**BYT\_EPSO5\_Pinterest\_NatalieJill\_Final Mix**

**Intro:** Build Your Tribe with this quick Pinterest tip from fitness celebrity turned branding expert, Natalie Jill.

**Natalie Jill:** First, you have to know what problem are you trying to solve, who you're trying to track for that and then get in their head and that’s how you come up with what it is that you need to be posting and sharing.

**Jeffrey:** Welcome to Build Your Tribe with your host, Chalene Johnson. Your host vows to never have a garage sale again as long as she lives.

**Chalene:** Yeah, for real. No joke. I hate garage sales. But I'm from Michigan and in Michigan, like if you have a garage sale, you may bank. You could like pay your mortgage off a garage sale but now I live in Southern California and when you have a garage sale here, people show up at your house at 3:00 AM and start knocking and then they want to argue with you and offer you 50 cents for a brand new flat screen TV in a box. It's seriously an exercise in your ability to tolerate the human race.

I hate garage sales but I love social media. So Lifers you are in store for an incredible interview with my friend, Natalie Jill. We're going to talk about Pinterest and we're going to talk about how Pinterest is an incredible platform in social media where you can build all of your other platforms and what's really cool about Pinterest is it doesn’t require as much like time, and effort, and community building as all the other social media platforms. So this step is just going to like blow your mind, put on a helmet.

 Now you’ve heard me talk about Natalie before, what you might not know about Natalie is what I think is going to inspire so many of you who are just at the very beginning stages of building your tribe; your Lifers. Those people who you want to serve because you have a connection with them, because they're the people that you like hanging out in real life.

 The best part about Natalie’s incredible story is that she's a newbie. I mean from all relative comparisons, the people who we think of with this huge, loyal fan base and tribe; typically is somebody who's been in the industry for 10 or 15 or 20 years or had it at least for a long time. But Natalie’s story is going to be inspirational to you because not too long ago, Natalie was working in Corporate America and she had a very high stress, high paying but incredibly demanding job and that wasn’t too long after having her baby that she found herself divorced and unhappy and overweight and wasn’t sure how she was going to be able to be there with her child, with this career that forced her to do so much travelling. And she decided to just take control of her life and sometimes a hardship will do that.

 She had to first figure out how she was going to find a solution for her celiac disease which was an autoimmune disease that was really affecting her health and her weight gain and so she decided to tap into her own knowledge of sports nutrition and develop a plan for herself and lo and behold, in finding a solution for herself, she was able to share that solution and start to build a tribe. That’s where we really have to look at those hardships we go through and the solutions that we need and understand that part of that process is sharing it with other people and when you do that and you're vulnerable and you're honest and you share your solution, there's other people who are out there looking for it so.

 Here she is 39 years old, right? And never done anything with fitness other than her own hobby and she's 39 years old and become a fitness model like a legit fitness model, not just a fitness model on Instagram. Like I walk in the sporting goods stores, I'm like, “Oh my god, there's Natalie on that box.” But what she likes to tell people is she quickly realize that it wasn’t going to be very fulfilling for her to be just a fitness model but she wanted to teach other people how they could take control of their lives through nutrition and fitness and then, that grew into something where she wanted to share with other people how she in fact transitioned out of her corporate job and built a six figure income with an E-book, never having been somebody who's famous on TV or videos or anything. She really was able to create this income and this tribe by sharing her story in social media but she's turned into not only a great friend and somebody I consider a peer but someone who I learned a lot from especially what she does in social media and she now coaches people to do much of what she's learned and building her own brand, and solving problems and turning that passion into profits, turning that passion into something that can only help other people but can help you too. Okay. So check this out.

 Natalie, as we are about to go into this interview has over 12,000 followers on Pinterest, she has 240,000 on Facebook, 20,000 on YouTube and 400,000 on Instagram. That is crazy, but what's even crazier or cooler than that is how she's been able to use Pinterest to help build all of her social media platforms. I cannot wait for you to hear this stuff. So, let's just get right to Natalie’s interview.

 She's here everybody. Natalie, how are you?

**Natalie**: Good, how are you?

**Chalene**: I'm awesome. I'm great because I could talk to you. I'm always excited when I get to talk to you. You're one of those people that you make my wheels turn. I think the one thing we share in common is we both have a hard time finishing sentences because our brain is already onto the next.

