**CS MALEA ANDERSON – MOMPRENEUR MOXIE**

**Chalene Johnson**: This episode of the Chalene show is a special episode brought to you by *marketingimpactacademy.com*. It’s an online school that we open up registration to just once a year. If you want to build a better online business, if you don’t want to be a slave to your laptop or your phone or to feel you are constantly on social media, if you don’t want to waste a ton of money developing websites or spending money on SEO experts, I invite you to check out *marketingimpactacademy.com* and if we have already closed registration by the time you hear this message, don’t worry, we’ll put you on our list and you will be first to be notified when we open up registration next year.

To learn more and to take advantage of my free teaching videos, go to *marketingimpactacademy.com* and of course, I’ll include a link in my show notes.

**Male speaker:** Welcome to “The Chalene Show”. Chalene is a New York Times Bestselling Author, celebrity fitness trainer and obsessed with helping you live your dream life.

**Chalene**: One of the most common requests I get from people is that they would like to hear people on “The Chalene show”, who are more like the everyday person. You love the authors and the experts, and it’s cool that you hear about this people who’ve been able to build up to the social media following the tens of thousands and hundreds of thousands of people but you’ve asked to hear the stories of people who have very recently been in your shoes. People who can exemplify to you that the journey is in fact much shorter today because of the internet than it was when most of these experts started out.

I remember the first time I bought a book about success and reading that the average person takes between seven and ten years to become a millionaire. I remember being so discouraged by reading that and been like “God, no, I don’t want to wait that long. I’m working too hard. There is no way I will be able to keep up this pace for that period of time.” I felt so impatient; I felt so discouraged by reading that. Did it take me seven years? No but I didn’t do it in two years and I didn’t do it in a year but that wasn’t 2015.

When Brett and I first started building our company like social media wasn’t even a thing. There were message board and people were using the internet but it’s different today.

I don’t know what the statistics are, it certainly doesn’t have to take seven years; it doesn’t even have to take five years and that’s not the same suggestion that people can get rich overnight or you can build a successful business in a couple of months’ time but, it is possible. It is far more possible today than it ever was before this moment, before this time when you can create a website and social media and you can just get so many bazillions of eyeballs and something for free.

I’m not hyping this. This is legit, a crazy, incredible moment in time and I want you to hear the stories of people who are doing it.

Not too many months ago, Malea Anderson, mother of two, decided that her job just wasn’t as completely awesome as she had hoped it would be. She was stressed, disenchanted, quite frankly not making the ends meet. So she decided, get this to start a clothing company. No investors, no experience, no marketing experience, no design experience, no business experience and not much of a social media following.

She had an idea, she had passion, and she had to wear it all to start with the plan. It hasn’t quite yet been a year, so I thought I would check him with Malea and ask if she could share with us a little bit about her journey. What it’s like? What it’s like to start a business in 2015?

So where do you think she is? More stress, more debt? You are about to hear the truth. This week I’m featuring real life stories. This is Malea Anderson, she is the CEO of Moxie Apparel and this is her story. This could be your story.

**[START OF PODCAST]**

**Chalene:** Malea, How are you?

**Malea:** I’m good, thanks. How are you doing?

**Chalene:** I’m fantastic. People have been asking to hear from someone like you, someone like them, someone who’s not been doing it that long, who doesn’t have New York Times bestselling book, who’s a new entrepreneur with this really cool idea. I’m so excited to share your story today.

**Malea:** Thank you. I’m so excited to be here.

**Chalene:** So let’s get some background first. You are married with two kids; is that correct?

**Malea:** Yes. I have two girls who are eight and five, so I’m right in the thick of it.

**Chalene**: Yeah, you are.

**Malea:** Yeah, I love it but they keep me on my toes; that’s for sure.

**Chalene:** If I recall, you were working fulltime at a job that you didn’t necessarily love, or did you? Tell us that story.

**Malea:** I did, I did love it. It was my dream job. I had made a transition a few years ago so that I can work in health and fitness.

