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

Chalene: My name is Chalene Johnson and I am recording this live on Periscope with my friends from Periscope. They're super cool and I would love to have you join us because it's the way that you get to interact live, it's how you can give me your immediate feedback, it's how you can ask your specific questions and I can answer them for you right on the spot. It's a very interactive way to take in this information. Tonight, today, depending on when you're listening to this, I want to talk to you about getting discovered and what an incredible opportunity there is for everyone to be discovered, but it does require changing your mindset.

 Let me start by saying this, if you were lost in the woods in the wilderness and you didn't come prepared, maybe you were on a hike with your friends and you had expected that it would just be a couple of hours and then you would be wandering back to your car and enjoying a nice toasty lunch with friends. But instead, you got separated from your friend and you were lost in the wilderness. Now let me ask you something, would you assume that because you are a valuable person who's loved and who cares about others that people would simply find you? Would you rely on the fact that people are going to search high and low for you? Or would you do everything in your power to make it easy for people to find you?

 I know the answer, of course you would make it easy for people to find you. You wouldn't just assume "Well, I'm this great person and I'm very loving and I'm very caring and I am a good person so I assume people are going to find me." The same is true if you're building something online. If you're doing something that you think can help other people, if you have something to offer, if you have a gift, if you have a talent, if you have your own unique way of doing things, you can't idly sit by and wait for people to discover you. You know this to be true.

 The actors and actresses on TV, they're not the best actors and actresses in the world. The singers that you hear on the radio, the rap stars, artists, even fitness professionals, people who you've probably exercised with, they're not necessarily the best. It isn't because they have the best bodies, it isn't because they have the best workout programs, it is because they made themselves discoverable. That's what I want to talk to you about tonight, is how to make yourself discoverable. It's not up to the people who are looking for you, it's up to you to make yourself be found.

 I'm a New York Times best selling author. I've also had several number one fitness infomercials. I have also created several, two, three ... Actually three multi-million dollar companies. I am the co-creator of my multi-million dollar online academy program. None of those things, let me be perfectly frank, are successful because I'm the best. I'm not. I think I'm good, I think I have a unique way of doing things. I have a unique way of teaching people to exercise. I have a unique way of helping entrepreneurs not have to live in their business but to build their business and have fun. I have been very fortunate, I have a New York Times best selling book but it's frankly not because it was the best book available that year, or that month. It's because I made those things easy to be discovered.

 The very first tip that I have for you is to, number one, make it easy for people to discover you. Think about how you would respond if you were lost on the side of a mountain. You would position yourself in a place where people could find you, where you were visible at all times, late at night, early in the morning. You would do whatever you could to draw attention to you so that the people who were looking for you would find you. You have to make it easy for people. I can't tell you how many times I've stumbled across someone's incredible YouTube video or even a podcast or a blog post and thought "How do I find out more? Where's the link to their website? Where's an email where I can get in touch with them? How do I maintain this relationship? You've come across my radar but now what?"

 People don't make it easy to find them. My number one step to you is to ask yourself where do you need to be so that people can find you and how can you make it easier for them to get in touch with and continue that relationship. I must say that falls solely on your shoulders. Not your mentor. Not the person who trained you in this business. Not your skill. Not your coach. Not your school. Not your advisor. You, it falls on your shoulders. It's your responsibility, not mine, no one else. It's not your husband's. It's not your partner. It's not your kid. It's your responsibility to make it easy for people to find you. The way you do that is by being everywhere, where the people who are looking for you will find you. It's making sure that you're positioned in such a way that people see you first, that they don't forget about you and that they know how to follow up with you.

 My number two tip follows up on that one and that is, in order to make it easy for people to find you you need two things. Two things, grab a pen and a piece of paper. You're going to write this down. T and F. Time and frequency. We forget about people who we haven't seen in a while. Isn't that true? We think most often the people that we see most frequently. While it may be true of our relationships that quality matters, quantity and frequency trump quality, period end of subject. Time and frequency.