**Natalie**: Exactly.

**Chalene**: Well, I'm really excited to have our listeners learn from you; number one because I learn so much from you and I know you're a student. I know you are always intrigued by how other people are doing things and how you can better build your brand and serve the people who follow you, what I like to call your life first and the people who are part of your tribe and that’s why I ask you to be one of our first and special guest because I want people to know that building a tribe isn't something that has to take 10 years.

 So in our introduction, I share with people a little bit about your story but I think the part that’s going to be most inspirational to people that are listening is that this can be done so much quicker than what you realize. It's not a 10 year process, it's not a 15 years process but it does take some thought and I've spent a lot of time on your social media platforms; it's how I met you. I was just attracted to what you're posting online and I'm curious if you have a guiding principle about the way you treat your followers, your fans, and your customers.

**Natalie**: Yeah, great question. I actually do and I treat them at no different than I treat a friend that I care about and that being said, I truly talk to the type of person I want to attract and I really don’t talk to the masses. Everyone says, “Well, gosh, you're reaching the masses.” I'm not doing that by trying to reach the masses. I'm doing that by talking to the type of person I want to attract and sharing more of what makes me special, what I love and what I'm knowledgeable about and I attract other people interested in those same topics.

**Chalene**: That’s very interesting. I do think there's that temptation for all of us to want to please everyone. How do you deal with those people in social media, they feel like they have this anonymity and they can say rude things or they just don’t connect with your message like they don’t get you, how do you deal with that and stay true to your lifer and really to who you are?

**Natalie**: That’s a great question and at the beginning, it really was a hard thing because you start out trying to be perfect and polished and you want everyone to love you and I would get really down and depressed and sidetracked and start having doubt because of one negative comment or a hater and I would spend all this time addressing them. And as soon as I realized that that was just attracting more of that, I really just started ignoring them the same way I would say getting negative out of your life in real life. I just only start a responding or addressing my audience to people I wanted to talk to and I would do that literally by ignoring comments that were going the wrong direction or even deleting them off of my social media because I did find that a negative comment or unsupporter would start a negative threat. So I don’t even want them there. So I ignore them and I talk to the person I'm trying to attract my life for the person that I want to work with.

**Chalene**: Now, I think that’s a controversial position but it's one that I agree with in. I share the same feelings as you is I will delete a hater or somebody who's negative not because I feel a reflex on me but because I don’t want to share my platform with them and I don’t want to open up my doors, open up my home, open up that type of negative energy to the people who I do want to serve. Do you delete those kind of comments or do you let them just disappear?

**Natalie**: It depends how I feel for the day. Sometimes I can struck mean messages back and never press them because it makes me feel better but I do know that if they're offensive or they're really bothering me, I will delete them because I don’t want to see them and it's my page and I have to have sometimes somebody will say, “Why did you delete my comment? I thought this was a platform for any opinion.”

Well, I'm going to ignore that too because it's my social media and it's what I want to choose to share and I feel so strongly in life about not letting negativity in that why am I going to let it in on my social media. So, I can't possibly catch every negative comment but if I do see it and it's bothering me or if it's defensive or it's starting a negative threat, it's gone.

**Chalene**: Hashtag #AmenSister, amen, yes, I completely agree. Now, can I ask, because you write these incredible blogs even what you write under your post on Instagram and on Facebook, I always feel like you're sharing a piece of you. I suspect that’s one of the reasons why people are drawn to you and feel such a sense of community. Has that always been easy to just open yourself up?

**Natalie**: No, actually it was very hard to do. I came from a Corporate America background and never wanting to show any fault or imperfection and I had a lot of training in public speaking and being perfectly polished and here, I ventured into the fitness world thinking I have to look and be and say all the right perfect things and although it worked to some extent, I would get some following, I never really attracted who I wanted to and it felt funny. In fact, I would be out in public and if I ran into somebody that knew me from social media, I would get very uncomfortable.

 I didn't really understand why until you're that first one Chalene, you're the first one that pointed this out to me. It's that I wasn’t being my true self online initially. I wasn’t being a fake person, I was just guarding. I was ahead my guard up, just polish, checking through everything, making sure everything was perfect.

 When I started to be more real and what I mean by that is not sharing professional pictures only and actually asking my audience questions and sharing what I personally were struggling with, it opened up doors to a whole new group of people and what I found is I got a lot less of the haters and the negative and a lot more people reading for me and they wanted to help me as much as I wanted to help them.

**Chalene**: I really love that. I know exactly what you're talking about that feeling when you see people in public and you're like, “Uh-oh, are they expecting me to be perfect?” And I think if you're putting yourself out there is perfect, yeah, people would expect that but you don’t, you're real and I think that helps people relate to you. Did you ever have an experience that is guided the way you interact with your customers and fans like, for example, that you said, “I'll never do this”, or “I will always make sure I do this.”