**Chalene:** What were you doing before that?

**Malea:** Before that, I was a school teacher.

**Chalene**: Okay. What grades?

**Malea:** I taught them all but most of the time, I spent in third grade.

**Chalene:** Okay. So you were an elementary school teacher and you did that for how many years?

**Malea:** I did that for nine years.

**Chalene:** Okay, and then you - are you married at the time you decided to make this transition?

**Malea:** Yes, I was married. I had my oldest daughter was getting ready to start to go to kindergarten and I decided that I wanted to make a change. I wanted to be more available to them and be around more and I knew that I wanted to be in health and fitness. So with the amazing support of my husband, I decided to make that leap and transitioning to be a fitness instructor, which, as you know.

 **Chalene:** The big bucks.

**Malea:** Does not pay the big bucks and I also knew that I had to build on that income because there is only so many classes you can teach in a week.

**Chalene:** Yeah.

**Malea:** Even that, even if you teach a lot, it doesn’t necessarily pay the bills.

**Chalene:** No, especially if you work with your clothes.

**Malea:** Right. I think that **[inaudible 6:05]** knows all about that.

**Chalene:** For sure and it is really fun, and it’s really rewarding.

**Malea:** Yes.

**Chalene:** It’s not easy either. It’s far more difficult than I think most people assume but it’s extremely rewarding, not financially however.

**Malea:** Right. I love it. I still love it. I still teach classes and it energizes me. I really love that part of my life but I also knew that I needed to find a way to contribute to my family in a more meaningful way, so I thought, “I’m going to work really hard and am going to become a master trainer because that will solve my financial woes” That’s how I can make a career in fitness. Yes, from someone who knows, right?

**Chalene:** But our listeners may not know and I thought the same thing when I first listened to fitness and I said, “Wow, those instructors who are teaching instructors, they’re like super famous and I bet they’re really rich and they fly in first-class and that must be were all the money is in fitness.”

**Malea:** Exactly, yeah. That’s totally what I thought too and I loved. I did. I got my dream job and it’s a really awesome job. It’s so rewarding; it’s so fun. I loved that I was able to reach people on a larger scale and really just share my passion for health and fitness. There are some really awesome things about it but like you said, it isn’t where the big bucks are. I had to sit back and think this through and think, if that was the right thing for me and for my family because it takes you away a lot as well.

**Chalene:** For sure, and so, you made a decision to leave?

**Malea:** Well, I went through your “Smart Success Academy”, a year and a half ago let’s call it…

**Chalene:** Okay.

**Malea:** I really sat down and did all the assignments that you gave us and I mapped out my key priorities and I wrote my key properties statement, and I started using it to really look at my life and look at what I was doing and see if it was the right thing and unfortunately, as much as I love certain aspects of that job, ultimately, it didn’t fall in alignment with my key priorities.

**Chalene:** I think for so many people, once we know something’s wrong or that we shouldn’t be doing it anymore, that’s step one, and step two is that, “Am I willing to accept this and more importantly, am I willing to take action?” So, when did that switch-flip and you decided, “Okay. I’ve got to take action.”

**Malea:** It happened very quickly. As soon as I looked at my key priorities and started weighing everything, I made a pretty immediate switch and it was a drastic one. I left the dream job and I took the idea for my current business; it had been bouncing around in my head for a little while and as soon as I realize that things were lining up exactly the way I felt they should be for my life, I dove head first.

**Chalene:** Wow! You had an idea for starting a fitness apparel company?

**Malea:** Yes.

**Chalene:** Was it fitness apparent or…?

**Malea:** Yeah.

**Chalene:** Okay.At the point you that were deciding to resign as a master trainer I assume, you don’t have an apparel line in mind? You just think that it sounds cool?

**Malea:** I did have a line in mind and I had started working on it. I had started putting things in place and it grew really quickly and part of it was - because I feel everything was lining up the way that it should and part of it was out of complete necessity.

