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

Chalene: Tonight I want to talk to you about what it takes to be discovered, and how you can become an overnight success. I'm going to share with you my own story of how I become an overnight success. Specifically I want to talk to you about being discovered. This is my certificate for being in the Guinness Book of World Records. This is my title for being in the Guinness Book of World Records for having done the most fitness DVDs. What's crazy about that is, I never set out to do that and that wasn't even a goal. It kind of happened by accident. I created an exercise program because I'm an entrepreneur, and I saw this need for fitness instructors, and so I created this program that would be a business for fitness instructors.

 Now I wasn't the world's greatest fitness instructor, that's for sure. I could barely hear the beat, but I was a really good business woman, so I created this program never intending myself personally to be in the videos. I'm like I'm 5'2", I don't look like those people, I have no business being in front of the camera, but I'll create this workout, and I'll create this business, and then I'll hire people to be in the videos, and I did that. One of the shoots, one of the video talent people didn't show up and I was like pregnant, or I just had a baby, something awful, and I had to go on camera. I was like oh god this is awful. I'm so going to be judged and people are not going to like this. It's going to be awful.

 People related and it worked. It worked out okay. Somehow I ended up doing so many more exercise DVDs I end up in the Guinness Book of World Records, that's kind of crazy. Anyways, my point is I have had a lot of different businesses, some fortunate successes. I've been in business since I was 15 years old, fitness business, I've created online academies, I've written a New York Times best seller. I have created and sold two multi-million dollar companies with my husband, Bret. I share this with you because I told you that tonight I'm going to help you figure out how to become an overnight success.

 Now you know the punchline is: I wasn't an overnight success, and I think very few people are an overnight success, but if ever there was going to be a time to become an overnight success, it's right now. I couldn't have done it when I started out because these same opportunities weren't available. We didn't have social media. We didn't have the opportunity to turn on your flipping iPhone and have this kind of quality and broadcast live. We didn't have those kinds of opportunities, it was like literally knocking on doors, sending e-mails ten at a time. The opportunity to become "an overnight success" is there for you, but here's another interesting side note to that overnight success story.

 I created the program PiYo in the year 2000. Oh man, I was just like this is going to be better than Tae Bo, it's going to be huge, everybody going to want this and nobody did. I didn't even know what it was. I wasn't clear, I was trying to be everything else. I was trying to please people that I thought might judge the program. I was afraid for the program to be what I really wanted it to be for fear of judgment. I thought people would hate it. It didn't take off, the program PiYo, until I really was like, you know what? I don't care if people hate it. It needs to be what I really like, because I think there's enough people out there who aren't being, like they don't like yoga or yoga's too slow, or Pilates just doesn't give you the calorie burn. They don't like the slow music, and they want a fast tempo, and they want to sweat, and it's not Pilates, and it's not yoga, it's just this weird thing. You know what? If I like this weird thing then maybe other people will like this weird thing. When I did that without fear of trying to make it look like somebody else's program, it really took off.

 I created that program in 2000. Just in the last month, that program started airing on TV. Fifteen years later. Now I didn't create this particular video, the home video I didn't create 15 years ago, but the program I developed 15 years ago. It's been 15 years of failure after failure, after failure, after failure, after let's scrap it, it's done, it's dead, it's not working, move on. Let's tweak it, it's coming back to life, let's change it, let's change the music, let's go back to this. Fifteen years of failing before it ever really took off. I am certainly not an overnight success, I am not. You could be. The opportunities for you to be an overnight success are there. They're far greater today than they ever were before.

 The opportunities you have before you far exceed anything any book about success has ever been written about, because the times are different. However, as it relates to your success, your being discovered, most of those success rules, or the guidelines, or the principles if you will of "being discovered", they still remain the same. The opportunity is greater, but the rules of success are the same. Here's the first rule: you need other people. Yeah. The only way to be discovered, think about that, is if someone other than you discovers you. Now what does that mean to discover you? It means a couple different things.