**Natalie**: I do, I really am very clear that I want to treat people with respect but I want to not be just politically correct about everything. So I've always known that I'm going to tell the truth and I'll say it in a respectful way, if I disagree. So I don’t argue with people, I just stay true to what I'm sharing and I say I don’t pretend to do something, or be something, or say something just to impress people or to keep them following me. So, I do it in the same way I would talk to a family member or a friend.

**Chalene**: I have to ask one more thing that I think is really cool is that you see these huge tribes around fitness folks, who have these amazing bodies and I think that temptation or what you see gaining popularity sometimes is these really scantily clad, nearly nude but these amazing photos and I know personally what attracted me to you was that you have this killer body and an amazing physique but it's like you don’t put it all out there and I wonder, has there been a time or did you initially like struggle because you could totally do all that too and then probably grow your accounts faster. Well, do you have a thought on that or is there a particular strategy you put in place?

**Natalie**: Well, wanting to be true to my beliefs, my first thing is I never wanted to have anything over the top controversial on the sexy side, mostly because I'm a mother and I thought what I be proud later to show my daughter I mean and that was really my thought from the very beginning but getting into the fitness world, there is that push that people want more that and when I was first doing fitness modeling, there was definitely a push for pictures like that and my gut made me uneasy about it, so I never personally did it. And as far as growing accounts, yes but I probably could triple my account if I put pictures like that but what kind of person am I attracting and I tell my branding clients for instance, who are you trying to attract? Because if you just want ogling guys and women that are going to be hateful and jealous and mean about the way you look then great, put those pictures but if you want to attract somebody that really wants your help, you got to put yourself in their mindset.

What are they looking for? What's obtainable, what's good for them and I think that a lot of the TNA is a big turn off now if that’s your whole brand and that’s what you're proud of, then so be it. For me, that wasn’t ever going to be what I was proud of and I also don’t believe that that last. I think you could be in your best possible shape but we do get older, our skin changes, everything changes, everything falls lower like that’s not, that’s an unrealistic thing to put out there for everybody to try to look a certain way like that.

**Chalene**: Yeah, so true. Gosh, that's awesome, and it's really respectable because like you said and I believe this to be true of those who we've talked to have a really strong tribe. It's not about how fast you can do it; it's doing it the right way and just really staying true.

**Natalie**: Yes.

**Chalene**: One of the things that I'm really excited for you to be able to share with our listeners is how you and I know you’ve had amazing success on Facebook and on Instagram and even Google Plus but what's really been exciting recently is what you’ve been able to do on Pinterest.

**Natalie**: Yes.

**Chalene**: So I was hoping you could share with us because I happen to have joined your challenge and see this incredible, just excitement and everybody is like sharing it and kind of doing the work for you and helping to expand your tribe and I'm delighted to have you share with our listeners, your four steps for using Pinterest, using a challenge on Pinterest to grow their tribe.

**Natalie**: I had realized that I had been neglecting severely to social media sites and that was YouTube and Pinterest. What I mean by that is I had a presence on Pinterest but I personally was not paying much attention to it. I have set it up; I learned it a little bit. I put some stuff on there, it was doing fine and then I decided because I was so focused on my other social media like Instagram and Facebook that I would outsource Pinterest for a while and I end my numbers are growing on it and I thought, “Oh, I've got lots of followers, that’s great, I never really checked in”, and then when I checked in one day, I realized I had a disaster on my hands.

I had about 19,000 random pictures going to random sites. I had a lot of followers that I didn't know and hadn’t connected with and it really just wasn’t working. So I dove in and started studying at the way I do pretty much every social media sites and I said, “Okay, I need to clean this up, start over.” So I got rid of my outsourcing there although I'm a fan of outsourcing, just not for this particular project at that time, got rid of it, cleaned it up and had to start from scratch and I found four things and these are the four that I'm going to go into.

**Chalene**: This is interesting to me and you said from what you’ve described, you’ve had a lot of followers, you had a ton of boards, you had a lot of activity but you said it was a disaster and I think what's important for people to take away from that is it's not the numbers, it's what are you doing with them, is it serving your tribe, is it building a connection with people and that’s if not to put words in your mouth but is that why you say it was a disaster because most people...