Once I decided that I was going to do it, I really didn’t have a choice but to make it happen. From my financial standpoint, if I was going to leave a paying job and start my own business, I had to act pretty quickly.

**Chalene:** I think for most people, they hear a story like that and they say to themselves, “I know if I married Liam, like, wait a second honey”. So you’re going to quit this gig where you love what you are doing, you’re making money but I don’t know whether it was made some financial or not but what you tell me what you want to do is to start something that could be incredibly stressful and there is no way it’s going to cost us money to do this.

**Malea:** Right.

**Chalene:**  How did you have that conversation?

**Malea:** I am so lucky that my husband is so amazing because when you say like that, what was he thinking? You’re agreeing to this, right?

**Chalene:** Yeah, right.

**Malea:** He is so supportive and he had actually started to notice that I was under a lot of stress and I was being pulled into many directions. I said in a little video I made that I was feeling what you say, stress success and it was worse than stress success because it wasn’t really success; it’s just stress. It was putting a strain in our family. I think he had picked up on that enough to where even though it was crazier and I was telling him that I wanted to do and it was so risky. I think that he just realized that we needed to get out of the situation we’re in that it wasn’t good for me and therefore, it wasn’t good for our family and it was just creating stress and I wasn’t being my best mom and I wasn’t being my best wife and I needed to make a change.

**Chalene:** The one thing I think which may be specific to the line of work that we’re in and obviously now, my fulltime gig is teaching and it’s online business academy, and it’s coaching but every day, I go and teach classes and when I do that, I meet fitness professionals and if I had a dollar for every fitness professional they said, “Yeah, I’m thinking about starting a parallel line. I could retire earlier.”

Let’s say that because I think all of us were like, “Gosh. I’ve got this interest, I love fashion, I know what I would want in an apparel line and I literally missed so many people who say, ‘Yeah, I want to start a fitness parallel line,” and of course, I don’t want to discourage but I would also want to be honest and my next question is always, who would you sell it to?

**Malea:** Right.

**Chalene:** Because if you make a really cute ‘whatever’, people don’t buy it unless they know how to find you and how to find it. So you decide to start this apparel line and when did it dawn on you, like, “Who am I going to sell this to?”

**Malea:** Yeah. I have been in fitness for several years and I know a ton of fitness people and I thought I’m just going to put it out there and it will grow organically.

**Chalene:** Meaning, you have to wear it to my classes and people would ask or what you were thinking, “I’m going to give my friends who are master trainers or fitness professionals.” What was your thought?

**Malea:** My thought was just that I would use social media, to get it out there to get my name known, to get people to see my designs like you said obviously, I have a lot of friends who are in fitness and that they would see it and love it and wear it and I just thought that it would grow organically and it did. All that stuff happened but I would still be really hovelling along at a snail’s pace if that were all that I was doing.

**Chalene:** Okay.

**Malea**: Just to get out of there.

**Chalene**: When did you launch, and the name of your company is?

**Malea:** It’s Moxie Fitness Apparel.

**Chalene:** Is that also the website?

**Malea:** Yes it is.

**Chalene:** Get your plug in there.

**Malea**: Thanks. It’s Moxiefitnessapparel.com.

**Chalene**: *Moxiefitnessapparel.com.* What did you launch it? First of all, tell us a little bit about the brand.

**Malea:** I chose the name Moxie because what I was doing was risky, some might say crazy, who knows? You describe it how would you like. It was really a bold move. I was really looking for something that embodied that feeling of being bold and fearless and willing to just take an idea and run with it and I think that applies not just to starting a business but it applies to all aspects of our lives and when you find out that you're ready to make a change that you just go and you're boldly you and you just find that passion and whatever it is that’s driving you and you run with it. That’s how I came up with the name and to me,

I started designing tank tops that I felt embodied that they gave women the sense of empowerment that they could put on a cute tank top, put on some mascara because I am strong believer when you look cute, you work harder. You’re motivated to go to gym, you are motivated to work a little bit harder and you feel better when you're doing it. It makes you feel more confident and that's how awful in all aspects of your life and working out falls in the same category I think.

