Speaker 1: Welcome to Build your tribe with Chalene Johnson.

Chalene Johnson: What we're going to be talking to you about are the biggest mistakes people make in hashtag land and there's a lot of them you guys, there's so many mistakes people make in hashtags. I'm also going to talk about titles. Like how to title your YouTubes, how to title your Periscopes. You're live broadcasts and just about anything else you want people to listen or watch, including podcast titles. Because this is a big, big, big, mistake in my opinion that people make because they do what they see everyone else doing including the big names. They're like "well if so in so is doing it, well then I should be doing it to." and it's a big mistake. Because it fail's to take into account, human behavior.

With all marketing, with all customer outreach, with all customer attraction, it's always best to go with your own intuition, and of course you can factor in what the experts are doing. But once you see what the experts are doing I think you should ask why, and I think you should ask them, "Okay, so hey I noticed that you're doing this with your hashtags, can I ask why?" Instead of just copying them. For example if you're doing what I'm doing with hashtags it won't serve you. It will not serve you and what I'm going to discuss is what you should be doing and it's different then what a lot of people who you might be watching are doing.

First let's talk hashtags. Should you be using hashtags in your Periscopes? Yes. How many? Up to you, but the more hashtags you use the more emojis you put in your title, the more words and letters you put in your title the less likely people will be to share because when people click share. If watching live on periscope takes X number of characters and then in addition to that, your entire title and emojis, like we need 95 emojis. You're 95 emojis and your 72 hashtags, now when the twitter share pops up they see, now there's not enough characters. Now they have to make a decision, "Okay do I spend some time figuring out what I can remove from this title or do I just say forget it and just hit cancel?" What do you think happens? They cancel. The same is true of just about anything that you want to share. Titles need to be shot and succinct, whether it's on YouTube or Facebook or twitter or Periscope. Shorter is better. Emojis are good, but don't use a lot of them.

Use and emoji that either relates to your title or people have come to identify with you. But using 5 emojis before your title is not in your best interest, because it takes up too many characters. I've seen people who I follow, who I'm like "I really love their content." But it's 25 emojis and then their name and then the first 3 letters of the title and I'm like, "I don't have time." I'm sure it's good, but I don't have time. Be succinct. Next, when it comes to titles, think like the person who needs this information. Therefore I just saw a title on Periscope that said, "What do cats have to do with parenting?" and I thought, okay too obscure not interested. Now if the title said, "How to raise confident children." or " How to say no to your kids." I might have tuned in. But "what do cats have to do with parenting." I'm like you're being too obscure, is it so obscure that people might tune in and go "What the heck is this?" Maybe, but not likely. When you're going to be creative consider that some people don't have time for games.. and they're not going to go , "Hmm, what is this I think I'll waste 25 minutes to see if it's relevant to me." Now, we read the title and we say "relevant to me? Yes or no?"

When you create your title, think of the person who needs this information, how would they sit down at their computer and go to Google and query that topic? For example, for today in this particular Periscopes topic I used "Hashtags and titles" and I put that at the beginning, instead of "How to" or "The big mistakes you make with," I used "Hashtags and titles" because I know that the people on Periscope are already social media savvy. So I know that when you're seeing "Hashtags and titles", I didn't even have to explain it, when people are growing their businesses and see the opportunity, you already get that. YOu're listening to "Build your tribe" because you already understand that. That's why I thought about, okay the person who is going to see this title, I don't even have to explain what hashtags and titles are. They don't think it's a car title, they don't think hashtag means pound sigh, they know exactly what it means.

Then, here's that little bit of intrigue, you do what your titles to intrigue, so that people know that's what I've been looking for, where I included the terms hashtags and titles, by then the intrigue is with the big mistakes you must avoid. So even if you're like "I teach a course on hashtags, don't tell me about titles, I created titles." You're still going to tune in just to go "Let me just confirm that I'm not making any of these mistakes." You jumped in because the title either you want to verify that you're on the right path. You're doing things right, you're like "Yes, pound to that, I'm doing good." Or, you're like "Ooh, okay, titles attracting the right customers is important to me, I've got to use the right title."

Here's a great example, and this relates to all forms of social media, if you've got a board on Pinterest called "What I like" who is going to Google and typing "What I like?" Nobody. So if you have a Pinterest board with all your beautiful baubles and earrings and bangles and necklaces and you're in a MLM that sells jewelry and you've got a board on Pinterest called "Sparkly Fabulousness" No one is Google-ing Sparkly Fabulousness, they might be Google-ing "affordable custom jewelry, or trendy, hot custom jewelry, costume jewelry" Right? Think about what people are Google-ing, that should be the title of every single board on your Pinterest, it should be the title of every single YouTube video. You're not going ... See, and that's why I say , don't look at what I'm doing, don't look at what I'm doing. Just listen to what I'm telling you to do.

Because I might use the title "Piyo" in one of my videos, because I'm looking for people who already know what Piyo is, but if you're a distributor, meaning if you're in the MLM that Beachbody has, called Team Beachbody, and you're trying to find this new workout that's body weight. Well the only people who know what Piyo is are people who are already customers. But see, I'm looking for the people who knows what Piyo is because I'm trying to get them to tune into my podcast, I'm trying to help them build their businesses. I'm not looking for people with the term Piyo to help people to find Piyo. I'm looking for Piyo because I'm trying to find people who want to build their business. Does that make sense? Think about what people are Google searching before you create your title.

When you go to YouTube don't say, "My killer yoga work out, maybe, but people are looking for fat burning, people are looking for body weight, they're looking for terms, people, they're looking for "How to", they're looking for "quick, fast." Those are the words that have got to be in your titles/ "Big mistakes," "How to", "Quick tips," "Fast hack." They're looking for those kind of things. Don't give them catchy titles that are cute to you. All right let's move on to Hashtags.

