**BYT- Passionate Affiliate Marketing- Tiffany Lee Bymaster**

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

**Chalene:** So this is a crazy, ridiculous story. You’re about to hear from Tiffany Lee Bymaster. And this show is going to make your wheels turn.

I don’t care who you are, whether you’re working full time at a job or you have your own business. I have to set the stage though for this interview, more than I do most interviews because I realized after listening to it that there’s just some critical pieces to the back story that are going to make this conversation even more fascinating for you.

Okay, first of all, this show is about really a pre-radical approach to passive income and I guess you could call it affiliate marketing or affiliate marketing that’s really more heart-centered.

In other words, kind of having the right intentions. So first, what’s affiliate marketing? For those of you that don’t know, affiliate marketing is basically when you sign up with a company or an individual or service and you’re arranged to receive a fee or a payment or almost like a bonus for each customer that you refer or for each sale that comes from your “affiliate link.”

 So affiliate marketing can range from everything. From people who are selling on Amazon dot com to bloggers who might reference a book, or a fashion site, or even Youtubers who are creating tutorials like if they show you how to use a product or a service or a software and then they provide a link to that product or program, they often will earn an affiliate fee. It’s a huge industry and it’s an incredible way, a really cool way for a lot of people to generate passive income.

 Passive income is a kind of income that comes in while you’re sleeping. In other words you’ve already done the work and it lives there out on the internet and you’re just making money from it. There are those people out there who, we kind of think as affiliate marketers and they have this big, big tribes like this huge email list and quite frankly because people really trust them and they’ve built this community around trust.

There’s a lot of folks out there who can make seven figures plus, just carefully suggesting and promoting programs that they use and that they like and that they want to share with their people and then they become an affiliate for those programs. Seven figures recommending other people’s work, that’s not too bad, right? And it’s not unheard of. But it does require having a really big email list and having a long standing relationship with the community that can trust you.

 Now when I first started investing in business seminars, I had a lot of friends and fellow entrepreneurs, lifers if you will, who I knew like whatever it was I was going to through, like they need to do this too. I don’t want to have to spend four days and then have to explain this to so and so, who, they basically need to start doing this too.

So I started suggesting the people who were my friends and associates who were also entrepreneurs and almost like pushing them, “hey here’s a great seminar that I’m doing, I think you should sign up for it too”. And before long, I realized, I’m wait a minute, I’m pretty much referring tens of thousands of dollars to this person or program.

I wonder could I get a discount rate for all of us? And this is a true story so I inquired to find out is there a way if I’ve got this big group of people who are coming, can we get like a discount rate? And what I learned was that they didn’t do discount rates per se, but they have affiliate programs. I’m, oh this is great! So what I did is I never, took that information and blasted my email list which is pretty sizeable that time.

Instead, what I would do because we’re talking about, for me at least at this stage, I’m talking about programs or, pricey, like $500 all the way up to $2000 seminar and it just wasn’t appropriate at that time to send to my own email list. Instead I would think of people who I knew they needed this. I knew they would understand how the investment would give them a return and I would just text them. I mean these are people who I had that kind of relationship with.

Friends, people who I knew really well because of social media or I knew in real life and they were entrepreneurs and I knew that they trusted me enough, that if I were saying I’m going and I think you should go to, they would just go.

 So I just openly shared this with people who I cared about and I cared passionately about. I unintentionally became one of the top affiliate marketers.

Now I shared this story in a video to my coaching class. I, my husband and I, Brett, we have a very small group of entrepreneurs who we work with privately. And I was kind of sharing that story with them, how I never blasted my email list and how, if there’s someone who I passionately believed needed to do this program, I would just text or email them and I referred to that as passion marketing.

 Now when I filmed that video on the set that day, was Tiffany Lee Bymaster, she was doing our DP, director of photography, she’s a stylist, make-up artist and she was there working in that capacity that day, when we finished, she said to me, “Wow, I just had like a total epiphany. I have completely changed what I do because of, some of you seminars, would I be able to do this for, to start off with just some of your seminars?” And I’m like, well yeah, of course. And like most people, I assumed, she would, think of a couple of people who she might be able to recommend to my seminars and in the process earn herself some extra income.

