Speaker 1: Welcome to Build Your Tribe with your host Chalene Johnson.

Chalene: What is up? This is Build Your Tribe 2.0, where I answer your questions about anything related to owning, operating, and growing your business. My names 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 insight information. That's what we're going to do here. I'm going to answer your questions.

 No question to small, no question to 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/ask Chalene. Let's get to it you all.

Amanda: Hi, Chalene my names Amanda Pickering I'm from London, England and I'm a student of our Marketing Impact Academy. My question today is I have a Facebook page and an Instagram page which I started about a month ago, which is doing really well. I'm giving way a lot of free information around nutrition, health, wellness, and fitness tips.

 I just wonder how much free information is too much. I sometimes wonder if I'm giving away too much and whether I should maybe be charging things. Now I already have a premium that's ready to go. I have an end goal.

 I just wonder if I'm giving away too much information for free. Whether I should just give it away free believing that I will create lifers that way.

 If anyone wants to check out my Facebook page it is, Amanda Pickering Health and Wellness. Thanks.

Chalene: Right, it's a question I ask myself sometimes. After a recording Build Your Tribe episodes, like dude for real. If you're listening to Build Your Tribe right now and you haven't listened to all the episodes the week of May 7th through May 14th you need to listen to those.

 Those episodes in particular can take your business to the next level. It's all about people, it's about outsourcing. It's about outsourcing the right way anyways.

 While we're on the subject let me play for you a message from one of my favorite lifers who actually listened to those episodes and took action. Then we'll get back to your question about free content.

Malia: Hi, Chalene its Malia Anderson. I just wanted to leave you a quick message to thank you for your recent series on Build Your Tribe about how hiring virtual staff.

 I happen to listen to that whole series last week while I was in the process of trying to find some new virtual staff. I am telling you the advice you gave was a game changer.

 I took your advice on how to post my job, offer it just to the people that I thought were a good fit. I took your advice on interviewing those people via skype.

 Let me just tell you I found the most amazing freelancer in the world. I love her. I already feel like she's a part of my family. She's done some just truly incredible work.

 I love both the Chalene Show and Build Your tribe. You shared such valuable information with all of us. I really appreciate you.

Chalene: See like that's just the perfect example. That is the reason why you want to give free content, so you can build relationships like that.

 Let me give Malia a plug. She is the owner, creator of Moxie Fitness Apparel. Follow her on Instagram you'll see me wearing her tights, etcetera. Great stuff, great apparel and a fantastic lifer why, because she implements.

 I hear what you're saying Amanda because I feel that same way. Sometimes I think to myself, it's crazy that I spend hours and hours and hours giving away free content in particular on the Podcast, in videos, on updates, and social media.

 You sometimes question yourself, like this is some of my best stuff should I be giving this away. How much content should you give away for free?

 I think almost anyone with an online business struggles with this decision. How much is too much? My feeling on the subject is this. I just always have to remind myself to have the mentality of abundance.

 You see the reason why we put these things out there, blogs and podcasts and articles and presentations and freemiums if you will, is because we're trying to attract the attention of our ideal lifer. The kind of individual who's a lot like us. Who we want to build trust with them. If you think about it you've got to give and give and give in order for someone to trust you.

 With that in mind here's some benefits that you've got to remember every time you question, should I be giving this away for free. Number one, free content is how you specifically attract your very specific target audience. In other words I'm specifically giving away content for free that helps people who are really in the process of understanding that building an online business is all about building your email list.

 I'm specifically attracting people to me who maybe get that. They haven't built their list big enough or they're new to the online business world ... I should just say online world. They're new to the idea that building any business is stronger and more powerful with an email list.

 That's who I'm trying to attract because that's who I can serve. I can teach anyone and everyone how to build a bigger email list. I'm not trying to attract people to me specifically who are trying to figure out their particular brand. What colors they should be using on their website or anything else for that matter.

 Build Your Tribe is specifically geared to attract lifers who are looking to figure out how to build their business and doing so online. Specifically email lists. By creating this type of content I'm obviously attracting people who are looking for that.

