things at once, and you don't have your full heart and soul and intention and focus centered around one thing. |
| Jimmy: | Absolutely. And I totally agree. It goes back to a quality of life thing. Maybe the income drops a little bit, but if your quality of life and you wake up without that heavy feeling of "oh I have got to go to this job every day", I think that is a form of currency sometimes. |
| Chalene: | Heck yeah, and how do you put a price on that. |
| Jimmy: | Absolutely. So hopefully that answer helps Brandi. I am going to shift gears here a little bit, so hopefully you are cool with this. A very interesting question from Diana L. She wants to know, "were you raised with a strong spiritual base, or is that something you have found in your adult life?" And kind of a back-end of that question is, "did you and Brett have the same background when it came to your spiritual life, or is that something you guys have developed as a couple?" |
| Chalene: | Super cool. I am so glad that this question came up. And new listeners might wonder what does this have to do with building your business. It has everything to do with building your business. Number one, because Jimmy, that question brings up some important pieces. Number one is foundation. And spirituality. And then of course, being in alignment with your partner, whether that is a business partner or your life partner, in my case my business partner and my life partner happen to be the same thing, my husband Brett. |
|  | And so to answer your question, we grew up, my family, going to church until maybe 7th grade. And we lived in a really small town. I am not sure the year that we stopped going to church. But we lived in a really small town, and we lived walking distance to our congregation, and it was an important part of our life going up. And then there was this major scandal in the church where our pastor, and this is a true story, our pastor was accused of raping and murdering the church secretary. Now, I was a kid when this all happened. I just know all of a sudden it was like, and we didn't go to the church, and our pastor didn't come over to have dinner at our house anymore, and as a kid I never asked questions, because I didn't love church as a kid, I was like "oh boy, it is Sunday morning". It was a part of our upbringing to go to church, I wouldn't say we were terribly spiritual, it was just one of those things. I always considered myself a Christian, I think my family, we all considered ourselves Christians, but I just really don't remember ever really going back to church, to a particular church, after that happened. |
|  | My husband's background, his childhood was completely different. He had never been, never in his life gone to church, other than for a funeral or a wedding, had never been exposed to the bible, had never learned anything about it. It was not that his parents were against it, it just was one of those things they did not do. And so he felt a little, you know what it is like when everybody has read a book and seen a great movie? And you feel a little lost because you haven't. And so I think he always kind of avoided it. And we talked about, and I would go to church with my friends, etc., it was in that kind of transition when Brett and I realized we had to turn our lives around because we were so stressed and consumed by the next thing and getting ahead and doing more, and it was never enough. |
|  | When we made that transition, a big part of that was reconnecting with my faith, and Brett was very open to going to church with me and learning more about the bible, and now his faith is so strong, and it is so cool, it is almost like being with a little kid. He is like "did you know", he reads these stories and he is like "you are not even going to believe what happened". And it is so exciting for him to ... And he will go "that is crazy, you have always said that". And I am like "yeah, but I didn't invent it". Certain little things which have always been a foundation of the way that I think and believe in my principles which until he was 43 years old, it was not a part of his life. Now I will say, it has made our business stronger, it has made our commitment to each other stronger, it has attracted better, when I say better I mean better suited customers to us, because if it bothers you that I talk about my Christianity or my faith then we are probably not meant for each other. If you can handle it even if your faith is different than mine, that is cool. I respect that other people have different faiths, and that some people may have none. Everyone is on their own journey, but I think if it bothers you that I talk about it we are probably not meant for each other. |
| Jimmy: | That is awesome. And it is cool that this is something that you can build together. And that you get to share and teach to him. And kudos to him for being open to grow in that area even if it was not comfortable for him growing up. |
| Chalene: | Yeah. And I think as an adult sometimes we are afraid to do things where we think we might look ignorant. And so I think it was very courageous of him to even just go to church, he was like "I don't even know, do we kneel, do we pray?" All of these things were new, brand new |
| Jimmy: | That is awesome, that is cool. Thank you for sharing, that is very cool. |
| Chalene: | Thanks for asking. |
| Jimmy: | I have a little hypothetical for you here. So come on a journey with me. Chalene, are you down for that? |
| Chalene: | I am down. |
| Jimmy: | Cool. So here is the situation. You wake up tomorrow. Everything you have built is gone. Nobody knows who you are. You are starting from scratch to rebuild your brand, your business, everything. What is the first step that you take? |