**Natalie**: Exactly.

**Chalene**: Okay.

**Natalie**: It looked like I had a lot of followers and a lot of activity on Pinterest but it was not doing anything for me. There was not traffic being drawn to my site, driven to my site, it wasn’t increasing an opt in list, it was not building a connection with people, it wasn’t helping my blogs or my videos get out there; it was just using my name on Pinterest looking like I had a lot of stuff, promoting a lot of random stuff that I didn't understand or know.

**Chalene**: I see.

**Natalie**: So it just looks like a big social media account but it was not doing anything for me or my followers or my tribe. And it was not serving as a tool.

**Chalene**: Now, for our listeners, what is their first step that they're going to create a challenge?

**Natalie**: The first step and let me go back to it. What I found when I was redoing my Pinterest, I thought what is something I can do on here to grow this fast and connect with people and engage when I really had nothing because I deleted it so much and I was starting from scratch and I thought what can I do to get people really engaged on my Pinterest and make it standout from others. And I am a fan of challenges because everybody wants to feel involved in something and for me, because health and fitness is my big driver, I thought what better way than to get people involved in a health and fitness challenge centered on my Pinterest and I had done challenges on Instagram and on different apps and I had done a challenge for but never on Pinterest, just driven on Pinterest. So I asked first.

I’ve started, I had some boards that I left on Pinterest and I started commenting on a few pins that I had that had a few comments, asking people if they would do a challenge that was my first step and when I saw that there were some interest some people that are my lifers, I thought I'm onto something.

 So here are the four steps. You have to know a goal, you have to have your goal and my goal was I wanted to grow my Pinterest board and get the right people on it. I wanted the right to attract people and I wanted to get my other social media and my website more traffic from Pinterest, so I knew that was my goal specifically. The second thing I knew I had happened for the challenge is I was going to have to have contents. I have to have a sequence of what is going to be shared in this challenge that’s not only going to help me but what is going to help my tribe to people I want attract, what do they want?

**Chalene**: Okay. So when you say, you start with the goal, you knew the goal was to attract the type of people that you like to work with and to build traffic to your website or to another location where people opt in. And then the second thing you said was you needed to plan the content. So, if this is a 30 day challenge, what do you mean by plan the content?

**Natalie**: So I mean that to know each day for 30 days, what was I going to offer that was going to standout and help people?

**Chalene**: Okay. And did you plan up before even started your challenge?

**Natalie**: I planned it before I started the challenge. I went through when I picked YouTube Videos that I knew would help. I picked blogs that I knew would help, recipes, and I decided which links I wanted to have a picture to go to because Pinterest is all picture based, it's very visual. I planned out what do I want picture wise that's going to also link to something I want share that’s going to add value.

**Chalene**: Now, can't you also actually Pin your own YouTube video?

**Natalie**: You absolutely can do whatever.

**Chalene**: Do you recommentd it?

**Natalie**: Oh, I do recommend it but for a challenge specifically, I want it to be very easy for people. I wanted one board where they could go and it would say day one, this is what you do. So you find the one picture that says day one and it tells them what to do and they could make a click on that and it would take them to the video because on Pinterest, yes, of course you can pin a video, you can pin a blog, you can also create a picture and edit the description and put a URL to wherever you want it to go.

**Chalene**: So cool. I assume that you're using your own content but could someone who's doing a 30-day challenge for anything use somebody else’s photos, somebody else’s infographic say but have traffic drive back to their own site?

**Natalie**: It all depends, if you want to drive traffic to your Pinterest specifically, then yes, you can. If you're trying to draw traffic to your videos, website, or whatever, no, you couldn't because when you're pinning somebody else’s picture, if it's their content, it's going to have their URL in it.

**Chalene**: Would they be able to, let's say they have photos that they own the rights to, it's not a photo of them per se like they bought it on a stock photography site and they own the photo, would they be able to pin that but then send traffic to their own opt-in?

**Natalie**: You can, but there's got to be a reason that there's a connection. So if I have a picture of a cupcake and I'm going to click on it and land on your website, it better take me of a page of your website with the cupcake recipe…

**Chalene**: I see.

**Natalie**: Because otherwise it's not, people are onto that, why is the stuff getting pinned here if it's not taking me to any value there.

**Chalene**: Got it.

 **Natalie:** So, what I've suggested to people I work with doing things like this is that I'll have them if they know they're gonna pin something to a challenge board, write a blog about it first and then pin that, so it's taking to a site that make sense. Or, they already have it on their Facebook, use the URL in that Facebook post or a Google Plus post and use that as the URL on the picture used.