Lo and behold, eight months later, she has transitioned from being a stylist, DP, make-up artist to accidentally, unintentionally becoming one of the top earners in affiliate marketing. It’s amazing. But way cooler than that, way cooler than that, because she didn’t intend to do that. She was just honoring her passion and helping people she really cared about. But in doing so, what she found, what she really uncovered was her purpose.

And that is being a mentor and a business coach to others. This is her story.

**Chalene:** Tiffany, are you there?

**Tiffany:** I’m here.

**Chalene:** Well, and everyone else is listening in because this particular episode is going to help so many people.

**Tiffany:** I’m so excited, yeah.

**Chalene:** This is great because I just think you are so many of the people who are listening today who, I hear from them, they’re like I don’t know how to attract the right kind of people. I don’t know what my message is. I don’t know what my purpose is. I kind of know that I want to help people and they just don’t quite have it figured out. So I want to bring you on today because I think that in sharing your story and even where you were just a couple of years ago, it will help people tremendously understand it. You just have to start.

**Tiffany:** Absolutely. And, when I really just started getting into helping people in a different way outside of what my long-time career has been, it’s something that I went and not even knowing that I was doing it and very doubtful that was actually a real thing until it started to happen.

**Chalene:** Let me back you up. When you say the career you’ve been doing for so many years and then they, they started helping people outside of that; how were you helping them outside of that?

**Tiffany:** Well I’ve been a make-up artist and a stylist for over fourteen years now. And that’s a job that I know really, really well. But I finally dove into personal development myself just because I needed it. And that was barely two years ago. And so that completely changed my life. And I had to tell everybody else about it, anyone that would listen. And so as a result of just sharing my own experience of how much of a huge impact, all the personal and business development classes I started taking, just going and sharing what I do, that’s really what got me into helping other people do exactly the same.

So people from every walk of life with so many different goals who were just kind of stuck and not sure what their purpose is, or what they’re supposed to be doing or they’re just really unhappy, I just found myself sharing what I did and they really related to it.

**Chalene:** Now when you say, sharing what I did, it’s kind of the swell of passion and excitement, you almost feel like an evangelist sometimes cause you’re, this works and it’s going to change your life and especially when someone tips you off that they’re stuck or they’re unhappy or unfulfilled or they haven’t reached their potential, you get excited to share what you’ve been going through, but correct me if I’m wrong, it’s also because you’re like, and this will work for you too and I’m really passionate about it.

**Tiffany:** Yes. I mean I was a believer. I can totally see how it’s almost like, yeah, you’re an evangelist,

**Chalene:** Yeah.

**Tiffany:** But you know, I didn’t, I was really careful not to be that annoying person that stuffed it down peoples’ throats. But anyone who followed me on social media, they can quickly see that there was a change in me. And it wasn’t just career and business-wise. But personally and I’m sure even just what I posted about drastically changed. But you know, when people would show an interest, then I would very carefully without freaking them out or scaring them away, just share what it was that I did and what programs I did just to help me and the change that I had in me, you’re so passionate about it that you want everyone to know about it but yeah, people really, really saw just from the changes and content that I was posting and just the changes in me slowly…

**Chalene:** Yeah.

**Tiffany:** But surely as I got into it more and learn so much more.

**Chalene:** Now what was your intention when you’re sharing this with people, why are you sharing it with people when you’re saying I’ve just come back from this, I’ve read this book, why were you sharing those things?

**Tiffany:**  All of these amazing and personal development and business development programs that I discovered had made such an impact in my life in so many different positive ways that I wanted other people to feel that amazing feeling of just being able to, huh, exhale, and feel like, okay how about a plan in a path that I’m going to take and I had just such an overwhelming sense of relief and release and just overwhelming positivity. All these amazing things that I wanted, everyone else to feel, so I almost cannot help myself, just like I’ve always been doing prior to getting into business and personal development, I’ve always shared with people anything that, if I discovered something, I wanted to share it with them.

**Chalene:** That’s true.

**Tiffany:** So whether it’s my favorite brush that you absolutely have to have because it is going to change your life. Or this amazing business program or just read this book or anything like that.