| Chalene: | Ooh, this is so good. It would be ... if I had no money and no name but I had my expertise or my knowledge or something I wanted to help people with, I would begin by getting an opt-in page, like either lead pages or megaphone or one of those services where I do not necessarily need a website but I can deliver to people content, and in doing so build an email list and a community. That would be my first step, and I am so glad you asked that, because that should be everyone's first step. |
| Jimmy: | I kind of figured that was going to be your answer but I just wanted to hear it from you. I just thought it was a great question. |
| Chalene: | Hey, let me ask you a question. |
| Jimmy: | Okay. |
| Chalene: | Because you coach a lot of entrepreneurs, and you have been very successful in your network marketing business. Because it is network marketing I assume from my own experience and talking to a great many people who are in a variety of different network marketing organizations that they kind of have a difficult time understanding, that you are the entrepreneur, it is your business. You don't have to do it like everyone else has done it. It is yours. It is a select few who really understand the importance of building your own personal brand within that. And what is it that keeps so many people from realizing that they should be building their email list, that you are not your product or your service, that people are not coming to you necessarily because of the product or service, because they could go to any coach or distributor or representative of that product or brand. But they go to you, they go to you because of you. So what is it that keeps people from building their own email list who happen to be in your industry? |
| Jimmy: | That most don't realize that they have, and for lack of a better word, that they have permission to make the business whatever they want it to. That whatever network marketing company you align with, normally you align with them because you either fell in love, at least for me it was the products, and I really believed in that because I know that I would not have gotten into network marketing if I did not really believe in the products or the service that that company provided. But that it is not up to corporate or the corporate structure to let you know how to deliver that. That at the end of the day, it is you business, and the way you deliver those products and service are very unique, and that is what is going to attract people to you. Not because you are attached to the greatest product and service, it is your unique spin on it or your unique story with how it has impacted you that really is going to attract the most people. But I agree with you, most people are so scared to make it their own thing because they feel like they need to get permission from their corporate structure to do something on their own. But I like it because I get to use my creativity in it. |
| Chalene: | Yeah. And do you have an email list? |
| Jimmy: | I do. I started one early, early on. |
| Chalene: | Perfect. So then let me ask you this. You have got your company, the business that you represent that you obviously love, you are very passionate about the products, about the services, it is nutrition and exercise, and it is life coaching, but what people come to you for is something special. And what people are becoming members of your email list, subscribing to your website, checking you out on you tube, you are not just talking about your products or services, you are giving them something special. So what is it that you deliver to people, what is it that you give people that is a unique experience? |
| Jimmy: | I deliver motivation. And that sounds a little generic, but I am going to get really specific with you for just a second. What I find is most people are waiting for some external force to give them motivation, and what people that opt into my list, I teach them how to create their own motivation not only to get them started but to keep going. Anytime they hit one of those down areas or a bit of a low they can go back to these steps and reactivate immediately. |
| Chalene: | Do you find that your most successful team members have an entrepreneurial mind set, or is it perseverance? Which is more important when it comes to being successful as somebody in your organization? |
| Jimmy: | I think it is perseverance. |
| Chalene: | Good. |
| Jimmy: | And I don't know that I would have answered that way till just then when you asked me the question. But it is. That there is a lot of people that I work with, that have come and worked with me and my team that may not have looked at themselves as entrepreneurs, but they were already hard workers. They were busy people. They were people that a lot of times probably did not think they had time to build something on their own. But I find that I enjoy working with busy people the most because they already have that work ethic. |
| Chalene: | Yeah, that is good. And that is an honest answer. Because the average person might have said, well it is an entrepreneurial spirit or an entrepreneurial mind set, but you limit people who are like, I don't even know what it means to be an entrepreneur, so this is not right for me, but I do have persistence. I think persistence pays off no matter what you are doing. It just pays off. Eventually you will have the skill, eventually you will have the knowledge, eventually you will out-persist your competition. |
| Jimmy: | Absolutely. And so many people do not realize those things that have served them well in the traditional corporate structure, they can use that exact same skill to create a business of their own. And they never realized it before. So they may have not looked at themselves as an entrepreneur because they did not realize they already had that skill set. They just needed someone to come along and say, hey, this stuff you are already doing for corporation x, y, and z, let me show you how you can take those exact same skills and build something of your very own. |
