**CS GUY KAWASAKI**

**Host:** Welcome to the Chalene Show. Chalene is a New York Time’s bestselling author, celebrity fitness trainer, and obsessed with helping you live your dream life.

**[START OF INTERVIEW]**

**Nate:**  Hello!

**Chalene:** Who’s this?

**Nate:**  Nate.

**Chalene:** Hi Nate! How excited are you that you don’t have school today?

**Nate:**  I’m super excited.

**Chalene**: I bet you are. What are you going to do today?

**Nate**: Me and my dad are going to make a project for a TV show.

**Chalene**: What TV show?

**Nate**: Cartoon Network.

**Chalene**: I love that show. Nate, let me ask you a question.

**Nate**: What?

**Chalene**: How would you describe your dad?

**Nate**: Funny and really interesting.

**Chalene**: Really?

**Nate**: Yeah.

**Chalene**: Is he cool?

**Nate**: Yes.

**Chalene**: Okay. What is one thing that he has taught you that maybe other dads don’t teach their kids?

**Nate**: He taught me how to do a big shot in hockey and he taught me how to build a helmet.

**Chalene**: Sounds pretty creative like athletics and creativity.

**Nate:** Yes.

**Chalene**: What’s your best friend’s name?

**Nate**: Henry.

**Chalene**: Why do you like Henry?

**Nate**: Because he’s really funny and I think he is just a good friend like Ross.

**Chalene**: Wow, that’s very profound. What I noticed about the two people you like the most, they are both funny, which means you like funny people which probably means you are pretty funny.

**Nate**: Yeah.

**Chalene**: Do you know what I have noticed about funny people?

**Nate**: What?

**Chalene**: They’re always really smart.

**Nate**: I’m good at Math.

**Chalene**: Wouldn’t you describe yourself as pretty smart?

**Nate**: Yeah! I guess.

**Chalene**: What do you think you are going to be when you grow up?

**Nate**: Be a famous soccer player?

**Chalene**: So you are good at soccer. What position do you play?

**Nate**: Sometimes I play a defense and forward.

**Chalene**: Okay. After you retire from soccer, what do you think you’ll do? What will be super cool?

**Nate**: Riding, being an author.

**Chalene**: Wow. Can I adopt you? Are you available for adoption?

**Nate**: No.

**Chalene**: All right. Nate, I hope you have an awesome day off from school today. See you soon. Bye.

**Nate**: Bye. Mom, Dad, here.

**Chalene**: Way too cute, he’s so adorable. Very confident.

**Guy**: You don’t survive in our family if you are not confident, believe in me. The funny thing, did you ask him about adoption?

**Chalene**: I asked him if I can adopt him.

**Guy**: The funny thing is he is adopted.

**Chalene**: That’s fantastic. What a compliment to have Guy’s nine-year old son give us his intro. He’s fun and funny and he’s very interesting. Guy Kawasaki is the author of thirteen books. His latest, *The Art of Social Media,* explores how social media really is an art and it doesn’t have to be that overwhelming and intimidating, as long as you know where to start and how to simplify things.

Guy’s experience dates all the way back to the early days of apple. Now here’s a really cool thing that I find fascinating about him. In almost all of his professional experiences, huge companies have brought him on to be the person who figures out the evangelism part of a brand. What is that? It’s that thing that happens with Apple where you see people driving down the road with a little Apple sticker at the back of their car, promoting the fact that they love a brand of computers or software. He has done that for countless companies. The latest of which is Canva.

In this latest episode, Guy shares with you his best power tips to crush in social media or how to just get started, how to take this idea that you have and turn it into a blog and get the word out using social media. Who knows? Maybe write a book.

Ladies and gentlemen, Nate’s dad, Guy Kawasaki.

Guy, it’s Chalene. How are you?

**Guy**: Good! I’m really good.

**Chalene**: Awesome. It was a pleasure getting to chat with your son this morning. I guess the ultimate compliment is I asked him if you were cool and he said, “Yeah.” This is a pleasure to have you. Your wealth of knowledge is amazing and I shared with our guest just before we started just a little about your history. What has me most intrigued, and of course, we’re going to the Art of Social Media , your latest book. I think everyone will be able to take away from that endeavour and whether they are new to social media or a seasoned pro.