**Chalene:** Yeah. I would agree that, that piece of you was already building trust amongst others because you’ve always been someone who it didn’t matter whether there was make-up or skin care. You’ve always said okay, this is the most amazing place to buy linens or…

**Tiffany:** Right.

**Chalene:** Here’s a place locally where you’ve got to try this restaurant. You’ve always been that person who, in social media. If they were following you and you’re going to recommend something in any walk of life, you were putting your own reputation. I’ve tried this, I like it and I know you will too. So there was already that trust built there. So then take me back to that moment when you decided, okay I’m not just a make-up artist, there’s more to what I have to offer.

**Tiffany:** You know I really had a very slow aha moment that…

**Chalene:** Cool.

**Tiffany:** Built up. It wasn’t like this lightning bolt to that head-type of thing. It really, for me was pretty slow. But once I got it, I really got it. And I figured out that I’m really great at, whether it’s with my make-up or my styling clients, they come to me eighty percent, amazing. But I can take them to that extra twenty percent or thirty percent and just reach their full potential and I just realized that my natural ability in wanting to help other people, that translates far outside of just, make-up and styling. It’s what I do with everyone that’s in my accountability group, everyone who is going through all these programs and do it together and I’m just there to help them guide and kind of just reveal what’s already there but I’m just helping to facilitate that, I think that’s what I finally figured out, is what I’m really great at.

**Chalene:** Yeah. Can I put you in an uncomfortable position for just a moment?

**Tiffany:** Sure.

**Chalene:** And ask you to just break it up a little bit, tell us where you are today, like own it.

**Tiffany:** Well it’s been barely two years since I really just got into business and personality development and I started off with, I have to give all the credit to you because it really is the, your Smart Success Academy that…

**Chalene:** Nah.

**Tiffany:** Has changed everything. It really was the catalyst that’s going to be one of the biggest milestones in, timeline that is my life because that’s really where things changed for me.

**Chalene:**  In the way that you think.

**Tiffany:** In the way that I think the way that I do business and who I work with, I meanI really have set definitions of exactly how I wanted to design my life. And so it’s been barely two years but in that time I’ve already tripled my income and I know people for a lot of times, it’s not just about the financial, but then again it is.

**Chalene:**  Sure.

**Tiffany:** And for me it was. I mean I was a struggling artist like a lot of people out there; you don’t make a ton of money as a make-up artist and a stylist. I really feel like I’ve been doing this for so many years and I’ve been very creative and how I can reach new clients but I really did plateau in how much money I can possibly make.

So, I had to find creative ways and as I discovered all of the amazing things that were happening to me because of Smart Success. It opened up my eyes to things that I didn’t even know were possibilities before. And it – a lot of it did happen organically but once I actually put an effort into it, to make it turn into something, it quickly actually turned into an amazing, what’s bigger than my side job now. It’s actually turning into what I spend most of my time doing. And that’s helping other business people who are just like me a year and a half two years ago. And they’re kind of stuck and they just need to figure out, sit down for the first time in their life and figure out what it is they want to do.

**Chalene:** So I’m meeting you for the first time and I say, so Tiffany, tell me what do you do? How do you describe what you do now?

**Tiffany:** You know it’s still in the process of evolving because it is so new and just a couple of months ago, when I met with my last group for Marketing Impact Academy, but I met with a lot of the people in that group and they’re like, you’ve been so amazing, thank you so much for helping me, you were my mentor, and I’m like, who? I’m your what? So it’s new for me, that’s a new role but again it’s something that happened and I need to consciously look at what I can do with that.

**Chalene:** Yeah.

**Tiffany:** I had never written down solid goals in my life. I’m surprised; I was as successful as I was.

**Chalene:** Wow.

**Tiffany:** Prior to it.

**Chalene:** Yeah.

**Tiffany:** But I never actually sat down and figure out what it is that I want to do with myself.

**Chalene:** Yeah.

**Tiffany:** And my husband and I do it together now too which is crazy because, I did it on my own and he saw all the changes that were happening to me, and that was like the walking-talking billboard without having to even explain what it was I was doing because he wanted to join in.