 First of all, whenever I do a speaking gig or a conference, or even a webinar, or even a broadcast, nine times out of ten, I will get an influx of tweets and DMs, and e-mail messages, letters upon letters about why you're so great and I should work with you. Letters upon letters about why you're so awesome and I should work with you, or I should bring you onto my stage. You should speak for me. I should introduce you to an infomercial company, here's all of my talents, but you see, when you find the favorite of someone can make things happen for you, quote me on this one. I feel a tweetable moment coming on. Can't you feel it? When you find the favor of someone can make incredible things happen for you, they don't fall in love with your talent, they fall in love with you.

 When you leave with your talent, when you leave by throwing up your resume, like literally vomiting up your qualifications, etc., that's not of interest. That's not of interest. People need others. You need others to like you more than you need them to be impressed by you. You know, your big break is going to come from someone who says, "Let's give this kid a chance. I like this kid. I love this kid. Let's give him a chance." It's not going to be, "I found this most amazing talented public speaker on Periscope, and we've just got to bring ... " No, it doesn't happen that way, rarely. People, I mean everybody roots for the underdog, right? You don't even have to be the underdog, but think about that term, the underdog. What does the underdog mean? What does that mean, the underdog? Does that mean that you're the person who's losing? No, but I thought about that term a lot, because don't we all root for the underdog?

 Every movie and real life, who do you root for? Everybody roots for the underdog, but what does that mean, the underdog? I've been thinking about this a lot. Can I just be honest? It might not sound that nice, but I think it is a little bit of human nature. Think about this for a second. If I am to meet someone who's in fitness and has their own business, and their own company, and they're doing quite well, but we're almost on the same level, is that person rooting for me? Are they rooting for me to move above them? No. It's just human nature. I think most people are so worried and come from a scarcity mindset. They're so worried that somebody's going to get there's that we rarely want to promote someone who's like on our par, or who looks like they're really talented, or really going places. We're like, "Hey I want to go places, why would I try to help them go places? I'm trying to go places."

 When we see someone who's very humble, great potential, and they're a fan of you, we want to promote them. We want to see them do well. We want to see them move above us. The people who are going to give you your big breaks are the people who want to give that kid a chance. Let me tell you this. You can disagree, but I believe that kind people are connected people. There's connected people, and then there's kind people who are connected people. Sometimes the connected people are a little bit, you know what I'm saying, like everyone's trying to connect with them because everybody knows their name, and they blow a lot of hot air, and they're always like blah blah blah about all their accomplishments and this and that, which is cool. There's also something that's not that likable about them. You're just trying to get in good with them because it's like a name and everyone's trying to get in good with them. You know what I'm saying? You know the type? You know what it is? It's the equivalent of the popular girl in school, or the popular dude, or the popular clicheé, right, and they weren't that nice. They're kind of assholes, right?

 Even if they're rude all year long and then suddenly the popular girl's like, "Oh, you can sit with us." You're like oh my god, oh my god, she's so nice. She is so nice you guys, she is so nice to me right there, when she said I could sit with her. Then we're like, oh yeah yeah, we go crazy, we're like oh they're so nice. We're like no not really, they were just being appropriately cordial. That's not so nice. It's just like you feel they're being so nice because it's the first time they give you a little bit of attention, but they're normally just jerks. We tend to do that sometimes with people that we think are so connected. We just get blinded by all of their connections, and how everybody's talking about them. Meanwhile I'm just asking you to get on the radar of someone who's kind and you actually like, because they have stronger connections than Mr. I'm Connected.