**Chalene**: Let me stop you there if I can because right there, where you stand up and you explain what your brand stands for in other words and you say, I think that you’re supposed to look good and when you look good, you work out harder and that's okay and to have that be what Moxie stands for like this woman who was empowered but it's okay for her to also be a girl.

Now I know you gave back last year that you must because I do. People will be like, “Why are you wearing makeup in your videos?” “Because you don't want me to see without it, that’s why.”

I don't apologize for that yet I understand that there’s plenty people out there who are almost offended that someone who had wear lip gloss and do bicep curls; it's unheard of. It's sacrilegious. You're not serious about fitness if you’re wearing lip gloss.

Tell me how you respond to people who--and did you ever think oh, gosh, maybe I should dial this back a little bit and how do you respond to people who don't like those two things to be combined.

**Malea**: I never thought I should dial it back because it's something that I believe it for me. I go and I want to look put together in cute when I work out or when I'm teaching in class and I feel better and I feel more confident and I think everyone would feel better and more confident but I'm not going to put that on them. They don't have to. They don’t have to get dressed up going to the gym. I’m not going to judge them if I don't but I know how it makes me feel and I know that it makes other people feel that way too.

**Chalene**: That's right and I think that's important messages if it's true for you, then you can serve even if it's a smaller segment of the population. There's somebody looking for that. There's somebody who needs the voice. There's someone who's like, “Gosh, I've been wanting to say that but I didn't know if I was acceptable. I didn't know if there was a company who embodied that.” The same way that you can’t please everyone; you can't be everyone's cup of tea. I really love that about your brand; the first piece that I ever saw was a t-shirt and one of our fellow acquaintances was wearing a t-shirt that said muscles in **[17:21 inaudible]**, wait a minute. That's such a great phase. Oh my gosh. I love that. Every time I saw a cute tank that embody those two things like strength and femininely such a great idea and I love that you really embrace it.

**Malea**: Yeah, thank you. I think they two go together. I think that you can be strong and be girly. I think you can lift weights and have muscles. I think that so many women just think that you just walk on your treadmill and it doesn't get the results and for me, that it motivates me when I look cute, I want to be strong and I want to be fit and I want to have energy and I want to feel confident and it all goes together.

**Chalene**: Yeah. I couldn't agree with you more and I know there are other people out there now that who don't agree with us but I mean, it's like when you're not feeling well and you've gone several days lying on a couch with a cold and then you take a shower. Men, women, child, it doesn't matter and you take a shower and you clean yourself up, you automatically feel better even if you're still sick with the infection. You still feel better and when you feel better, you do better; you heal quicker; you work harder. I believe all those things to be true. I tell people who work from their home and their own businesses.

Wear a cute outfit, put yourself together, feel like a million bucks before you sit down because you'll do better work. You just will. Again, not everyone but most people will.

**Malea**: Yeah, its' true.

**Chalene**: So you start with t-shirts and tans I believe and have you branched off since?

**Malea**: Just recently, yes. I just launched a cute line of printed workout caprice and I've been so blown away by the response to them but they've sold out. Every time I post them, they sold out this last round within an hour.

**Chalene**: Amazing. I know. You know why? Because I want to be in line to buy them.

**Malea**: Oh my gosh.

**Chalene**: Son of a gun. I was like, “No, I can't wear that size. No, I can't wait that size and that's the color I want.”

Let’s talk about that for a second because as you may or you may not know, my husband and I operated a fitness company for many years. I know how difficult it is to make it profitable. I also know that we didn't sell to the general public because when we started the fitness apparel company, there wasn't the same access in social media that you have today. We had to sell only to our existing customers.