 That's great because ultimately they're going to hear, they're going to hear people like yourself Amanda who are members of the Marketing Impact Academy. They're going to hear about your success and they're going to hear how generous I am with everything I know.

 Over time that trust will build a rapport. A type of rapport that once we open up the Marketing Impact Academy or Amanda once you make your services available to people they're going to say, I love Amanda. She's got the best content I go to your Facebook wall every single day to get exactly what I need.

 She's given me so much for free. I can't image how much value there must be in this product or service that she's making available for sale.

 You can't share what I've given to you in the Marketing Impact Academy. There's all of those lessons, all the videos, all the PDFs. All the lesson plans. You can't share those things with other people because they are part of your membership our private membership portal that you are a member of because you are an academy member. You can't share those things with other people.

 Even though I might be serving you in the Marketing Impact Academy and you might be really happy with what you're getting from it. Because that content is secure you can't share it. By giving you free content that you can share, what I'm doing is basically allowing my lifers to help me spread the word.

 Amanda and everyone else who's listening anytime you offer something for free, free content. Remember this other people will share it, they have friends. They have colleges, they have people in the industry who do exactly what they do.

 They're going to be, dude have you listened to Chalene's episodes on Build Your Tribe about outsourcing and hiring a virtual assistant. How to actually find the right consultants on Elance. The can share that podcast. They can spread the love to like-minded lifers.

 Whereas with my premium content you can't share that. By sharing free content you turn your free users into free promoters. If your content is locked away, if your content is only available for people to share once they've purchased it then they can say nice things about you. Their ability to share your content is ... Well it's limited and therefor so too is your exposure.

 Here's the other reason why it's so important that we create free content. I don't care what you're doing there's somebody else doing it too. How do we differentiate ourselves from other people in the market? The only way to do that is for them to experience us before they buy. They've got to test drive the car before they make an investment.

 Free content can actually inform your audience, your future lifers of your value. What is the problem that you're solving for people? How is it you can help them achieve the outcome that they're looking for?

 You see it's going to be tough to get people to make an investment in you. If they don't know actually what you can do for them. By giving people free content and they in return having great results, what you're doing is building trust and rapport and proof.

 Proof to the person who has to pull out their credit card and decide if in fact you're worth it. If there's enough proof, if there's enough evidence because they've done your work. They've seen your freemiums. They've followed your free content. They've listened to your podcast. They've implemented some of the things that you've taught and it's transformed their business.

 Well then my friend you don't have to sell. You just have to make your services or your product available and people already know what they can expect.

 On the subject of being unique in our space as I said. Somebody's doing what you're doing. Somebody's doing what I'm doing. Never let that stop you. There are a bazillion people who made exercise videos long before I entered the arena. I had to be able to show people what was different about me.

 The same thing is true with what I'm doing now. Helping people build their businesses online. They have to teach people and share free content so others will understand if in fact I'm the right fit for you. The right fit in terms of a teacher, or a mentor, or someone who can show you the steps, the how to.

 Every time I create a free podcast, or a free download, or a blog post, or a video on YouTube what I have the opportunity to do is show you how I'm different. I'm going to talk to you like your best friend across the table. I'm going to use layman's terms. I' m going to use a lot of analogies. I like to call it girlfriend speak.

 I use girlfriend speak whether I'm talking to one of my dudes or one of my chicks. It's just breaking it down really simple, real talk, straight forward, here's what you need to do. Here are the steps now let's do it. Stop messing around let's go for it. That's how I can be unique.

 I am a fantastic teacher I can say that. I'm so cocky about that. I know I'm a fantastic teacher you know why, because I'm a terrible student. I know what it takes because I'm a terrible student to get me to understand something. Having struggled as a student I know how people need to understand the information in so many different modes before it really sinks in and becomes part of who you are.

 That's what I'm able to demonstrate with my free content which of course you're hearing an example of that podcast. Your next question might be, well what if I'm giving away all my great stuff, like my best stuff. Why would anyone buy something from me if it's all available out there for free. Well you know the answer to this, because we will pay top dollar for the short cut, for access to the expert.