 Recently I was spending some time with one of my mentors, and he said to me, "Oh, Chalene, do you know so and so and so and so and so?" I go, "No." He goes, "Oh okay, do you know so and so?" I'm like, "No." He goes, "I have got to introduce you to so and so and so and so. What's wrong?" I'm like, "I don't want to meet any new people. I don't want to. I've got enough great people, I'd rather go deep. I don't need to go wide. I don't need to meet more people. I have so many people who are amazing in my life that I need to find more time to spend with them. I don't want to meet any more new people, really. I mean I'm at that stage in my career where I keep getting invited to these masterminds and amazing opportunities, and oh you should go to this place, and that place, and this person can do this for you. I'm like, I'm good. I just want to lift and connect and go deep with the people who I already know are great."

 I mean I'm at that place and I hope you'll be at that place too someday, but the way to get there is to be keenly aware. Who it is you want to meet, why you want to meet them, and what it is you hope they can do for you. By do for you, I don't mean what can you do for me? What have you done for me lately? I mean how do they enrich you? That's my advice to you. To be discovered, be the biggest fan of someone who's connected, who you like, and they're kind and connected. They are kind, and they're the kind of person who lifts up, because you can try like hell to get on the radar of someone who's like out in your space, and they're killing it. Man you'd like to rub elbows with them, but they just aren't of the mindset where they take notice when you watch their Periscopes, they won't promote other people, they don't talk about other people. You see them positioning themselves always and not other people.

 If you're trying to be discovered, you aren't going to be discovered by a television show. Even if you are, the breaks come not from organizations, the breaks come from from people who want to give the kid a chance. Those kind of people, you have to look for them, because they're not self-centered, they're not righteous, they really do, what they get from it is seeing someone who they've helped aspire to greatness. Whenever I help somebody out of the kindness of my heart, someone who I just pour into, I can say I'm pouring into them without any strings attached, but that's not the truth. There are strings. There is something in it for me, and if I were to say otherwise, I would be being dishonest.

 What's in it for me is it feels good if they succeed. It feels good if they can outdo me. It feels good if I can save them from all of my headaches and hassles, and expenditures, and bumpy road. It feels good to get a card that says, "Thank you, you changed my life." This is why I do it, for a hand-written card, that's why. Is there something in it for me? Yeah it feels good, it feels very good. I just tell you that because people are always like ... Whenever I say there's nothing in it for me I mean there's nothing in it for me financially, but there's definitely something in it for me, or we wouldn't do it. There's something in it for a child who's throwing a temper tantrum.

 There's something in it for your friend who's a drama queen and always has drama in her life. There's something, our behaviors, what we do, we do because there's something in it for us. How do you get discovered? You do it by showing up day after day after day. Being persistent and being consistent ,and being a fan of people who are kind and connected, and trying to lift them, trying to support them, because that's the person who's going to actually make the phone call for you to the record company. That's the person who's going to say, "You know what? I know a guy who actually knows a producer. You know what, kid? I've got this opportunity for you to speak at my next event, and I just know that if I work with you, we can make this happen, and I can help you, and we can do this."

 It is going to be someone who's like, "I'm going to give this kid a chance," but when someone gets to that level, a level at which they can help you, the one thing they can't take a chance on is a flake. You've got to show up. You've got to be ready. You've got to be persistent. You've got to be willing to take feedback. You've got to be willing to do the work. You've got to be willing to invest. You have to show that you've invested in them. I get, again, tons of e-mails and tweets now, Twitter's back on fire, and Facebook. I don't even open my Facebook inbox. I haven't opened my Facebook inbox in like three years because there's too many messages. I'm so sorry if you've been sending me messages there, but I don't do that because there's just too many messages there.

 It's not uncommon for people to reach out and to want my advice, and to want my help. A lot of times, and I know many of you have probably sent me messages, and you'll often ask me for advice. I ask this question, and I want to explain myself for a moment. A lot of times I will say, "Are you a student of mine?" Because if you're a student of mine then I'm going to invest extra time in you. It's not to say, "I only answer questions of students," but it is for me to say if you've invested in me, I'm going to take, I might not have time to answer this right now, but if you're a student, you've invested in me, I'm invested in you.