**Chalene:** That’s really what it’s about. I mean, in fact, I remember when we were filming, basically a tutorial video for our small coaching group. And I was sharing with them my thought on affiliate marketing and how, I was never really comfortable with that whole idea of affiliate marketing.

For those of you listening, we’re talking about when you share a program or service or something that you’d like recommend and you are an affiliate for them. So for example, I’m an affiliate for Blue Host, or I’m an affiliate for Kajabi, these are programs and services we use if I refer someone to one of those programs, I earn an affiliate fee.

 And I didn’t know a lot about it, I just knew that there were these trainings, tools, resources that the people who I was very passionate about helping. I knew that they needed this. It’s like okay, here’s a short cut, you need to go to this world’s greatest speaker training to become better at marketing your craft.

 And what I was sharing with our small coaching group was that I wasn’t doing traditional email marketing in terms of affiliates. I was personally texting the people who I knew needed it and would say, this is what you need to do and here’s why and I love you and this is going to short cut it for you.

 And you were there on set as you usually are directing photography, making sure everything is lined up and not just me and my hair and my make up and image, but you kind of do everything when we’re on set. You make sure the lighting’s right. Basically I guess you could say DP, but once we finished, you said to me, well could I be an affiliate? There’s some people who I know need this.

**Tiffany:** Yeah.

**Chalene:** So for those people who don’t know, you went from going can I do this too.

**Tiffany:** Uh-huh.

**Chalene:** And you said, because I don’t have an email list but there’s so many people Chalene who I love and they need to do this. And I’d love that incentive but I, mainly I just know that people need to do this and since that time, you’ve become one of the top affiliates. Not just in our launch, but with people whose names, I mean I don’t even want to mention them but they’re the biggest names in…

**Tiffany:** They’re the big boys.

**Chalene:** Personal business development. All the big boys are like, who is Tiffany Lee Bymaster? Who is this? They’re like, how powerful is like her list? I’m like; it’s not about her list.

**Tiffany:** I don’t even have a list last year. I don’t even know what it was. I just nod my head and go, okay that list thing. I don’t have one but it sounds good. I did not even have one.

**Chalene:** That’s perfect.

**Tiffany:** Yeah.

**Chalene:** So people who listen to this program love the steps. I don’t have a list, I don’t even know how I can influence people but there’s something I’m doing or using that I am passionate about and I want to share it with others. Walk us through the steps, how did you do this?

**Tiffany:** The first thing that I did was, talked to the people that I knew in my real life outside of the social media but people that I actually knew and I just talked to them and said, I don’t know if you’ve noticed but I’ve been changing a lot of the way I do business and I’m not hustling anymore, I’m not killing myself to work every single hour of the day in order to make a little bit more money. I’ve actually been able to at that time, I’d almost doubled my income and started drastically cutting back on the hours that I was working and it was because I was just being so much efficient and then also going after the correct clients and being available for them.

And we also talked about all of those things and I said, I know that you are so stressed and you deserve to live a totally different life because you’re so smart and you have so much potential and you’re just killing yourself and what’s your plan to get out of this by next year?

**Chalene:** So did you literally make a list or was that just mental?

**Tiffany:** It was mental and everyone was so responsive, almost a hundred percent of my friends that I approached. They were so onboard because they’re like, thank you for telling me about this because this is what…

**Chalene:** Trust.

**Tiffany:** I need. Yeah. They already knew me, they already trust me.

**Chalene:** Yes.

**Tiffany:** And they also knew that I was the guinea pig in that I already did it.

**Chalene:** You were in a fact the testimonial.

**Tiffany:** I was. I was my own walking testimonial. And they told some of their friends that said, I have a girlfriend or my neighbor who is the same, going through the same thing and she needs this as well.

So we got this little amazing accountability group together with maybe twelve people. And then, I talked about it online because I said, shoot, this is amazing and the response I got with my friends in real life, like everyone says they hate sales. Well, everybody hates those weird slimy kind of sales.

**Chalene**: Yeah.

**Tiffany**: But everything you do pretty much all day long whether you’re just sharing about the product that you like or a new class at the gym, that’s ultimately sharing; it’s sales.