 Sure you can listen to hundreds of hours worth of audios from me on podcasts and on YouTube. You can scour through my Facebook page, but ultimately what you want is a short cut. Yeah, you can probably cultivate most, not all but a lot of probably 50% of my best content. You could find it somewhere. If you're serious you want to save time and you're will to make an investment to save time.

 You know you're going to get the most specific and direct way for you to achieve your result. It's all in one place. It's delivered step by step by step. We go much deeper than what I can with free content.

 To answer that question for myself personally. My best advice, my best practice I'd like to share with you. Is that I share my best stuff. I just don't go all the way in, I'll go 50 to 75% of the way in. That's not because I'm intentionally holding back. It's because you're listening to me in a podcast.

 In Academy I can take you through a desktop tutorial. I can bring you into that environment, that teaching environment where we're drawing and going through the PDFs. You're filling out the questionnaire. It's very interactive. It's very much like going back to school.

 For the most part you just can't do that in a single media format. There's this very interesting physiological factor that people will trust education that they've paid for more than something you've giving them.

 In other words, I talk to Marketing Impact students all the time who've been through every single module of their online academy. They wait for the updates with bated breath. They take every opportunity to learn from the Marketing Impact, but they don't listen to Build Your Tribe. I'm like what, why. Well the reason why is because it's free and people don't value free the same way they value something that they make an investment in.

 Yeah, I guess you could consider that a warning from the professor. You should be listening to Build Your Tribe every day, hello hash tag daa. Another way to think of it is that what you're giving away for free is kind of like content. It's a collection of content. It's kind of granular, and it's randomly organized.

 Think about Build Your Tribe right now I'm taking about giving away free content. Last week we talked about doing a video launch and what it takes to build your email list before doing a launch. We talk about Webinars and then randomly we might talk about outsourcing.

 It's kind of a random collection and it's organized kind of haphazardly. People will happily make the investment in the whole thing wrapped up conveniently in a nice little package with a menu, and a system, and organization, and a flow chart so they know what lesson is next.

 As a say so many times, especially with building an online business. It's not just the ingredients it's the order in which you add them. So many people start with the frosting and they never actually make the cake.

 One of the ways to get people excited about making this investment in this product or service that you now have available. Long after they've seen all of our free content, is they realize you're going to say, okay yes I believe you. I trust you. I've loved all this stuff. Can you just kind of break that down for me again in the right order. That is worth its weight in gold.

 To everyone looking to build your tribe have an attitude of abundance. There's enough to go around. Just make sure that your free content takes advantage of the opportunity you have right now, right here to differentiate yourself.

 The difference is in the details. The details, the difference is you. It's your uniqueness. Put it out there. Broadcast it. Be you times two.

 Well as always I promise to keep the show brief, bright, make it fun, and then be done. Ladies and gentleman we are done for now.

 If you're craving more content I urge you go listen to the Chalene Show. I did a bunch of episodes and the last couple of weeks have been really popular. It's all about making you better. I can't image how that doesn't improve your bottom line. Your business.

 When you're a better person you are just naturally a better business person. You are naturally a better entrepreneur.

 I love you guys. Thanks for listening. Thank you for your reviews and keep those questions coming.

 You can leave me your question by going to Chalenejohnson.com/ask Chalene. That's C-H-A-L-E-N-E ask Chalene. You can also leave me comments about the show or leave your suggestion for an upcoming show.

 This episode has been sponsored by Courageous Confidence Club.com. It's a club that I've created specially 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.

 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 residence.

 Then just me send me the word confidence. 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 interaction. Every one of us can benefit from having more confidence.

 There you'll submit your email address and I will immediately send to your in box 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 incredible 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 confidence self-efficient children. It allows us to speak our mind. To stand up for yourselves. 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 persons you want to be, the person you deserve to be. The person you know is inside of you.

 Thank you for checking out my free tools by going to chalenejohnson.com/confidence tips.