**Chalene**: That’s great. And so what's our third step?

**Natalie**: Third step is to have engagement. Plan how are you going to get people to share comment and like because just like any social media, you need people to share, comment, and like if you want to get other follower.

So for me, I thought of questions what can I do, what call to action can I ask people and I use the term re-pin if you're in, that’s what I did initially.

**Chalene**: It’s awesome.

**Natalie**: Re-pin if you're in or comment below if you're in, invite a friend to do this with you. So I always call it action. It wasn’t go by this for me. It was invite somebody else because as we all know, we tend to do things based on recommendations from others. So, the best way to get more people on your challenge or on your board is to ask people already following it to invite a friend.

**Chalene**: So just for clarification purposes, when you say you would put pin if you're in, is that something you're laying, like a font over the photo or you actually asking that question in the description?

**Natalie**: No, I wrote it in the description. I just said, “Share this if you're in, or re-pin it if you're in”, just to get people, I was that giving a call to action for them in the actual description.

**Chalene**: Perfect.

**Natalie**: All I would have on the photos in the challenge is basically, what the days, task is and they would say, “Click here to watch the video” or “click here to read more”, I'd write something like that on there.

**Chalene**: Now, I know that many of our listeners feel that social media overwhelm like, “Oh my gosh you, just take so much time to build these relationships in social media that don’t have time for my real relationships sometimes”, is there is much necessary engagement like it feels like you need to really be responding to people and it's a community on Facebook and on Instagram, is that the case on Pinterest or is it easier?

**Natalie**: It's easier on Pinterest and this is where I was personally kicking myself or not getting involved with Pinterest earlier. Similar to the way YouTube works and the nice thing about YouTube was always that things get better over time. So videos, they get more views, more shares, more likes over time, they get better with age, it's like wine, it gets better with age where everything on Facebook, Instagram, it's very just in the moment and traffic dies down very quickly and it gets lost in the feed.

So Pinterest is similar to YouTube where things get re-pinned and re-shared over time. They don’t go away. So it does work on its own by itself and the more people sharing your stuff, the more it's out there, the more eyes on your stuff always, so it doesn’t go away. I find, I'm personally interacting less on Pinterest than I was in other social media sites because the lifespan on these is a lot longer.

**Chalene**: Wow, that’s exciting. That’s really exciting. So it's like the opposite of Twitter where you tweet last for seven seconds let's say but a really good pin can take on a life of its own and keep serving you.

**Natalie**: To me, it's like the Cadillac version of Instagram and I say that because I love and focus on Instagram so much and I still have a big focus on my Instagram, but Instagram, it's not very organized, you don’t have, it's for somebody that is having trouble staying focus, Instagram is there's no organization to it and it's very hard, the only way you really can organize things is by hash tags on there. That makes it challenging and things go away so quick; you don’t see your comments; you get lost on it.

With Pinterest, it's so organized. You can create a board on exact topics and really stay on track of it and really monitor it.

**Chalene**: I love it.

**Natalie**: So it gets better over time, it's organized and people can comment on specifically where they have a question and that stays around forever. So it's less engagement with people. It's just a little bit more work setting it up and thinking through what you're pinning and why but once it's there, it just gets better over time.

**Chalene**: That’s awesome. What's your fourth tip for us?

**Natalie**: My fourth tip is to always provide value. It's like any other social media, you always want to think is what I'm posting adding value to others? Because if it's not, there's no reason for them to comment, like, share it, or wanna see it again. So can you add value and then my tip on the business side is yes, I can benefit you too.

 So for instance, I want to get emails obviously because I want to stay in touch with my people. I want stay in touch with my tribe and if I just rely on social media and that changes or something happens to the site, I lose them. So I want to add emails, but people don’t always want to have a pop up and a trickery around getting your email added on that. So what can I give them for free that’s of value in exchange for an email and what I do is I have created a lot of different, what we call freemiums but there's a lot of value in them to my people. So I share those as bonuses throughout my challenge. So I have four bonuses on my board right now as we speak and I can continually add more. But all of those bonuses, they are something significant that people get for me for free but in exchange, I get their email and I can stay in touch with them.

**Chalene**: Okay. Now, this has happened just from coming into the challenge or is it planned on a specific day?

**Natalie**: On my particular 30 day challenge, on my board, everyday they get three new pins, a happy, a healthy, and a fit pin and there are mark, day one, and this is the happy pin, there's three different pins. Then once or twice a week I personally am throwing in a bonus pin and it just says bonus number one or bonus number two and on there it shares like one of mine is free 10 gluten free recipe guide. If somebody is interested in gluten free recipes that’s a great thing for them to download right there and I in exchange I get their email.