**Chalene**: So you think of it as passionately sharing what has work for you with people who you have passion for.

**Tiffany**: Absolutely, that is my definition of what sales is and I think we should redefine it because people are so oppose to it and I think there’s nothing wrong. In fact, I love when someone I know and I trust, tells me to go to this car mechanic because it’s great. I mean that’s why, Yelp help us so well.

**Chalene**: That’s true. Good point. You are like Yelp.

**Tiffany**: I am a human Yelp.

**Chalene**: So you’re okay. There are these programs I am going to be coming to affiliate it for them, I don’t have any email list but I know five or ten people who need to do this and I’m going to hold them accountable, I’m going to reach out to them and did you specifically ask them to reach out others?

**Tiffany**: So this entire thing happen within about a week or I first approached just the friends that I knew in real life and because of the great response I got from them, they told their friends as well and then I got brave enough because I got that validation from the people that I knew in real life to talk about it on my Facebook page and on Instagram and I really just to very gently sprinkle it in saying, I went to this amazing program and it was just a testimonial, it was just my personal account of how it changed my life.

**Chalene**: So you reached out to these people and there was a time for you which you knew you needed to get people to take action?

**Tiffany**: Absolutely, I had less than a week. And well, everyone else traditionally will probably be sending out information, mass emails to everyone on their list. I had zero list, and so the reason why it worked online though was because the people that followed me and my friends that are on Facebook, the friends that I never ever met that we know each other through Facebook, they had also seen the changes and they trusted me and the little things I did share about this amazing program, it really helped me to change my business in these ways. I don’t do this anymore. I just gave my personal examples and account of how it changed and I got so many people, the response is huge.

**Chalene**: Okay, so now, just nuts and bolts, does this mean then that you’re saying, okay, if you want to do this with me, click this link, are you saying ‘join my Facebook group’, are you texting them, are you Facebook inboxing them or is it all of those things?

**Tiffany**: All of those things. So the people that are like, I’m not exactly sure what this is, can you send me more information, then, I would spend more when I went time with them, send them a message, and inbox message and we would just have a regular conversation and talk about what it is and how could it help them and I would give them my link and say, of course, this is my link if you sign up with me, what can I offer you are my personal bonuses which I saw what all of the big boys were doing and they’re giving a way these amazingly huge programs, some like, “Okay, I don’t even know how I got this opportunity but I’m going to make the most of it because I believe in these programs so much and whether I get two people that signup with me or forty, I’m going to make the most of it because I believe in it and I totally know what is going to do if they just do it: just sign up.

So what I’m going to do is I’m going to personally be a part of your accountability group that I’m going to create for just the people that sign up with me.

**Chalene**: So in other words, you told them, “Hey, I’m going to affiliate and if by using this link, I can keep track of the fact that you sign up but more importantly, I want to put my money where my mouth is and make an investment in you. And so, when you say, “I told them. I would bonus them or would give them something because they believe in me and trusted me to sign up for this,” what was it you’re giving people?

**Tiffany**: Well, I had to sit down and think about what it is that I could offer to people that goes above and beyond what they’re going to get with just a programs amazing but I needed to give them an extra incentive and I don’t have any products or other programs that I can offer to them but I can offer my personal time and my experience and so I did that through our own private Facebook accountability group and also I gave them two Skypes which is something that I do Skype consultations with all of my clients that don’t live locally and I’ve been doing that for at least four or five years.

**Chalene**: And what is it they offered on Skype?

**Tiffany**: They would do a consultation with me, 99% of the time people thought they were, “Oh, were going to do a makeup and styling consultations.” It wasn’t, we went through one on one together, all of the question that they had that inevitably come up as you’re going to the program, just bouncing of ideas off of each other.

**Chalene**: Have you become a business coach?

**Tiffany**: I think I have become a business coach and maybe it’s like this learning process of just working with all of these amazing people who put their trust in me and it’s been an active learning experience as I go through more accountability group.

**Chalene**: It’s interesting because I consider myself a business coach or personal development coach and I think you need to consider yourself that as well and anyone who’s really very interested in helping people do whatever it is.