What really has me fascinated is you’ve got this knack for helping giant companies understand that special secret sauce that creates evangelists of their projects.

We all want people to feel that they belong. What are some of the things that most people missed when it comes to creating culture and tribe around a phone or a software program?

**Guy**: I think what most people missed is that they believe it is about them, the person, and in my experience it’s not about that. This is a phenomenon that I called Guy’s Golden Touch. By calling it Guy’s Golden Touch, you would think that I am trying to say that whatever I touch turns to gold, but I’m saying quite the opposite which is Guy’s Golden Touch is whatever gold Guy touches.

So the key, as far as my experience for starting a movement or a community or something like that is not Guy. It’s the product or the service. So if you have a great product or a service, it’s very easy to evangelize it. If you have a sucky product or a service, it’s very hard. So Guy’s golden touch is whatever gold Guy touches. One example that I know you are familiar with is Canva.

I did not make Canva a community in a really great body of people, using it and very successful.

What I did is I saw that it was successful. They actually contacted me; I saw how successful it was. I decided. This train is about to leave the station. I need to get on. But the people looked at it and say, “Oh Guy! You’ve done so much for Canva. You’ve made it so successful.” I have contributed. Fundamentally, it was good to start with. Going back to the very start of my career, Macintosh. I did not make Macintosh great. Macintosh made me great.

**Chalene**: Do great services and product need someone like Guy? Someone who, the product is great but it needs this person who people trust and believe in and have the integrity to say to people who looked to them for advice. This is it.

**Guy**: Let’s just say that. Doing what I do for a company is one method. It’s not the only method but it is one method. I am not so vain as to tell you, it’s my way or the highway, I’m the only way to be successful. That is simply not true. But, it is a way.

I’m really not trying to build a cult. My mantra, my perspective on life is I want to empower people. That is different than I want them to become my disciples.

**Chalene**: Yeah.

**Guy:** I’d love for people to read my book, hear my speech, whatever, take the knowledge he can and go off and do it and never look back. They don’t even have to remember that I was part.

**Chalene**: Sure.

**Guy**: I’m into empowering people. I’m not into building some kind of cult.

**Chalene**: I hear that and respect that. But I guess, my question is, when I’m always trying to look out. When I look at these big companies that hit that tipping point, maybe they didn’t have the investors or the advertising budget or the things that other giant corporations of products and services did. But it starts to grow this grassroots movement where people who are, maybe, early users or founders and people who we trust because of their loyalty and integrity. When those people say, “Okay. This is the cool phone. This is a great piece of software. This is the social media platform that’s driving traffic to my website.” Do you think that is a critical component to hit that tipping point without huge funding investing behind you?

**Guy**: Absolutely. That is for sure. One of the great things is that social media accelerates this. That’s the key.

**Chalene**: Yeah.

**Guy**: In social media, every small business and for every entrepreneur, social media is the best thing that ever happened to them.

**Chalene**: I see.

**Guy**: Because prior to social media, you spend 5 million dollars producing an ad and 5 million dollars running it on the Super Bowl or you spend a $100 000 to buy an ad. Now, it is like it is money is the enemy of great marketing. Social media is fast and free and is ubiquitous and this is like the best thing that ever happened to marketing in social media.

**Chalene**: It is so funny that we really have to educate people about that. Even still, there are these misconceptions that we all hold on to. Just last week, I was on the number one rated national morning TV show with Kelly and Michael. This is great spot and it is really long. And everyone was like, “Wow, did your website crash?” I mean, I love the opportunity. It was super fun but it was a blip. It’s a blip. We gain way more traffic the next day posting a funny video on Facebook.

**Guy**: Can I just rift on that? I absolutely agree. Here’s another kind of example. Let’s say that you are a company that sells some kind of somewhat a techie kind of product. Your best case, your absolute marketing dream is if the Wall Street Journal or Wired or Fast Company reviews you product. You think, “My God! If the Wall Street Journal reviews my, whatever, the next day, phone are going to ring off the hook, the website’s going to go down. Blah blah blah.”