 Here's what I mean by time, the amount of time that we spend together, the more likely we are to have a relationship. If you watch a fifteen second video of me, that doesn't allow us to really connect. It can over time if there's incredible frequency, but the longer we spend time together the more likely we are to create trust and a relationship. Now in order for you to find me I need to be available to you frequently. I'm going to go back to that same analogy of people who are searching for someone who's lost in the woods. If you're lost in the woods and you're cold and you're hungry and you think it's best for you to huddle next to a warm rock and keep yourself toasty warm and then once a day wander out into the open area where people might discover you, the likelihood of people discovering you becomes much smaller and smaller and smaller and smaller and smaller.

 It is time and frequency. That's why it's really important if you don't have the time to be everywhere at all times, that you outsource that for you. Right now I am recording this on a live Periscope feed. That means that I'm creating a video in the process. That video, that one video will allow me to have frequency in about twenty other places over the course of the next three weeks. I will take this video, I will turn it into several tiny short little one minute clips because that's all about people want to see on Facebook. I'll turn it into one minute clips for people to get to know me on Facebook. I will take the audio recording of this Periscope and I will turn into a podcast, a longer podcast. In that podcast I'm going to give people the ability to join my email list and to be served by many tips to help you build your business.

 I will also take the transcript from this Periscope and I'll turn it into a blog post. That blog post will have photos on it, those photos will then be pinned to Pinterest. This video will also be chopped up into little pieces and put on YouTube. You see I don't have to be in eight places because I've invested in other people to help me create not only the frequency but the length of time so that I don't have to spend my entire life ...

 See, I think that's the misnomer especially when people throw around the word hustle. They think "Oh man I've got to hustle. I have to be everywhere. I've got to be on YouTube and I've got to be on Facebook and I've got have my own podcast and I've got to do my own Periscope. I guess I have to do my own YouTube videos and I have to do my own Facebook videos." Who's got time for all this? No one does. Pick a place, that's why I love Periscope. That's why I love Periscope is because this works for me. Then I make an investment in other people to make that this one piece of content will be shared across multiple platforms. That allows me to take care of time and focus.

 My number three tip for you to be discovered is this, be good for it. Write that down. Be good for it. Be good for it. If I'm not good for it then I'm a waste of your time, I cost you money. Even my free stuff costs you money if I'm not good for it. I have to make sure that every time you're going to give me the gift of your time, I have to be good for it. You turning on Periscope and a couple of times I'm doing something dumb and every other time is hit or miss. Sometimes it's a good Periscope, sometimes it's not. Sometimes you tune in into my podcast and you get some entertainment, but not a lot of value. Sometimes you show up my Facebook page and it's just me taking selfies of myself, and then other times it's some good content. That's not being good for it. That's being good for me but it's not being good for you.

 In order for me to have you discover me I've got to be good for it. I've got to be exactly what you expect. I've got to deliver on my promise to you ever time you show up because you've given me the most incredibly valuable thing you have, and that is your time. You've got to be good for it. When I say good for it I mean you have to be good for your reputation. What is your reputation? Your reputation is what you're known for. And our reputations are really important, do you know what your reputation is? Do you know whether your reputation is funny, valuable, that you're always angry, that you're entertaining, that you're knowledgeable? What is your reputation?

 There's plenty of people who I follow on Periscope and I still follow them and I'll jump in on their Periscope but they're not always good for it. There are very few people I believe, this is just speaking the truth, who every time I watch they're good for it. I can tell you who they are but I don't want to because I'll leave someone off and then they'll think that I left them off intentionally. But you know who I'm talking about, there are people who show up sometimes and you're like "I'm going to give you another chance. I'm going to give you another chance."