What makes it unique is your own approach like your approach really relates and centers around your branding, your image and how all of that can be package in such a way that you don’t have to work quite so hard to deliver your message and that’s just been your gift and although we might do very much the same thing, mine might be more related to how to do these things in honor your partner and make sure your relationships strengthen in the process and I guess my whole point is, it isn’t that you have to do something wildly different from everyone else; you just have to have your own unique flavor or spin on it that often relates to your past experience.

**Tiffany**: Absolutely and I think so many people get hung up on the fact, their idea isn’t completely original or there’s a million other people that do it and then, all these other negative thoughts come in really like, “I’m not skinny enough, I’m not pretty enough, I’m not young enough, I’m not experienced.” All these things, but the reality is nobody can do anything the way that you can do it.

**Chalene**: So you formed this account, you say, “All right everybody, here’s the day. I need you to sign up for this. If you’re in, I’m going to invest in you,” and you created basically a Facebook accountability group that became legendary and it has been, I don’t know if you intended it but it’s been the catalyst of your basically transition of your career. You become one of the top affiliate marketers who doesn’t use her list; you use the people who you’re personally passion about in your real life and that is so flipping cool because they know you like you trust you. You don’t have to send fifteen unopened emails to a list blindly, who are like, “Okay, why are you sending me these.” It’s like, “Hey, you text them, you send them a message on Facebook and say, ‘I know you I know what you doing in here’s why I know this fits.’

**Tiffany**: Right and that’s why worth the first time with such a small group and because I over delivered and I really did everything that I said I was going to do and went way above and beyond that, people were walking testimonials for me. So the next time, another launch came up for different program and I was creating a new I mean the exact same bonuses and the Facebook accountability group and then Skypes. The Skypes used to be the big ticket, right?

**Chalene**: Right.

**Tiffany**: But it really turned and evolved into the accountability group that’s like the amazing feature that I can offer to people because of what everybody else was saying for me, which is amazing when you don’t have to talk about how great your thing is because everyone else says it for you.

**Chalene**: So in other words the piece of the accountability group that wasn’t unintended benefit for you is all of the people who then become basically walking billboards for your accountability group.

**Tiffany**: Absolutely, yeah.

**Chalene**: Well, what other amazing things that have come from because I think to myself like, “Oh, gosh! I’ve got a couple of accountability groups and I know before I started one, the ones that I have thinking, “I don’t want to do this. I’m going to be babysitting. It’s going to be people who just want to *wawawa* and I just don’t want to do this”, so how have you kept that something that you enjoy? Number one and number two, what have been the benefits for you because it is an investment of your time and expertise?

**Tiffany**: Right, I learned early on from my first one that I needed to set all of the rules and the boundaries and the expectations from the day that I opened up the group. So I created all that even before I started adding everybody in.

I made sure that I had a very clear cut rules because I wanted to make everyone be completely clear it that I’m not a therapist and I know great one of you need them, but I’m not your therapist, this isn’t a group therapy, and I want you to get the most of this if you don’t treated as such.

I tell them, this is just a tool to help you get the most out of the programs but this is it a crutch where you just spending all your time.

**Chalene**: Yeah.

**Tiffany**: So we really set the expectations from day one.

**Chalene**: What things came out of it do you like, “Wow, it wasn’t even intending this to be a benefit of me investing my time and my expertise but it has benefited me”. In what ways?

**Tiffany**: I got so much out of helping other people because it makes me do the work as well. And it makes me revisit it again because I’ve really go to the modules at the same pace that they’re getting it, so every time I do it, I get something completely new and different but I just get so much better and stronger myself. I continue to grow by helping others do the same thing.

**Chalene**: Did you win top five last year in any of the affiliates competitions that you were a part of?

**Tiffany**: My very first one, I really wasn’t sure of what I was doing. I got seventh.

**Chalene**: Okay.

**Tiffany**: And then the second one, I got fifth. And then this last one, I got first.

**Chalene**: What? I don’t even want to mention some the names of the people who you’re competing against you and I never said out to win in affiliate competition. I’m always like I’m just going to rock on this because I use it, I love it and I know people need to do this and I’m a female.