| Chalene: | Okay, so let me ask you one more question. I know this is supposed to be you asking me questions but it is fun for me, and I know you will shoot straight with me. There are those who say, I do not want to align myself with an MLM because I hate selling and I love this and I love that, but I am just not a sales person, I do not like pushing stuff on people. And I hear that over and over again, I know you do too, but yet the people I know who are just freaking killing it in multi level marketing organizations like yourself, like my sister for example, dude, she is the furthest thing I can think of from a sales person, like I am the pushy one, I am the one who is going to get up in your face and say, you need to buy this, this is going to make your life better. But Janelle just kind of, you know, she is very patient, very quiet, she is very passionate, but she just kind of lets her life speak for herself, I mean if I can brag on my little sister for a second, she is like the number one earner in the entire organization. And most people do not even necessarily know who she is. She is not always on the stage for winning contests, she is not about that life. She does not like to be pushy, she would never sell someone or talk someone into something, and I do not mean to make this sound simple. I should have her on the show and interview her about her techniques. But all I can tell you is that she lives her life by helping others. She does not push anything. She does not sell anything. She just lives her life and lets people ask her how they can join her team. And that works for here. That might not work for other people, it works for her. |
|  | And I mean, Natalie Gill, she is also one of the top earners in her network marketing organization which is different from my sister's, but again you never hear her talk about that. People just take notice of the way she lives and they want to be a part of her team. And so, I mean I guess there is this stigma associated with multi level marketing or sales or direct sales or for that matter internet marketing or social media marketing or selling of anything, whether it is an e-book or an online course or joining your organization. There is such stigma attached to selling. The people who I know who are really passionate and successful in "sales", they do not sell, they are just very passionate about what it is they do, and they believe in it so much that they cannot help sometimes but talk about it. |
|  | Let me give you another example, my friend Louis House. And we became friends really because he is a fellow podcaster. And we just kind of connected. And we talk about everything, from book writing to our podcasts to our businesses to our relationships, fitness, sports. He has just become a really good friend to both Brett and I. And when I was sharing with him kind of the struggle of having to do a video launch, he was just like "Chalene, please, please, believe me, you have to do webinars". He was not going to charge me for his amazing webinar academy, we are good friends, I have given him access to my academies, he has given me access to his webinar academy. That is not selling me. But he definitely worked very hard to try to persuade me to try webinars, because he knew. He was like "Chalene, it works. You will love it. It is so up your ally. You love talking, it is not as difficult as having to do a big production video for your launches. Just try it." I do not consider that selling, I consider that being persuasive and passionate when you know something is going to make life easier. But that is the thing that people always say, they are like "oh no, no, I do not want to do this or that because I hate sales". If it is not selling why is it people like yourself and the other people who come to mind who are really successful, what is it, and why do people associate it with sales? |
| Jimmy: | You know what is funny? The people that I find that say that the most, when I look at their personal life in some way, shape, or form they already are a major influencer on the people in their network, or their friends, or their family. Those people that say, I am not a good sales person, but everybody has the exact same blender, they do, or everybody wears the exact same shoes, or whatever, but they have attached this stigma, this negative stigma of sales to what we do. Like they are pushing used cars on people, or they are pitching snake oil, and really I do not know that I would have gotten into it. I do not look at it as sales when I got in. I had a very life changing experience with a product, and you could not shut me up about it. And so I was doing that before I ever got paid for it. So I always just try to share stories. I just ask them, is there a movie, a restaurant, a product, something that you have used that have had a huge impact on you. And I watch them talk for a good 5 minutes without taking a breath, and I just smile at them and I go "I know, you are right, you are totally terrible at sales". And they kind of get what I mean by then. |
| Chalene: | That is a great way to flip the switch on people, and help them to understand it is not sales. It is being passionate about something, anything. And you know what, it is sales when you are paid a commission to talk about and persuade people to do something that you are not personally passionate about. I would never suggest that anybody get into that kind of sales, but I think most of us, if you have an opinion, if it has changed your life, it is hard not to be passionate about it. It is hard not to want to have other people improve their life with it. Jimmy, this has been really fun. Can we do it again soon? |
| Jimmy: | Let's. Let's do this, I am having a blast. |
| Chalene: | Awesome. And where can people find out more about the coach Jimmy? |
| Jimmy: | You can either go to TheCoachJimmy.com or you can learn more about my ways that I help you create your own motivation by going to 5daysfire.com. |
| Chalene: | 5daysfire.com. Awesome. Thank you so much, Jimmy, we will talk to you soon. |
| Jimmy: | Take care, Chalene. |