Speaker 1: Hey guys. My name is Chalene Johnson and you are listening to a live recorded episode of Build Your Tribe.

Tonight we're talking about Facebook, reach and engagement. As you might expect, I am recording this from my home office so if you hear a noise in the background, that is my family just going about their business while I do my business.

I know we've talked a lot about Periscope and I've talked a lot of you into getting on Periscope. The last thing I want to do is leave you frustrated and annoyed that you're getting four followers and three of them happen to be eleven year old annoying trolls. You're like, "Why do you want me here Chalene? What is the purpose of me being here? Why in the world do you want me to broadcast on Periscope if this seems like such a giant waste of time for me?"

Well, my friends I would not do that to you. I would not do that to you. I will not do that to you. What I'm going to share with you in this broadcast is why Periscope is the ultimate content accountability partner and how you can use it to boost your engagement on other platforms including Instagram and specifically Facebook.

Today I want to talk to you about something every single person who's listening needs and that's more exposure, more eyeballs, maybe more customers but even for those of you who are like, "I don't really have a thing yet. I don't know what I'm going to sell. I do know that I need more customers. I do know that I need more eyeballs. I do know that I want my message to reach more people." Here's the deal.

Content- you know this. Content is one of those things that is difficult to do. I know that. I'm in this business. I teach social media. I've had a podcast, right? Even before Periscope, there were days when I was like, "Oh, I can't think of anything to blog about. I don't feel like making a video." Literally, in the last two years, other than the video content that I created for the inside of my academies, I probably found maybe four or five videos.

Since the inception of Periscope, I've created video content every single day, every single day even when I had no viewers on here. Why? Because Periscope forces you to broadcast every twenty-four hours in order to stay relevant. If you don't broadcast within a twenty-four hour period, does the world come to a screeching halt? No, but don't you have five minutes' worth of something to say? Don't you have two minutes' worth of something to say? It forces you to create content daily.

When you're creating content daily a couple things happens. Number one, you get good. Anything you do repeatedly, you get good at including delivering a message, including knowing who you are and how you connect with people. You get good at that. Let me get you excited about this before I go much further, okay? Many people, like right now, we have six hundred and fifty-six people on Periscope. Comparatively or relatively speaking, this is not a good use of my time. I can make a video on YouTube and reach more people in a day. I can create a video on Instagram and reach more people, so why do I show up on Periscope every single day? Accountability, connection, that's why I broadcast every single day, but let me show you why it's exciting and why you need to be excited about it other than the personal connection, other than the obvious trust, like, believability, get to know you fast-track.

Now let's talk about what Facebook likes and what Facebook doesn't like. Number one, for whatever reason they can tell if you just take the whole video and upload it from your phone roll to Facebook. You must pull it into an app first. Cut it down to under two minutes. Because I have a Facebook page that shows insights, I can see that my viewership drops off after one minute. If the viewership drops off, people are less likely to share it. It is the shares and the comments that gets you reach.

Listen to me very closely because here is psychology. Would you share a video if you didn't watch it all the way to the end? I wouldn't because I don't know what's at the end of it. I don't know if that's going to make me look bad. People would be like, "Why are you sharing that? Didn't you see there was like a naked man at the end?" We will only share things we've watched all the way to the end. Do you have more than two minutes to watch a video? Probably not, unless your friend says, "Okay, you guys. Hang on. Watch for the first five minutes and then it gets good." You must post short videos, under two minutes. A minute is even better. The shorter your video, the more shares and engagement you'll get.

I post every single Periscope. I try to do something intentionally where I'm like, "Okay, I need to just be me and do me," and whether that's me doing a dub-smash or going on a rant, or my kids coming in, something that shows me. That's what I post on Facebook.

Facebook videos with solid content don't do as well as entertaining content. It's just where we are. It's the world that we live in. You want to share videos that are a little bit funny, very real, show that real side of you. Maybe there's a little bit of value there aside from the entertainment, like there's some type of a content, but nearly one hundred times the reach.

Now, as I've mentioned before, this works best if you can prime your page. We are not talking about your personal page. That's for people who are not on your level. You see, you're an entrepreneur. You're a boss. You are a person who is signing the front of the check, not the back of the check. People who sign the front of the check use a "Like" page. You need to save it to your phone. You need to post it to your "Like" page. I post videos there every single day. The idea however, is you need to prime your page.

How do you pull a video from Periscope onto Facebook? Let me explain. You go into your settings on Periscope, you select "Save to Camera Roll." That will save the actual video footage. That's why I always broadcast now, in landscape 90% of the time. I'm going to record in landscape mode. I'm going to save it to my camera roll. That gets automatically uploaded to my Drop Box, then I have a virtual assistant and I can tell them what part I'm looking for or if they're really good, they'll figure out... You know what parts were funny.

If you want to do it yourself, I did that reindeer video myself this morning. Actually, I did it last night and it took about, honestly it probably took about eight minutes because I found the part where I was dancing and I pulled that in. Then, I pulled in just a little piece in the beginning where I was decorating my tree. I put that in fast forward and then I pulled in the Run, Run Rudolph song. Then, I exported it from my app called iMovie to my camera roll. First thing this morning at 7am, I contacted my staff who normally post for me at 7 and I said, "Hey, I'm going to post a video I did last night." Sure enough, I just loaded up the funny parts.