I don’t mean to say this in a way that’s over generalizing but I just want to help people. I want to take care of them and that is much more rewarding to me than “winning anything” and through compassion, my husband and I both said, “Tiffany has got this amazing accountability group but the last year, she really tapped into people who she knew personally. I wonder what will happen this year because…”

**Tiffany**: I wonder the same thing.

**Chalene**: So how did that happen?

**Tiffany**: Okay, so I went into it and I made a big goal just because I’ve learned to make bigger goals. My goals used to be so wimpy. It was like, I would reach them so easily. So now, I’m creating these really big scary fun goals and so I had a number in mind and I said, “That would be awesome but honestly, when I think in my head and create a list of the people that I knew, most of the people that I knew already had done it”.

This was the first time since I just finished marketing impact this past summer going to the program myself for the first time, that I actually started creating a list.

So I have a very small baby list and these are people that know me through social media, who come in knowing that I do branding and I do styling and I do makeup and I do personal business development. It’s all sprinkled in.

I really have been evolving my own brand as all this is has been happening in the last year and a half, but I’ve been able to title in together, just very openly so this last launch, really was a true test to see what impacts I had as I was slowly growing my social media following and I’m literary growing it very slowly. And everybody gets really stuck on the numbers. I did. I mean it was like, when you get a hundred likes for the first time on Instagram photo, you’re like, “Oh my gosh! We need to make a video of this day or something so we can remember.”

**Chalene**: I need to get an agent.

**Tiffany**: I know; I’m famous. I’m Insta-famous. So for me, I discover that it’s not so much about these gigantic huge numbers that I do not have but it’s about how you serve the people that do follow you and the friends that you have on Facebook and the people who are looking at all of the stuff that you’re putting out there.

**Chalene**: When I think about that, I think that the average person those, yeah, I’m serving the people who follow me and I do care about them and it’s legit but I have to say so that people understand the distinction and maybe I’m just going to describe this from an outsiders view point, Tiffany, is that I think what you’ve done differently is you personally like, when I say personally is not like, I don’t mean you’ve just personally written the post, I mean you personally took a group of people you’re like, “These are the people I want to be my lifers, I believe in them, I like them, I want to invest my time in them, I want to hold them accountable and I’m going to know who they are, I’m going to know what they do and I’m going to dig into their lives and yes, that’s going to take some time and yes, that’s an investment on my part but rather than just sharing deeply with a thousands, I’m going to go deep with the very small group.

**Tiffany**: Yeah and I love that it’s a small enough group but we really get to know each other by the end of six, five to six months we really do know each other really well and there’s been so many close new friendships that have been created and not just friendships but people who are going to in the very near future collaborate together on business endeavors, people who I trust like that, that I would do business with. And those are really hard to come by just walking around in real life but I think I’ve done a really good job of attracting that type of people that I know are the people who don’t make excuses are really positive.

I just don’t allow for people to be bunch of negatives on the board. I wasn’t this much of a positive person like, I had to actively fight to become less negative. I’ve really had to.

I mean I think I’m in much happier, nicer, positive personality I was than just a few years ago. But I’ve attracted that type of person: someone who’s really motivated. They just need a little bit of direction but like the whole 80-20 thing, if they come to me, 80%, with I’ve got some experience, I’ve got a little bit of knowledge and history as to what I want to do but I don’t know exactly how to get there, I can help shape that extra 20%.

**Chalene**: Yeah and just to be clear. Two things: number one, you don’t just affiliate for our programs, you’ve now figured out there’s a lot of things I’m really passionate about and I can really use this to help the people I care about and the second thing I wanted to say is that, I guess you could say start transitioning into the space. Affiliate marketing, internet marketing those two terms felt slimy or at least I have like this negative connotation in my mind about them and what I love is the way you’ve just described, it makes you feel and I think that we need to understand and get the word out that there are lots of different ways you can market and if you do it with your part and you decide it who you want to help.

You didn’t say, “Okay, anybody jump in my car and I’ll take you on this journey.” I’ll decide who gets in the car because I need to enjoy this ride too and if I’m going to give you a piece of me, I need it to like you and be a fan of you and roof for you and that’s this weird thing going that I never expected to happen but I feel so like not I want to say good but it’s bigger than that. I just feel so much like, I’m living my purpose because I’m helping the right kind of people who I’m attracting to me and I think people can learn from your story that it can be a very rewarding authentic heart centered way to help others.