 But see, if I'm giving you another chance I'll tell you what I'm not doing, I'm not recommending you because I can't recommend you unless you're good for it, because my reputation is then either tarnished or improved by the fact that I've recommended you. For example when I share a Periscope, if you see "Chalene wants you to watch this Periscope." I better be good for it. If I'm not good for it I lose your trust. I hurt, I damage my own reputation. It's one of the reasons why we decide what we decide to share on Facebook. If I see a post and I think "This is really, really funny. It's going to make people laugh." and it's not terribly offensive, it's good. This is going to be valuable to people. It's going to reflect positively on me that I share it.

 Now am I going to share it just because it's entertaining but it's not necessarily a positive reflection on me? Probably not. That's how we decide what we're going to share. You've got to be good for it. You've got to be good for it for the people who are continually showing up and trying to make that decision. If you're good for it, number one and number two you need to be good for it if anyone's ever going to recommend you. If I want people to say "You've got to listen to Build Your Tribe", if I'm asking people to write a review for Build Your Tribe and I'm not good for it every time, what I'm asking them to do is to damage their own reputation and I can't do that. I've got to be good for it. You've got to be good for it every single time. Don't put garbage out there. Put great content on that people expect from you.

 My last and final tip for how to make sure people discover you is this, serve them after they found you so that they come back. Give people a reason why they should come back, right? Because if you've got great content and I've shown up once and I thought "That was pretty good." I need a reason to come back. I need a reason to continually come back because it's about a relationship, right? You guys, this wasn't available when I started building my business. When I started building a business to help fitness instructors ...

 By the way it wasn't my degree, I wasn't a fitness expert, I wasn't the best instructor, I wasn't even close to being the best instructor. There were classes where I had people leave, I certainly wasn't the most fit, I wasn't the tallest and I didn't have the most defined abs and ripped body but I'll tell you what I was good at, being good for it. The reason why I've had several very successful businesses in a variety of industries is not because I'm the best. It's not because I was the best fitness professional or the best teacher or the best writer, that's not why I had a New York Times best seller. It's because I'm good for it and I'm a good business person and I'm going to give you what you came for and I'm going to continue to serve you.

 You don't need to be the best. I think so many people work endlessly hard on being the best at whatever they're and assume that they'll put their stuff out there once they're the best. The truth is you need to do those other things first, the things that I spoke about in the beginning. But to be successful you need to make it easy for people to find you. You need to be there frequently, you've got to spend time. You've got to be persistent. You've got to show up and show up and show up and show up and you've got to be good for it. You've got to be good for it, you don't have to be the best, you've got to be good for it. You have to help people understand how you can serve them.

 You've got to serve people after they find you. This was not available to me when I started my certification business. Now my husband and I, from a single bedroom apartment started my very first fitness company. I didn't start that company because I was a fitness expert, it had nothing to with my degree or what I had studied. My degree is in justice, morality and constitutional democracy, but what I knew is that I could solve a problem. I could solve a problem for other fitness professionals. When I started that business what I didn't have is this, I didn't have the ability. There wasn't even YouTube. The only way I could build a reputation, the only way that I could build trust and serve others was really face to face, belly to belly gorilla marketing, grass roots, spreading the word about what it was we were doing and helping people enjoy that experience.

 I collected testimonials and I collected a big book of people's stories of weight loss and how this was the first workout program that they ever had fallen in love with. Then I made it really easy for the infomercial companies to find me. I didn't wait for them to discover me. You don't have to wait for anyone to discover you. You've already been chosen by you, don't wait for anyone to choose you because everything's changed. If someone's going to quote on quote, "choose you", "select you", "pick you" that means you will be working for them, and you don't need to do that.

 You don't need to wait for a book company or a publisher to choose your book, you can write your book and you can sell it yourself now. You don't have to wait for someone to discover you to create an exercise program. Those days are over. If someone were going to do that now it's because you will be working for them and you'll never the kind of money that was once available because times have changed. Choose you. Don't wait to be selected. Don't wait to get picked. Don't wait to be discovered. Help people find you. Be your own boss. Put yourself at the center. Make sure that the people who you want to serve know that your tribe is waiting for them and you're there to serve them.