You can actually hire a video editor to make you look funnier than you are. You really can. They can do amazing things with video and do inserts and sound effects. You see, my point is, this is your accountability partner, Periscope because if you don't broadcast every twenty-four hours, you lose your relevancy. You're not going to be trending. If people look at your most recent broadcast, it shows a big fat zero, so there's a lot of accountability there to broadcast every day. When you're broadcasting every single day, even if it's just for two minutes you guys, it forces you to generate content. It forces you to get better at being you on camera and now you have so much content, so much content.

I have probably over two hundred broadcasts now one Periscope. Two hundred videos when over the course of the last two years, I've maybe done five. That's insane. It's the only way I can explain why my business has exploded. Our email list is growing faster than it ever has in years. We are ranking in the top one hundred for both broadcasts, often the top three for our categories because I'm using my Periscope content.

There is no other way to explain the reason why our business is just gaining the right kind of customers too, you know? Not the kind who are like, "Oh, I don't like her. I thought she was wearing a navy suit and she was more serious." I'm getting the kind of [lifers 09:44] that I actually want to hang out with, like people who get me and I get them. They like the way I talk and I like the way they talk, and I want to help them. We're getting a better customer. We're getting someone who is easier to please because we speak the same language. We are the same person. It's just because this allows me and you to figure out, "Do we like each other or are you annoying? Because if you're annoying, I'm gone." You won't even join my email list. You won't go to periscopeisdope.com.

When you do that, when you go to periscopeisdope.com, you'll get my free report but then you're on my email list. That's what I use to let people know great ideas I have, or tips and how to build your business and how to grow your business without having to be the person who's doing all the work. The key is content you guys. You can't be everywhere. I don't want you to be everywhere. The pressure of having to be everywhere, it's exhausting isn't it? You feel like you have to be everywhere and to be honest, I kind of am everywhere. I kind of am on Instagram and on Facebook.

Dude, dude, dude, I had two point eight million views on a video that was just a little, teeny-tiny clip from one of my Periscope's. Periscope has solved all of my problems except for dry eyes. Periscope has solved all my problems. I do one video and it puts me everywhere. That content goes to blog. That content goes to YouTube. That content gets re-purposed to Facebook. That content gets re-purposed to Pinterest. Dude, Periscope you're dope!

It doesn't even have to be Periscope. It can be any live video broadcasting platform. The reason why I love Periscope is because I start looking at the clock. When it's twenty-four hours, I'm like, "I'm about to be irrelevant. I'm about to not exist. I better broadcast," and when I do that, what it does [inaudible 11:37] it literally allows me to reach millions.

My friends, even if you only have two viewers, one of them is your mom and the other one is a forty-year old troll who lives in his mother's basement, drives a ten speed to 7/11 for a case of beer every night, even if those are the only two watching your Periscope, who cares? You have content. It takes literally minutes, minutes, but you first have to prime your "Like" page. You do that by posting great video content, by sharing great videos.

There's so many "Like" pages on Facebook. They're specifically known for very funny great content. Share, share, share, then what you're going to do is you're going to kind of train the algorithms. Facebook goes, "Oh, I see. People who follow Alex Butler like when she posts video. People who follow Chalene Johnson like when she posts video," so Facebook doesn't know whose content it is. They don't know what's in the video, they just know that people who like your page either are hiding video or watching video. You want to make sure they are watching video, so prime your page by sharing other proven phenomenal video, video that captures attention, video that is already viral. Then, start posting yours.

Make sure it's under a minute if possible, for sure under two minutes. The shorter is better and load it up with stuff that's entertaining, funny and shows the world who you are, that you're real. It doesn't have to be laden with content. It just doesn't connect as well on Facebook as it does here, as it does on YouTube, as it does on Podcast. Know the medium, know how the medium changes, know how each platform continues to evolve. The easiest way to know how it's evolving is look at your own behavior. What are you watching? What are you clicking off? What are you paying attention to? Where are you going when you want deep content?

I don't think that you're going to Facebook to learn long in depth, content laden videos. We used to. We don't do that anymore. Take a look at your own behaviors. That's the best way to figure out trend. Before everybody tells you what the trend is, just look at yourself. Think like a user. How do you use this platform? Because even if it's not what the trend is, it's what you do and you want to attract people like you, so you want to post the kind of thing and in the kind of way that you like so that you can attract people who are, dude, dude, just like you.

Feel free to download my free report. It's at periscopeisdope.com, periscopeisdope.com. I look forward to seeing your funny clips on Facebook. You're like, "But Chalene, I don't know if I'm funny." How about this? What if you start every single Periscope with a joke? Google it. You don't have to remember jokes. You can make jokes about your industry. You can make jokes about the color of your hair. You can make jokes about, just about like... That would be funny. You could start off with a dub-smash. You could just go on a rant before you get into your content or at the end. Save it for the end if you're like, "Oh, people want me to get like right to the content." Fine. Then save it for the end.

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There, you'll submit your email address and I will immediately send to your inbox my latest training video where I teach you step-by-step how to feel more confident in just about any social setting. I think you'll find this incredibly useful whether it's business or personal, or just in your everyday interactions. Confidence is something that makes life easier. It helps you to raise more confident, self-efficient children. It allows us to speak our mind, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us. By learning how to overcome self-doubt and fear of success, you can become that confident person that others are attracted to, the person you want to be, the person you deserve to be, the person you know is inside of you.

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