**Chalene**: Right.

**Guy**: What I have noticed is the next day, nothing happens.

**Chalene**: Yeah.

**Guy**: But, by contrast, this is getting very specific. There’s this kid named Marcus Brownlee, B-R-O-W-N-L-E-E. He is a kid who I think is in his senior year of college and he does product reviews of phones mostly and he sets up a little thing in his dorm room and he talks about the phone and the pluses and the minuses. I look at him and I go to his YouTube channel and this kid has two million YouTube subscribers.

If you give me a choice of having 2M YouTube subscribers or being in a publication with one million subscribers and maybe nine million people who read newspaper, the Wall Street Journal, if you give me a choice between Marcus Brownlee and the Wall Street Journal review my product, I would pick Marcus all day long.

**Chalene**: What are the guidelines? There must be a litmus test that you suggest people use before you hit post, before you hit send, to double check and make sure does provide value.

**Guy**: When you go to a restaurant and you have an okay meal, you tip the waiter 10, 15, 20% right? So it’s a tip. In America anyway, almost, as a matter of routine, you tip him. Let’s say most of the time, everybody tips. A plus on in a Google Plus, a like or a thumbs up, that’s a tip.

**Chalene**: Right, yeah.

**Guy**: The test before you post anything is would you recommend the restaurant to your friends. Would you recommend it and risk your credibility? It’s one thing to give five bucks to the waiter, it’s another thing to tell your friends, “You’ve got to eat there.”

Apply this to social media, whenever you post something, ask yourself, “Are the people who get this post from me, are they going to re-share it to their followers?” In other words,” is it so good that I read something that Guy posted and I am going to re-share what Guy posted because I could have never found that. That is so useful. I am going to risk my reputation by sharing with my followers what Guy has shared.”

**Chalene**: I love that.

**Guy**: It’s called a re-share test.

**Chalene**: It’s almost a reflection of you. I recommend this restaurant and they have a terrible experience, it’s a reflection on me. We want to produce content that makes other people look good when they share it.

**Guy**: Right.

**Chalene**: Love that. Is that true across all platforms?

**Guy**: Yes. In Twitter, when you go back and forth, no, it’s…

**Chalene**: Conversations.

**Guy**: Yeah, that’s a conversation. You’re going to re-share a conversation unless you are Barrack Obama. Generally speaking, let’s take an example of Pinterest. If someone that you follow on Pinterest shares the most incredible picture of Jimmy Choo shoes or

**Chalene**: Good choice.

**Guy**: John Paul Courtier’s new coat, or some Kate Spade’s new bag, whatever.

**Chalene**: Boy, you sure can tell you are a married man.

**Guy**: You can tell who I am married too.

**Chalene**: I love her. I love her already.

**Guy**: If you post a picture of these Jimmy Choo shoes or whatever, Kate Spade bag, is it so cool so beautiful that people get it then re-pin it, that’s the test.

**Chalene**: The one area in social media where I think, I don’t know if you’ll agree, most people missed this mark is on Instagram. For example, the other day, it was like, you know style I love I love I love Rachel Zoe. So I went to follow her on Pinterest and there’s great content but on Instagram, it’s like picture of the dog, picture of some people she’s with who I don’t know.

**Guy**: Let’s address this. I would make the case that Instagram is a completely different world. Instagram is very difficult to pass the re-share test because Instagram is more about letting people inside the tent, opening up the kimono, showing that you are human. If you go to my Instagram stuff, there’s a lot of selfies, there’s a lot of stupid stuff that doesn’t pass the re-share test quite frankly. I think you used Instagram to show that even if you are Rachel Zoe, that there’s a human side to you.

**Chalene**: Yeah.

**Guy**: Which is different than curation.

**Chalene**: I think my listeners would be cringing if I didn’t share my own opinion on that. That is to say that I think that’s the mistake that people make. I want a little piece of that. I definitely, because I am a fan of the person behind the brand but I still want that value. The way I recommend people using Instagram and there’s lots of different opinions out there and that’s the only thing I think people should know is that you got to figure this stuff out by doing it and figuring out what works, what sticks.

I have a couple of different Instagram accounts. Follow me on this one for fashion. Follow me on this on for fitness. This is where I’m going to give you all my business advice. Here’s the one I give for social media tips. And here’s one that’s a little going to give a little bit more of me.