 That's the only reason why I ask that question, because a lot of times I'll get people that reply back and they're like, "Why? I have to pay you to get your advice?" I'm like yeah, well personally, yeah. I give it for free 24/7 anywhere else on the internet. You can get free advice on my podcast. You can get free advice on my YouTube, you can get free advice on my Facebook, you can get free advice on Periscope, you can get free advice on my tweets, you can get free advice just about everywhere.

 If it's me and you spending time, then my students, hello, they've invested in me, I have to invest in them. It's just an honest question, that's all, but don't be afraid to ask. Don't be afraid to invest. Don't be afraid to search and to seek. Okay, so a little bit about that moment when I believe my career hit a tipping point. Not to take you all the way back to my many failed businesses. I wouldn't even call them failed. My many experimental businesses, because most of them eventually made money, and a couple of them enough money to be able to put me through college, pay my car payments, etc. I did a lot of different businesses but the one that really started to take off was my fitness business. Again, never intended for that to be my career path. My degree is in justice morality and constitutional democracy. I thought I would be a lawyer, or I thought I would have some kind of maybe legal related business.

 Fitness was something I did because I really enjoyed the way it made me feel to help people feel good about themselves. Hence my purpose. I love being able to show them. I love being able to show students that they were enough, that they were valuable, and that they could have fun, and I loved making fitness simple. That was the business that really took off for me. I created a business called Powder Blue Productions. We created pre-designed workout formats for fitness instructors. My consumer was not the person at home, my consumer was a fitness instructor who was teaching a class. My business hit a tipping point because of two things. Two things, you ready?

 The two things that helped my business go over the edge. Two things were the tipping point for my business. These two things helped us move from, I was generating more than a million dollars of sales in my business and spending a million dollars. Literally we were like robbing Peter to pay Paul, is that what it's called? I was working 80 hours a week, a control freak, and trying to do everything myself, and more opportunities were coming my way and I was afraid to turn anything down. I was so afraid to say no to anything, and I was like I don't understand. How can we get bigger? How can there be more success? I'm done. I have nothing left, but there were two things that were the tipping point for my business, and both of these things will work in your business. Do not underestimate these two things. Are you ready?

 Testimonies, and the outsource. Testimonies, testimonies and the outsource. Okay so what do I mean by that? The reason why I was able to, and Bret and I both were able to go to so many different infomercial companies ... We weren't going to them, they were coming to us, because I collected this folder that was about four inches thick of testimonials from people who have lost amazing amounts of weight, and had been doing my programs consistently for years without any diet program, just doing the workout. I didn't know I was collecting those because it was like my feel good folder. I was collecting those testimonials not because I ever thought I was going to be shopping it around the infomercial companies, I was collecting those testimonials because I was proud of them.

 I've always done that. I've always had folders I keep in my desk drawer, that I call my happy folders. Now I realize that they're testimonials really, and so when anyone would send me an e-mail or a letter with their pictures, their before and after pictures, I'd save them and I'd put them in this folder. The very first time somebody contacted me, contacted us, about doing an infomercial I was like an infomercial? Really? They were like, "Yeah, we'd like to meet with you." I thought well I better get an agent. I called Tony Robbins' agent. This is a true story. I called Tony Robbins' agent. I'm like okay let's see who Tony Robbins' agent is because ultimately I would like to be a motivational speaker, so let's call him, and I did. He said, "No no, sorry. Oh I'm sure your program is amazing, and so is everybody else's."

