Speaker 1: Welcome to build your tribe with your host Chalene Johnson.

Chalene Johnson: Hey there ... What's up? I'm so happy your here today. Can I share something with you? So before I record podcast, this is just one of those things I do to get myself in the right mindset and I recommend you do this too. When you have work to do review something that confirms for you that your work matters. Maybe it's an email from a customer, maybe it's the last review you got from you boss, maybe it's a text message that you saved to your phone but ... review something, a message, something in writing some type of evidence that what your doing really matters. 'Cause that's what I do before I start any of my podcasts. Whether it's the Chalene Show, the show I have in a health category, it's kind of a life coaching show or build your tribe. So I first go to Itunes and I check out the latest reviews and then I jump on Speakpipe and I listen to the latest messages. I'm so excited because this is the very first message I listened to today and I'm like okay done, I just need to hit record right now because a message like this just confirms for me, standing in this little tiny podcasting room and talking into a microphone, spending the time that I do in developing and creating these on-line academies to teach people how to do stuff that they just don't teach you in college. I mean they don't teach this stuff in business school. You can get your MBA and they don't teach you this stuff. So to get a message like this is so cool and so confirming and I wanted to share it with you.

Jane Wilson: Hi Chalene my name is Jane Wilson. I'm in the Marketing Impact Academies, everything I've been working on has come to fruition.

Chalene Johnson: Okay, let me give you the back story on this one. Jane had been a franchisee, part of a franchise organization for over 8 years. She felt like she had given them her very best work and done everything in her power to grow the franchise, but she really wanted to help women get fit online in the form of an academy. The franchise rejected her idea and that might just have been a blessing.

Jane Wilson: January of this year I created my plan to leave the franchise and it took about 5 months and I did it, and I walked away from the franchise and today I am launching my website and the new signs are going up on my studio. I thank you so much. My business is now called Pole Fit Nation and this is it. This is my own place, this is my own work, I'm not paying royalties, I'm- I've been paying myself and I am free and thank you. This has been the best day ever.

Chalene Johnson: Oh my gosh, congratulations. You can hear it in your voice. I love it when you said, "I'm free". When I think about my own definition of success that word definitely comes to mind. I need freedom, I think everyone defines their definition of success differently, some of you prefer structure and you feel more freedom when your working for someone else but just really being able to hone your craft. I think it's different for all of us but I could just really sense it that message that you, you are happy sister and that makes me happy, so congratulations and I'm in delighted that in some small way I've bee a part of it but the credit goes to you. And the credit goes to each of us. We have to wake up each day and decide what we need to do next to take our business or our life to the place where we want to go next and you can't do that unless you've sat down and really mapped it out, like where do you want to be. Generally speaking and I often tell people to think less about where you want to be and think more about what you want to feel. What do you want to feel? I like to feel freedom, I like to feel creativity, I like to feel joy, I like to feel purpose, I like to feel, I like to feel that I have control over my day, my environment, the things that I do and the people that I do them with. But I also like to feel challenge, I like to feel that heart pumping, you know deadline. I love helping people and that what Build you Tribe is all about. If your new to Build your Tribe this is a podcast dedicated to your questions about building your business. Specifically of course building your tribe. Because that's what on-line business is really about. It's more than an online business, in my opinion, it's finding like minded people online and that's a tribe. That's what I call your lifer. And in most Build your Tribe episodes I have a co-host and the co-host is you so let's get to your questions.

Karen R.: Hi Chalene. This is Karen Richardson from the UK. I'm a member of your Marketing Impact Academy and my question for you is this. Now I've become a little bit stuck and the main reason for that is everything I need to do like set up my [inaudible 00:05:05] page and the CRN management systems, they all require a monthly subscriptions and I'm just finding it really hard to get pass this mental block with regard to the finances. How did you get pass that mental block, how did you get into the mindset of it's okay to carry on spending money? I'd really love to hear from you. I absolutely love everything you do, I listen to all your podcasts and I'm really excited to be a part of the academy.