**Guy**: So you have separate Instagram accounts like that?

**Chalene**: Yeah.

**Guy**: See you are younger than I am so you can take care of this stuff great. I cannot.

**Chalene**: I got a lot of help. But in general, when I just think about with all social media, when I think about how am I using them. We’re all short in time, I think people are, they want things fast and quick and they follow us for the reasons they follow us. We have to let them tell us what that is, because in the beginning, I was very reluctant to post anything fitness related because that’s what I am about.

I’m about helping people with their business. But if that’s what people want, then I give them a fitness account and I give them a business account and a motivation account but they serve different purposes.

**Guy**: I also believe at some level when you reach a critical mass in a rare moment of in modesty, I am being sarcastic, there are people who view me as an expert in entrepreneurship, let’s say. I am not claiming I’m an expert, I’m saying people view me that way. If you follow Guy because you want to learn about entrepreneurship and innovation, at some level, you feel a connection to Guy. When Guy goes on Instagram and posts a picture of his first class seat in an Emirates Airbus 380 which using your theory I would have a separate account for this is my life as opposed to this is my entrepreneurship advice.

I think it makes you more human, “Guy does this and Guy does that.” Isn’t this interesting? Isn’t this the most fantastic seat in the Airbus 380 on Emirates and I think you would build a closer feeling to Guy and he’s not just about pimping his books and pimping his speeches. He shows a little slice of his life that he even is amazed at the Emirates seat.

**Chalene**: I think we have to do that. I think the mistake people make is when they are new to social media they don’t know who you are and then, every picture is what I ate for lunch, my dog.

**Guy**: Right.

**Chalene**: The view. There’s no value there and we don’t know you and I think it is important to show people we’re real and what’s going on behind the scenes. If all you are seeing is behind the scene, I think that’s too much. I personally believe that you got to have that balance. Honestly, I think you have to earn the right to be able to bore people with the picture of your dog. You know what I mean?

**Guy**: I like it. I like it.

**Chalene**: For example, this is one fashion account that I followed because her stuff is very normal and every day I click on it and, “Cool! I can wear that outfit today. That’s in my closet. It’s not like high fashion, just normal stuff.” And then, she went vacation for a week. And every picture was a sunset, “Oh men. Do I have to unfollow her? What am I just to wear today?” So what I love about your approach is that it’s really for that person I don’t really know where to begin because it is an art form.

What is the first, both the two of us aside first, let’s talk about somebody who’s just really interested in blogging social media. What is step one?

**Guy**: What’s their goal?

**Chalene**: I’ll tell you what the majority of my listeners say, “I don’t yet know what my passion and purpose is. I just know I want to share what I love.”

**Guy**: They have to reasonably come up with some sort of perspective and plan. I would make the case that and people are going to hate me for saying this, I think the extreme. I think social media is very good platform to position you self in your career. If you were an 18 year old kid and you want to show you are getting drunk and you’re getting, whatever.

**Chalene**: Yeah.

**Guy**: Okay, that’s fine. That’s a legitimate use of social media. I’m not telling you what to do. But if you are older than 18 and you want to use it to position yourself for your career and for your betterment and for all that, this social media is the best thing that ever happened. Now you have to come up with some kind of a thesis, you can’t just sit there and say, “You know, I’m a 30 year old person and my career has started and I just want to show what. You first have to have some kind of conclusion. Then, you just start finding content that positions you. Can we take a hypothetical?

**Chalene**: Case? Yeah.

**Guy**: You tell me hyphothetical and I will tell you how to use social media.

**Chalene**: My kids have just gone back to school. I used to be an interior decorator. Now I find that I have been helping my girlfriend repurpose what’s in her closet. I don’t know if this is a business, I feel guilty going back to work, but I do know, I have these really great tips. Someone who, let’s say, someone who is like thinking to start a blog, teaching people how to go shopping in their own closet, put outfits together.

**Guy**: First of all, I think that’s a fantastic idea and very interesting segment. From day one, I would start showing my pictures of before and after. That would be one thing. Second thing, it would be, did you know that you can take this and make it into this.