 This gentleman at this point had done lots and lots of infomercials, this agent. He had represented the Total Gym, and he had represented the guy that did 8 Minute Abs, and he represented Tony Robbins, and he had represented Tamilee Webb, Buns of Steel, remember? I'm like oh I need him to be my agent. When I called he was just like, "No no. I'm sure it's adorable," kind of thing. I'm like, "No, really, really please." Then I happened to know someone. Here's that same thing. I happened to know someone who was really rooting for me, and knew someone who my now agent had once represented. I said, "Do you think you could put in a phone call and just see if this guy will meet with me?" He's like, "Absolutely." They put in a phone call to him, so then this guy calls me back, and he says, his name is Ben Gage, to this day he's still my agent. He says, "Okay as a favor I'll meet with you." Give the kid a chance. That's what it was. It was give the kid a chance.

 I drove down to San Diego with my husband and my big folder, and I walked in the room and I went, and I dropped down the folder, and he opened it up, and he looked at it and he said, "You've got yourself a goldmine right here." I'm like, "Really?" He's like, "Hahaha, are you kidding me?" I'm like, "No, what does this mean?" He's like, "This is what infomercial companies have to create, and it takes them like two years and you've got them all here." I'm like, "Is that a good thing?" He's like, "We're about to get in a bidding war." I'm like oh my gosh. Here's what he said. He said, "I'll take you on as my client, but the minute you go Hollywood, the minute you care more about the dollar than you care about people, the minute your kids are less important than your next opportunity, I'm out." I'm like, "Dude, we were a pair made for each other. Get in my belly." We signed with Ben Gage that day, and today he's still our agent, from those testimonies, yeah.

 Testimonials are the Bombay. Ben Gage had a very personal experience with Hollywood because his mother is Esther Williams. First female fitness star if you think about it. That got us in a bidding war with all of the biggest infomercial companies including Guthy-Renker, Kingstar, and a little tiny company called Beachbody. Beachbody only had one program at the same, it was I believe slim in six, and they've done P90, not P90X. They came in with a much lower offer. They came in with not nearly the credentials. Small office, pretty much a startup at the time, and Guthy-Renker came in with guns a blazing, and a big, big offer. I just had this intuition that Beachbody would fight for it, like would let it be what it is, and I was right.

 We signed a deal with Beachbody, but it was hard. I remember wishing I had a crystal ball. I remember calling Ben Gage in my car, just driving around and going, "Which one should I pick? Which offer should I take?" He's like, "You're going to have to make this call yourself but go with your intuition." I'm like, "But I don't know, I just don't know!" He's like, "Just go with your gut about the people." I'm like okay okay okay. It's true and unfortunately every time I met someone at Guthy-Renker it was a different person. That took our business 10x, it also took my workload 10x. While we were making more money, I wasn't living a very good life. It was awful to be honest.

 The next thing that really took our business, took our opportunities to the next level, was learning to outsource. You've heard this repeatedly from me, over and over, and over again, that your business gets no bigger, you will continually say we can't afford that, I want to do that but I can't afford to do that yet. You're just going to keep saying that and saying that, and saying that, and saying that, and you'll never stop saying it until you invest in other people. You didn't hear me say until you hire other people, I said invest.

 The word investment means that you're going to take your money and put it into something, and you don't immediately get money back. It's an investment. It's not an ATM machine, but when you invest in outsourcing, in finding other good people, then you make your money back 10x, then you get your life back, and your business doesn't get any bigger and you don't get any bigger, all you do is get more crazy. You'll turn into a maniac. You know these people. I know these people. They try to shut me out of their lives because I won't stop saying, "When are you going to hire someone? When are you going to hire someone?" Then eventually they just don't even listen to me anymore because they know I have no bone to pick except that I love them. You know who you are if you're watching, but I won't stop.

 I don't let it stop me because I know your potential, and I keep staying strong in that opinion, because I know it's possible, because I believe in you, because I was there, because it is an investment. You have to invest when you don't have the money, because you have to have faith that you will be paid back abundantly, that you will be repaid for your faith, your faith in your self, your faith in other people. That you are not a manager. You're a leader, you're an owner. Managers work 70 hours a week and try to do everything themselves. You're not a manager. You've got to learn to outsource. Thank you so much for being here tonight. I really do appreciate it.

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