Chalene Johnson: Karen you are not alone, so many of us struggle with this question. Especially early in the development of your business. You know you've got this debt, your not making money per say yet, or maybe you are or but it's just not enough, or maybe your making money but you still are trying to figure out where your suppose to spend your money. This is difficult because you hear if you just do this or if you do this academy or buy this software or if you redesign your website and the challenge for so many people is they never take these ideas and put them on paper. When you put your thoughts and ideas on paper, when you literally write them out in your own handwriting, now I'm okay with you typing them out but there's just so much psychology to support the process of actually using your own handwriting to put these thoughts down on paper and when you do that, the value, the priority, the answer that you're looking for will reveal itself. Those things don't show up in thought. So your thoughts are kind of like writing with invisible ink, the thought disappears the moment a new thought enters into your brain which is like every two seconds. The answers are never clear because thinking about these things is the equivalent of writing it in invisible ink. The problem is that most people never sit down and write down all of these options on paper. You've heard me say it before but clarity doesn't come until you put it down on paper. Pen and paper. If I were you, everyone whose listening, anything you think right now you need to do with your business, that thing that might be holding you back, or even just a fleeting thought now we really need to hire a virtual assistant or maybe the next thing we need to do is redesign our website so it's actually showing up in Google searches and we've gotta get mobile responsive and we need a better email management system. There's so many things all of can be doing with our business the problem is we let it bounce around in our heads and we never sort it out and give it a priority. So here's what we're gonna do, take out a pen and a piece of paper and just brainstorm. List everything that pops into your mind that you think you need to do for your business and then everything that you've been told you should do for your business and then things that are long term and things that are short term, get it all out on paper. That's step one.

 Step two is to recognize that you've got to invest in your business. Has Walt Disney once said, "It takes a lot of money to make these dreams come true." As my husband, Brett Johnson likes to say, and I think he got this from a rap song, I'm not sure if I can really give him credit, but he likes to say, "Scared money don't make money." And that's the truth, the more money your willing to invest into your business the better the returns are. However having said that we all know someone who just pours money into their business and they go further and further into debt because they've never gone through this exercise, so step one is the brainstorm. Step two is the mindset. You've gotta invest your money in your business don't burn money though, don't throw it in the fireplace, don't spend money thinking it's going to make you money, you've gotta invest in your business.

 Here is step three. Step three is you look at that list and you ask yourself which of these is going to be the most valuable and needs to be done first. Bottom line is if you are in any type of online business y'all I don't know how many times I can say this it makes me want to like pow, pow, pow, pow, pow, like punch an imaginary punching bag, because it makes me sad, makes me frustrated and makes me also want to say I told you so. You need an email list, everybody does and that means you need to invest in a provider who can manage that for you. It's a software system, it's a program, it is a place where all of your emails, the addresses that come in will be categorized, hopefully, according to where they came in so you can really start to segment your list not just collect all of these emails in one location but be able to segment them so that you know, okay these are the people who are interested in fitness, these are the people who came to me from my chiropractic care, these are the people who just opted into my newsletter, these are the people who read my blog which is mainly about gardening, if your all over the place all the more reason why it's very powerful to have an email provider service, we sometimes refer to it as a CRM or email management program. There's lots of acronyms, bottom line we're talking about programs like Aweber, MailChimp and Fusion Soft, Eye Contact, and yeah there's plenty of free ones out there but you need an email management system, a provider. These are programs that when somebody lands on your website, when they opt into your free gift, when they subscribe to your blog, when they visit your video series, when they read your newsletter they are opting in and becoming part of your family, they're subscribing if you will, they're providing you an email address. Sometimes it's not even a subscription, they're not subscribing to your blog or a newsletter they're just giving you their email address in for whatever it is you've promised them. For me I just can't think of anyone who could be listening, I mean I'm sure there's an example but, 98% of you, if your going to invest in something it is an email provider and most of them do have a free service. That's a way to get familiar with it, why not? At a minimum you need that but ultimately you will need to up the annie and invest in a program that allows you to track when people came in so you can see if they're opening up your follow-up emails. What brought them to your website, was it a freemium, was it the newsletter, are they subscribing to your blog, so you can actually start to manage and control this relationship and know what people are still in this with you. Want to go to the next level, want to buy your products. That's number one. Number two is I would say you just gotta make sure that you are investing in people. I would have to say that's the number one thing. People think they're saving money and they're not. They're costing themselves money, they're going further in debt because they're stressing themselves out, they're working to hard to long, trying to figure out things that they're not good at. They're spending so much time redoing things because they're not an expert at it and they think they're saving themselves time, the best investment you can make is in people and if you haven't listen to my previous episodes on hiring virtual staff you can get amazing people, like amazing people anywhere from 2 to 4 dollars per hour in other parts of the country who speak fluent English, who are exceptionally bright and talented and devoted and want to work online. Now you've gotta give them the ability to do their job and you still have to work with them initially but that type of investment, and let's say we're not talking about someone who is just going through your emails but you need someone who can code your website or perhaps do some of the technical things that aren't your strong suit but your trying to figure it out yourself, well maybe pay someone $20 a hour to do that but it's costing you $100 a hour right now with you trying to do it, because that's your rate if you just focus on what you, yourself can do in your business. If you just do what only you can do in your business, let's just say hypothetically speaking your value is $100 a hour, well if then you are trying to figure out how to do something else to save yourself $25 a hour, do you get it, you don't have to be a mathematician to realize your costing yourself an extra $75 per hour if there's an expert out there who will do if for $25. But you gotta be willing to do this, "Scared money don't make money." You have to be willing to invest in the things that are, listen to me very closely, valuable.