**Chalene**: So in other words, you are saying, you are going into the closet, we’re taking all the t-shirt, cutting all the bottom of it and turn it to an infinity scarf.

**Guy**: That’s a lot better for your like you said. You’re obviously a woman and I’m obviously a geek. That could be a 30 second video.

**Chalene**: Right.

**Guy**: So you take that 30 second video which you shot with your phone. You put it on YouTube and then you tweaked it out on Facebook. This is a real tweak power tip. There’s two ways to put that video on Facebook. One is to embed the YouTube video which is what most people do. But if you uploaded it directly to Facebook, Facebook is going to show that video to a lot more of your followers. If you think about it, it makes sense because Facebook is trying to compete with Google. So Facebook does not want to promote YouTube, because this is part of Google. Facebook would rather promote video directly uploaded to Facebook. A power tip is upload it to YouTube and embed in other places, upload it directly to Facebook so it’s a native Facebook video.

**Chalene**: Great advice.

**Guy**: So you do this kind of things and then you also find people who have done other YouTube video and have done other articles that Lifehacker or other people who are already doing what you are doing but you are sharing their stuff and confident that it passes the re-share test so pretty soon you are on the radar of these other bloggers who are doing the similar thing. So they’re promoting your stuff, you are promoting their stuff, the rising tides floats all boats. You are making a YouTube video every once in a while. Next thing you know, you got your TV show and you have written a book and you have a column in real simple magazine and you say, “Who’s Guy Kawasaki?”

**Chalene**: Let me ask you a question about blogging. I know a lot of people are excited about doing that and aren’t sure at couple of things. Number one, how often and how long?

**Guy**: I think, the often test is the hardest part of blogging. I think once a week is just about the right. Twice a week is hard. Less than once a week and you are kind of disappearing. Once or twice a week is the sweet spot. Length? I would say between five hundred and a thousand words. It doesn’t have to be long anymore. I don’t believe even in the long post anymore. To me there’s only blog, there’s tweets, there’s blog posts and there’s books, there’s nothing in the middle.

**Chalene**: How do we get some to read our blog? How do we find readers?

**Guy**: Social media is the marketing platform for blogs. If you have written a blog about something, every one of those posts that you make, you should send out through social media. If it’s worth writing about, it’s worth promoting to social media. I can’t imagine a scenario where you crafted a blog post but you don’t want to promote it. I’m scratching my head here. When would I ever do that? Why did I write it, if I’m not going to promote it? So here’s another power tip for you, it’s okay to repeat your tweets. So let’s say, what did you call that thing you take a blouse and make it into what?

**Chalene**: I want you to do this with your son because he said you are doing with some project today.

**Guy**: Yeah.

**Chalene**: You get a giant t-shirt.

**Guy**: Okay.

**Chalene**: You cut off the bottom, say, 10 inches up.

**Guy**: Okay.

**Chalene**: So now you get a big giant hoop right? A circle. So now you just have to loop it around twice around your neck and that’s called an infinity scarf. It’s very NYC.

**Guy:** [Laughs] So let’s say you write a blog post on how to make an infinity scarf.

**Chalene**: Yes.

**Guy**: Most people will tell you, you should tweet it once and be done with it. If you tweet more than once, people are going to accuse you of being a spammer and you going to get people who unfollow you. Blah blah blah. I can tell you, at least from my statistics, total certainty , if you get 200 people to read it the first time you tweet it, you get 200 the second time and 200 the third time. You can either get 600 people to read you blog posts or you get a 200. This isn’t an IQ test.

**Chalene**: That’s good.

**Guy**: The reason why it works, guess what? Not everybody is up at the same time in the world. Even if everybody, let’s say, all your readers lived in California. You think primetime is 8am. Yes, everybody in California is up 8am but maybe this people read blog post at 7pm or 10 pm when their kids are asleep. So why you are judging that California’s up, they’re all going to read my post. I’m going to post once at 8am. When you go to ESPN or CNN or NPR, any of those things, if you watched it for few hours, you would see them repeat story, right? Complete repetition, not an update.