 But don't wait for someone to discover you. The likelihood of someone discovering you is so low, and then once they did all that means is that you'll make a lot less money and you'll be answering to someone else. It's not the same but yet everybody wants that big book and everybody wants to get their own infomercial and everybody wants to be the star of this or that. You must ask yourself why you want that. Is it because you don't feel like you're good enough? Because you need validation from society or a company? Or you need to be chosen? You need to be voted prom king or queen? No, everything's changed you guys. Those of you who are smart and don't need all of that external validation and you truly, truly want to be happy, you must understand you've already been chosen. Only God can choose you, and you have to help other people discover you, not a particular company, you. That's how you do it.

 You already have everything you need because you have video. This, my friends, is the most effective way to build trust, video, live video. Now granted some of you will be listening to this on my podcast after the fact, but those of you who are watching it live you know what I'm talking about. If you've seen me live you've seen me with my kids, you've seen me with my staff, you've seen me without a script, you've seen me with a ponytail up after exercising, you've seen in my home, you've seen me in my kitchen. You know who I am. You know how I'm going to respond to haters. You know how I'm going to respond to positivity. You know my attitude. You know my perspective. You know my beliefs. You know how I enjoy lifting others.

 You've seen how I celebrate people's success. You already know me. This is the fastest way, the most effective way to build a relationship, and that's trust. Let me share with you one example and then I'll wrap it up. It's this, I watched about, I'd say twenty, Periscopes of a woman in another state who I'd never met. In those twenty Periscopes, actually in the four or five Periscopes, I'm like "I know who this is. I know who that is. I know what they're about. I know that I like them. I know this person makes me life, I already have a sense of what they stand for." Then I was able to do a little bit of investigating on my own, to take a look at Facebook and take a look at Instagram, to just do a little bit of snooping. Then I continued to watch Periscopes.

 Then we talked on the phone a little bit, but mainly it was Periscopes. In less than twenty Periscope, you guys know who I'm about to mention, her name on Periscope is [Naptural 00:20:30], Nicole Naptural, Nicole [inaudible 00:20:34] When in the history of the universe would I ever have thought without ever meeting someone I would invite them into my home? Into my family's home and spend four, five days with someone I'd never met before? Me, I would have never thought I would have done that five years ago. I'm a very private person aside from Periscope and stuff. I don't go out much. I'm pretty much an introvert. I've had my own privacy scares. I've been hacked. I have my own share of lunatic fans.

 How in the world is it that I would watch fifteen, twenty Periscopes from one person and then invite them to come and stay with me and feel like I've kno- Within the first twenty four hours to be sitting down on the couch and crying together and helping her map out her future and giving her resources and my team, because of Periscope. Because of live video. Because live video is how you shortcut that process. Live video, I guarantee you I would not have done that if I had simply watched twenty of her YouTube videos. You will be discovered. You will build a loyal following. People will come to do business with you without ever having read a sales page or watched a sales video or spent a year on your email list.

 They will make that decision based on the fact they already know, like and trust you. That process has never my friends, never been so effective than it is with live video. Some people get it, some people don't. For those of you who are afraid to put out anything on video yet, I'm telling you it's the only way you're going to be discovered. If you're on Periscope but you're not doing Periscopes it is like you're lost in the woods waiting for someone to discover you and you're hiding next to a rock and you're not making yourself seen. No one's going to discover you, you have to help people find you.

 It has been an honor and a joy and a pleasure and it is my goal to be brief, to be bright, to keep it fun and then be done. Y'all, we're done. We are done. Thanks so much for listening to this episode of Build Your Tribe. I'd like to invite you to attend one of my free trainings on how you can build your brand, grow your business and attract more followers using one of my favorite social media platforms, Instagram. Sign up for my free webinar by going to howtoinstabrand.com. That's howtoinstabrand, B-R-A-N-D dot com. Trainings are free and I would love to share with you my top tips.