**Tiffany**: I’ve done some really cool things in my job. I’ve got to meet some really cool people, I’ve got to go lots of really cool places and work on some of cool productions but nothing compares to this feeling of, yeah, it’s hard to find the right word to fully capture how amazing you feel and it is so new for me that I want more of it like, I want to help more people because I want to feel like this and I want them to feel so good and it just bounce off to each other but it truly is so much more rewarding and bigger than anything else I’ve ever done before.

**Chalene**: Wow, pretty amazing.

**Tiffany**: Yeah.

**Chalene**: Did you ever think this could be you?

**Tiffany**: Zero point; zero, zero percent.

**Chalene**: Why?

**Tiffany**: Honestly, I’d never even put myself into a position where it could be a possibility. I knew that I loved working with people, I knew that I could help make people not just look better, that’s part of it but when you make someone look better, they feel better. So it’s not a superficial thing with me because I see how people change immediately, be stand up taller when you just show them how beautiful they are like, I can reveal how beautiful people are, so completely blame to own.

**Chalene**: I think you’re just tied in what you did in the past, what you’re doing today and I think for so many people, they forget that where you came from can serve you where you are today and I didn’t always think that teaching fitness classes was my purpose but I know my purpose is to teach that I know my purpose like you’ve said is to make people feel better, enjoy their life more, get the most out of this life and see their own greatness.

**Tiffany**: Life is funny. If you look at my resume, in my twenty’s, it’s crazy the one you wrote that I’ve taken to get to worry and now, even just to finally allow myself to go into makeup and accept that’s really what I wanted to do and not be in a cubicle. You just don’t know exactly where life’s got to lead you and then, now I look back and it all actually makes sense.

All of these most branded jobs or careers ever they all come together because recently, I just want it to reveal people’s potentials. I just don’t want that to go to waste especially talent and so in some capacity or another, I helped people see that and so I’m just doing it differently now but I’m doing in a way where I can reach more people and having this amazing ripple effect because the people that I helped a year ago are the ones that are now helping me that help even more people and it’s just an amazing beautiful thing.

**Chalene**: If people are listening and I’ve heard your program, “Chalene, I know I need to basically building community but I haven’t take in that first step,” what’s something they could do today? Would you suggest people start an accountability group and for what like, how do you even know what to create in a group around?

**Tiffany**: Think about what it is that you want and need in your own life. And I think, start with people who have that same common goal and get together and be accountable for each other. If you can get together for 30 days and reach the coming goal together and keep everybody accountable including yourself, I think in that 30 days you’re going to discover things that you didn’t even realize when you first started. So I think start with that like don’t discount a small group, doesn’t have to be this giant idea of mine was in, I started of really small but I gave it my all and I gave my personal time and it grew. It just organically grew.

**Chalene**: Didn’t it? So how can people learn more about you, Tiffany? How can they watch what you’re doing?

**Tiffany**: I would love for them to come find me over on my Facebook page; it’s facebook.com/coachglitter1. Don’t forget the number 1 and on Instagram, I’m @coachglitter and my website is coachglitter.com

**Chalene**: Great information there. Tiffany, this is been so fun and it’s been fun to watch you, change other people’s lives.

**Tiffany**: Honestly, it’s just so new that I’m like, “Wow, this is amazing that I have been given this opportunity to do that and so much fun.”

**Chalene**: Well that was longer than usual but there is so much great information and I had to set up with the show. I know that your wheels are turning. I hope that you will send me a tweet or leave me a message on Facebook, so I know that you listen to this episode. Don’t forget that Build Your Tribe will be merging with the Chalene Show in just a few weeks. If you haven’t already, please be sure to subscribe to the Chalene Show as this episode will no longer be available in just a few more weeks. Thanks so much for listening.

Thanks for sharing the show with everybody else. Thanks for believing in yourself and thanking that there is a possibility, a plan B, away for you to really embrace your passion, your purpose and in doing so, perhaps even pay some bills.

I love you guys. Thanks for spending this time with me.

**[END OF RECORDING]**