**Chalene**: Yeah.

**Guy**: Not an update. Total repetition, right? And that’s because they realized, people consume media in different ways and different times of day. The power tip on top of the power tip is if you triplicate your tweets, some people will complain. There’s no question. But the calculation after making your mind is, “Do I want 600 people read on my blog post and 2 complaining or do I want 200 people reading my blog post and nobody complaining.

**Chalene**: Great point.

**Guy**: Me. I pick 600 and 2 complaints all day long.

**Chalene**: I’ll take that math.

**Guy**: For one thing, if someone has noticed that you tweeted up the same thing three times in 24 hours, what does that say about that person? That person needs a life. This is not your fault. How can it be possible you noticed that?

**Chalene**: Right. Oh gosh. Yeah. It’s a great tip. I love that power tip. I think that’s one of the things that people become so overwhelmed with the daunting tasks of social media because they think everything has to be fresh, new and seen once. It’s that’s just not true.

**Guy**: It’s not true. Everything has to be fresh, seen once for a person. That doesn’t mean that you should only post it once.

**Chalene**: What can we do to make drawing attention to our blog more interesting by using services like Canva?

**Guy**: Excellent. Canva is an online graphics design service. It enables you in seconds, maybe minutes to make beautiful graphics. I can give you more power tips now. I know because I have done it for myself that when I added a picture to every tweet it doubled, literally doubled engagement.

**Chalene**: Wow.

**Guy**: Just adding a picture. Canva is the thing that can help you add pictures. If you really want to do it right for a blogger, you would add a picture that’s taller versus wider. The reason why you do this is because that’s the picture that looks good on Pinterest.

**Chalene**: That’s right.

**Guy**: Pinterest is the long tale. If you have a blog post that has a good picture for Pinterest, six months from now, someone will pin it again. It will get a whole new set of traffic. That’s not true of any other. Tweet of six months old doesn’t exist anymore.

**Chalene**: That’s so true.

**Guy**: In fact, any social media posts six months from now doesn’t really exist except for Pinterest.

**Chalene**: Everything else has a short life except Pinterest and I think so many people because of a tool like Canva, they can really take advantage of what’s happening on Pinterest which is driving traffic that just continues to grow. But most people think, I don’t have that great of pictures. I’ m using my own graphic devices and you can use. This is a public service announcement for anyone who’s trying to create their own graphics doesn’t want to have figured out Photoshop or go back to design school, use Canva. Can I just say thank you? I love Canva.

**Guy**: Oh, thank you. Just keep on talking, I’ll shut up for a while.

**Chalene**: We promoted heavily in the Marketing Impact Academy because it kind of almost an interior design or singing. Those are two things most people think they’re much better at than they really are, myself included. Even if you figured out a program to create those things yourself, the spacing, the way things are offset, the colors, all of those things really required the artistic eye of a designer. You have that at your fingertips for free. Do we say for free?

**Guy**: Yeah. Can’t get much better now.

**Chalene**: I’ll put links to that in the show notes. I’m not an affiliate for Canva. I’m just a co-evangelist. I love Canva.

**Guy**: First of all, at the graphic that doubles your engagement. Then, tweet it out three times that triples your engagement. Right now, listening to your show, you figured out a way to get six times more traffic. If you were an SEO consultant, and you can promise six times more traffic, you’d be the most successful SEO consultant in the history of man. You can get paid $10 000 an hour. Here are two very easy things at add graphic, repeat your tweets, add a graphic Canva, we’ll make it especially easy and then do it with Pinterest. Do it with Pinterest design on Canva so you can make it optimized for Pinterest. We’ve just increased peoples engagement 6x here.

**Chalene**: Yeah. In fact, one of the things that we did on Facebook, is when I first started this podcast. I would write a little blurb about what this episode was about and I would include a link to my Podcast in iTunes. I could get all maybe 600 000 views on a video but that little post on this really great content on a Podcast episode, it would be seen by 1% of my followers. We started using Canva to create this really cool eye-catching graphics. You don’t have to read what the Podcast is about. You would just have to look at these really cool graphics we create on Canva. It has gotten much more attraction on Facebook just using that tool.

**Guy**: Really.

**Chalene**: If I put a video, right now, on my Facebook wall, and I have about 600 000 followers, I can get 600 000 views not just seen by. I can get 600 000 views on a video. Video is very powerful. But if I write a little update, it wasn’t getting any shares.