 Now my last piece of advice to all of you is have a business mentor. I have friends who have been in business for 10 and 15 years and they will still be just about to pull the trigger on a very costly investment and because we are part of a mastermind we can say to each other, "Does this make sense?" And bounce that idea off of each other and often times you'll get the best advice from people who will say, "you know what, we did that you don't need to do that, do this instead" or "that is an incredible investment I would highly recommend it." If your new or if you sometimes wonder if this is the right investment to make, get yourself either a business coach, or into a phenomenal mentorship program and if none of those are available then I highly encourage each of you to be a part of a mastermind. Either form your own or find one that you can get invited to because it's worth it's weight in gold. Having another person's opinion, and they don't have to be, in fact they shouldn't even be people in your industry, I personally think the most valuable masterminds are when you've got a collection of really creative business minded folks, each of whom are in a little different industry. They will give you a fresh perspective. They will help you see things from someone else's eyes, a different view point and that's invaluable. No matter the size of your business or how long you've been at this, this is something we all face. I faced it this week, just deciding okay what, what specifically do I need to invest my money in. Nonetheless it's even more difficult, it's harder to do and it requires more courage when your not even in the black yet, your in the red. I've shared with you in past podcasts, there was a time when Brett and I were deeply in debt. That was the toughest time to make these decisions, it was also the most critical time, 'cause we were just gonna go further and further in debt if we didn't figure out where we needed to invest our money into our business and we had to do that when we were way, way, way below zero. I get it I can speak to this from both perspectives.

 So let me summarize, number one. Inventory, all the things you think you need right now for your business in order to take it to the next level. Number two, adopt a very courageous attitude about investing in your business. Number three, determine by putting pen to paper which things you believe on a preliminary scan are going to be the most valuable and immediate investment for the success of your business. Number four, do your research before you plop down your paycheck or your green. Do your research before you invest your money, never operate from a place of emotion, a really great sales pitch, or someone who is very excited about something they've just invested in. Don't act yet, go slow, gather facts, research, use research based on not just your own opinion or your own emotion but the opinions of those you trust and most importantly those who are currently where you plan to be next. You have to plan to be there, expect it. Because if you don't expect to be there, you're probably not going to be. I mean expect huge things, expect great things for your business, think bigger, think outside the box, be creative. I want you to have this crazy, ridiculous, amazingly, fun-filled life and it involves your business, and involves all of your unbelievable day dreams. It's your dreams come true, I mean, you have to picture it, you have to be able see it to make that possible and then you've gotta believe it.

 Thank you so much for listening to this episode of Build your Tribe. Your reviews, your feedback, they mean the world to me, they get me pumped up every time I record a show and for those of you are still hoping to become members of the Marketing Impact Academy, yes we are currently closed at this moment, however if you would like to be considered for a monthly drawing that we do, all you have to do is write a review. Write a review for the show, use the hashtag I want MIA and we will select one random reviewer each month to receive a lifetime membership to the Marketing Impact Academy and as always my promise to you is to be brief, to be bright, to make it fun and then done.

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