Hashtags, first of all, yes, there should be hashtags in your Periscopes title because, no we're not searching for them yet on Periscope but you know that's a minute away, number one. Number two, people are searching on Twitter, they're typing in Periscope and the hashtag, like today I used social media tips. I do want you to use hashtags in your Periscope titles. The reason why I think you should keep it fewer than two or three is because it takes up too much space. The only event in which it makes sense to have more than two hashtags is when your title is so short and you've excluded emojis, and you have enough room.

Now let's talk about using your brand name as a hashtag. Should I always use my brand name as a hashtag? My opinion varies, quite substantially from most other social media experts. I personally think, the only people that you're attracting when you use your brand hashtag, are people who are already familiar with your brand, and I want newbies. I want newbies. Now there are exceptions to this, I will use the hashtag Piyo, I'll use the hashtag Chalene Johnson, I'll use the hashtag Beachbody, I'll use the hashtag Smart success, because in those instances I'm looking for people who are already familiar with my brand in fitness, but are not familiar with my brand in business. That's why I always tell you, don't just copy what I'm doing, I know why I'm doing it, it might not work for you.

If you are looking for people who are interested in Herbal life, and your using the hash tag of your company, guys who do you think you're attracting? Who do you think is the only other person looking for those hashtags? Duh, Duh, the people who are already distributors, so don't use the name of your shake. Don't use the name of your candle. Don't use the name of your work out. Don't use the name of your brands unless you are trying to attract people who are using that. But if you're trying to attract people who don't know what it is and might like to try it. If that's who you are trying to attract then use hashtags that those people would use, that don't relate to your product or your service. Let me give you an example.

Let's say that you're in fitness and weight loss and you are a distributor for Advocare, and I'm using some MLM examples, but I know my business folks out there, that you understand how to relate this to your own business. The reason why often times I will use MLM examples I find, and I hope you don't take this in any way to be offensive, because I don't mean it that way. But most entrepreneurs who have their own brands and they're creating their own products and they've got their own business and they're not part of an MLM, they've already figured this stuff out. So it's really easy for them, when I give the example to go "Oh I see how that would work for me." But often times people who are in a MLM it's their first taste of entrepreneurship, as I like to call them and it's a term of endearment it "The Accidental Entrepreneur." They didn't set out to be business owners but suddenly here they are doing so well, and so I try to spell this out a little bit more for my friends who are in marketing, who are in multi-level marketing, direct sales, people who fell in love with the product and were like, "Hey I should get a kick back because I'm telling everybody about this thing."

But I think those of you who are in business you can understand the translation so let me go with this. If I'm looking for individuals who are stressed out, overwhelmed entrepreneurs, business minded, those are the hashtags that I'm going to use. Not Smart Success, because those individuals don't even know what Smart Success is yet. Now once I'm in the middle of Smart Success, I start using the hashtag Smart Success, because now I'm trying to find people, I'm trying to find the people who are already interested, because we only launch for one week out of the year. This year, we didn't even go a whole week, but then I'm trying to find people who already know what it is. Because the education process has been all year long. But all year long for 51 of the 52 weeks you don't see me using the hashtag Smart Success unless it's under somebody's post that's already in Smart Success.

I'm using hashtags that are going to attract people that have no idea what it is. It's the same reason why, if you are trying to attract people who are trying to lose weight, who are trying to get in shape, who are trying to build their businesses then go find those people. Find your ideal customers, and listen to me closely, write this down, this is going to be a huge tip, are you ready? About to blow your mind, okay. Stalk the page of 5 of your ideal customers who are not yet your customers and take notice of the hashtags that they're already using. They're not using the name of your shake, so what makes you think that they're going to click on that hashtag and go, "This is what I've been looking for, this thing I don't even know what it is. Use the hashtags that they're using like, "New Mom", "Proud Mama", "I feel so fat today". Hashtag "I feel so fat today", use comedy titles, we don't always, like we don't always use the hashtag of like what we think we're missing. We use like, you know, that are real life, like "Having a bad hair day" We use comedy, we use trendy topics, and that's my next tip. Start stalking their page, write down the most used hashtags that your target audience is using, and start using those hashtags.

Here's 2 more brilliant ones are you ready? If your target audience is the type that would attend a certain type of seminar, concert, movie, event, use that event, seminar, whatever it is, convention, use that hashtag even though you're not there. Because all those people you're looking for are there and they're using it got it? They're using it for a short period of time, and plus they're all looking at that hashtag because they're all at that event. Now obviously weirdos figure this out, like so whenever you're at like a big convention all of a sudden you'll be like "Oh, lookie here, apparently there's a lot of people in porn who are at this knitting convention." Because you know the Spammers realize because they're really smart even though they're really creepy. But they really figure out like "Oh, they're thousands and thousands of people right now looking at this 1 hashtag", they get it, and we should be smarter then they are, and you should be using that hashtag too.

Here's a couple of different ways you can find those. Number 1, when you go to Instagram, 1 of the cool features now on the latest Instagram at the very top it shows you trending. Use those hashtags carefully, but I always scroll through them and I look to see is there a hashtag trending right now that really represents the type of people I'm looking for. I'll tell you this, every time I see there's some MLM or some business conference or a social media conference or a social media event and I see it's a hashtag I've never seen before it goes on my list and you can bet your bottom dollar I start using it like crazy, and we often get some of our best customers that way. Pretty cool. Those are my tips for titles and hashtags, if you've enjoyed those, and you like this kind of information to help you build your business I encourage you to follow me on Periscope, I'm @charlenejonson.

Thanks so much for listening to this episode of "Build your tribe", I'd like to invite you to attend one of my free training's 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.com, training's are free and I would love to share with you my top tips.