**Guy**: I see.

**Chalene**: Now photos do. So what I said to my staff, let’s create a Canva picture, a graphic and use that to promote the Podcast, as opposed to writing about the Podcast…

**Guy**: True.

**Chalene**: …it took off like crazy. We’re getting amazing shares.

**Guy**: Good to know.

**Chalene**: Yeah. And the other thing that will do is we’ll use Canva to create 10 different little font graphics basically, right? I might use those to illustrate what you just said and underneath it, I will play the audio of you and I talking on the Podcast and turn it into a little tiny movie. But there’s no video of you and I. It’s just the graphics we created on Canva, putting those into iMovie sharing it on Facebook and getting hundreds and thousands of views and shares where otherwise get a blip.

**Guy**: Wow.

**Chalene**: It’s just taking advantage of the fact that Facebook, my Facebook feed anyway, is they look for video, so now I am creating videos using Canva graphics.

**Guy**: I love it. This is the most high value podcast in the history of man.

**Chalene**: It’s free people. I really do hope people take advantage of that because I’m kind of sick seeing this really atrocious home-grown graphics people like. Why would you do that? Canva’s free. If you haven’t tried it, you don’t have to be graphically inclined. It’s just have to drop and drag. It’s like painting by numbers. It’s 101. Super simple.

**Guy**: It’s really is. It’s a beautiful thing. When I saw it, it was Guy’s Golden Touch, man. I got to get on this train.

**Chalene**: There’s been so much phenomenal tips in this episode. I think you nailed it when you said this is going to be the content-filled episode for people to listen to. Guy, it has been a pleasure chatting with you. I want to let you enjoy this amazing day with your son while he still thinks you are cool.

**Guy**: Those days are numbered. Can I just give you one more thing?

**Chalene**: Heck yeah!

**Guy**: The website for the book is Artof.Social.

**Chalene**: Art of Social and of course we’ll include of link to that in my show notes.

**Guy**: Thank you! At the top of that page is a quiz, a social media quiz. People can go there and take the quiz and find out, that if they do really well they don’t need to read the book. If they don’t, they really need to read the book.

**Chalene**: There’s always more to learn about this.

**Guy**: There’s always more to learn, yes.

**Chalene**: As soon as we take on that mind-set, then it’s not so overwhelming. It’s just this is a process of learning to be a better parent everyday

**Guy**: Yeah!

**Chalene**: I’m learning to be more effective in social media. Guy, it’s been a pleasure to have you on the Chalene Show. We look forward to hearing from you again.

**Guy**: Thank you! See you in March.

**Chalene**: See you soon.

**Guy**: Bye.

**[END OF INTERVIEW]**

**Chalene**: I hope you are taking notes. If not, we’ve done it for you, just go to chalenejohnson.com/podcast. There in my show notes, you’ll also see a link to Canva. I wasn’t raving about him, but because Guy was on my show, that was a mere coincidence. I have been a fan of Guy’s for a long time. Realizing that he works with Canva made it all the more exciting for me. He’s one of those people who you just trust because if they recommend it, it works, it’s awesome, it’s great stuff.

Check out Canva, even if you don’t have a business yet, you’re thinking about a plan B, or you just like to put better graphics together, it’s so totally easy to use.

Now, one last note about Nate, what a special kid, and there might be a special kid out there waiting to find a family like yours. I don’t know what it is but there is something very special about those of you who are adopted. I think you have a gift and for those of you who are dying to start a family, I just want you to know that if you believe God has prepared you to love and raise a child, just be open to them to the idea that he might have his own plan. Through the loving and courageous act of adoption, you might just find the missing piece. Think about it. Look into it. Be open to it.

Today’s show was brought to you by the Courageous Confidence Club. If you know that confidence can make a huge difference in your life, please check out courageousconfidenceclub.com or visit my website chalenejohnson.com and see if we have an upcoming webinar. I often do free webinars teaching people how to have more confidence.

It’s my push goal this year. Until we get a chance to spend some time together again soon. You know what I’m going to say. Maybe because you don’t think I’m not going to say, but I’m going to say. You are totally awesome. And you are the bomb.com.

**[END OF RECORDING]**