**Chalene**: It's great. I love it. And I mean seriously, that’s an amazing gift. I, by the way, for the those of you who are listening and not in front of your computers, once you go to chalenejohnson.com/podcast, I will have in our show notes a direct link to Natalie’s challenge boards so you can see exactly how she did it and just kind of put into real life operation standpoint what this looks like. So, don’t worry about you can stay tuned and stick with us while we finish some of these great tips and then you'll be able to see exactly how she does this. Now what about Natalie, someone who – they're just starting out, they're building their tribe, they don’t have anything that they’ve created themselves to give let's say as a bonus, how would they do that?

**Natalie**: Your bonus could just be a tip. You can have any kind of bonus is going to get people connected to you. Your bonus could be something that’s on different social media page that you're trying to build too. So you can just to get more followers there. Like hey I have a free recipe that I just posted on my Facebook here, here's a link. A bonus can be anything that called action that’s going to help your tribe and yourself. So you wanna help everyone.

And I didn't want to say something really important here because you mentioned that a few times about people just starting out, I wanted to point out that it didn't just grow for me because I had a following or already had a website or a big social media following great the opposite with Pinterest.

I truly was starting over with Pinterest so it doesn’t, if you have nothing and nobody knows your name, that doesn’t matter, if you share the right things and you use, you can use a couple of hash tags, you comment on other boards that are similar, you will attract some people and it doesn’t take a lot of people, it takes a few of the right people and then they will share with others.

**Chalene**: That’s awesome. I love that. And these are great tips. I've taken three pages with the notes. I'm so excited to start my challenge, I can even tell you. I can even think about using it this way. I have to honestly say that I love that you can set it all up in advance and that there's not as much daily engagement, but what about for those who are thinking to themselves, I don’t look like Natalie, I don’t have videos of myself I want to post or photos of myself, but I have a product or service, or a website I want to share, how does someone who isn't necessarily personally the image of their brand, how can they create a board that can create this type of traffic and tribe if it's not them?

**Natalie**: So the first thing is you want to think what is the problem that you're able to solve? Everybody’s product or service or idea is the answering some problem. If it's not answering a problem, you want to rethink what it is that you're trying to share, but you want to think what's the problem I'm trying solve and what's my solution and what type of person am I trying to attract with this solution. And then you got to get in their head so what are they looking at, what do they like? So and you really can do it with anything, I mean if your product is dog food for instance, who are you trying to attract to buy dog food and what kind of things are they looking at Pinterest, what would interest them, are they interested in cute puppies, are they interested in training, it's getting in their head first and if you're stuck on that, I mean that’s the perfect thing to spend a little bit of time researching first, just Googling those terms and saying, okay, what are those people, where are they hanging out, what are they looking for?

And then look at those boards, and that’s how you come up with your idea but you first have to know what problem are you trying to solve, who are you trying to attract for that, and then get in their head and that’s how you come up with what is it that you need to be posting and sharing?

**Chalene**: That is such great advice because I think you're right, I think the average person thinks, okay my product is dog food, how do I create a board around dog food when you just want to get in the head of someone who would be buying dog food and they're not looking for dog food, they're looking for other things. Great example, great tips, I love when we have a guest who has such actionable steps and then we can actually see it working and know that we can immediately put these things into place ourselves.

Natalie, it's been such a pleasure to have you. I'm going to include in all the show notes how people can learn more from you. I just have a tremendous ability to teach other people what you’ve learned and I think that’s such a gift, what you’ve been able to do, just even with developing an E-book and coaching people who want to become entrepreneurs not just fitness professionals but all types of entrepreneurs is really remarkable and I'll put in our show notes how to get in touch with Natalie and learn more about what she's doing that can help you grow your tribe. Natalie, thank you so much for being with us.

**Natalie**: Thank you.

**Jeffrey**: Thanks for listening lifers. Chalene invites you to join her for her free coaching program designed to help you get organized, productive, and laser focused on what really matters.

To sign up for our free video coaching program, please visit, 30daypush.com. Listen, Chalene felt weird about begging you to go to her iTunes and give her a five star rating and leave a review, so you know what she did? She paid me to ask you for her. Seriously though, if you're enjoying this show and want to put a smile in her face and a bounce in her step, get yourself a dose of good karma by stopping by the iTune store. Oh yeah, and be sure to tell her, Jeffrey sent you.

**[END OF RECORDING]**