I shouldn’t say we had to because we never had a budget to advertise outside of it and social media was never where it was. We really had to sell to our existing customers. So we had to do things and very small quantities which meant that our cost were extremely high. We had to manufacture in the United States which is awesome, but it’s also about three times as expensive because you have to do small runs and the people who are killing it, making it profitable were doing it overseas and in China, and it took us a very long time to make it profitable despite the fact that I enjoyed doing it. I have you on the show today because I know that in less than a year’s time, you've already turned your company into a profitable fitness apparel line.

**Malea**: Yes.

**Chalene**: Are you doing small runs? I assume.

**Malea**: I am.

**Chalene**: So how are you doing this? How are you making it profitable?

**Malea**: I am so lucky like you just said, it's different because everything nowadays is online and space in social media. So I launched, and like I mentioned earlier, I thought it would just grow organically and I did anticipate and plan on using social media to make that happen and facilitate that but once it was up and running, I needed to learn more about how to effectively market online because the internet is a huge place and your ideal customer is not just going to stumble upon your stuff.

**Chalene**: Amen. Please tweet that out, "Your ideal customer is not going to stumble upon your stuff", correct.

**Malea**: Yeah, so you have to figure it out how to find them.

**Chalene**: How do you stumble upon them?

**Malea**: Yup, and that's why I signed up to attend your Marketing Impact Academy.

**Chalene**: Hey, thanks for that plug.

**Malea**: Well, I mean is it's true. It was a game-changer for me.

**Chalene**: I appreciate that but, I don’t want this to be an ad for Marketing Impact Academy but I do believe that there are so many people like yourself, Malea, who have this incredible ideas and a belief, and they have the Moxie, they've got the organization, they've got the drive and the desire but they don’t know the ingredients.

**Malea**: Right.

**Chalene**: And so, tell us what you're able to do and maybe if you will, some of the things that you thought that you need to do that you didn't, or things that you're like, "Wow, once I learned this, I really made the difference for me.”

**Malea**: Yeah, I think that I had to learn exactly who my ideal customer was. That was step one because you can't find them if you don’t know who they are. So you have to figure out who it is you’re trying to reach and then you have to figure out what's going to make them want to come to you.

Once you find them, you have to appeal to them and make them want to visit your website or your Facebook page or your Instagram. Those strategies, defining the ideal customer and then figuring out what to provide them, what do they want to see, what do they want to know. And then, for me, advertising on social media has been the biggest change of my business. Figuring out how to do it effectively, I should say, because I was doing it pretty much from the beginning but I didn't know exactly how.

**Chalene**: Okay, let's go back a little bit because I'm assuming that there's going to be people listening who are like, "Whoa, what do you mean what the people want?" They just come to your store and they buy your stuff, right? I think for so many of us, we assume that I have to create a great website and then we'll have to do some advertising or maybe SEO or something so that I can rank on Google, so that people who are looking to buy fitness apparel will find me but what you have done is really created something that draws your ideal customer in not the necessarily with the intention of saying, "Hey, buy my clothes,” but to start a relationship with them. So tell me about that.

**Malea**: Well, on my site, and this is something I'm continuing to work on doing more of. I've just really scratched the surface but I wanted to be more than just you come to my site, you buy a shirt and it was nice knowing you. I want to develop a relationship and a community on my website where I can provide more than that because although I am pretty passionate about gym clothes, I love them, that's not it. I'm mostly passionate about health and fitness. So I want people to visit my site and be able to read blog articles and get free content that I've placed there that will help them.

I envision my ideal customer to be someone who is very much like me. Someone who is busy, raising kids, working, keeping all the balls in the air but also trying to keep health and fitness as a priority and as you know, it's really hard for people, a lot of times that's the first thing that goes when you get busy.

I want to teach people how to be, I've called it "fit and busy", that you can, that you can do both. You can be busy and you can stay fit and you can eat clean and you can do all these things but it takes a little bit of that, it takes a little bit of planning, and I want to help show them how to do that as well.

**Chalene**: Now when you say I want to give people something, what are you giving them? Are you just talking about articles, blogging, what do you mean?

**Malea**: I have a couple of things, most people come will visit my site because they've seen it out on Facebook or whatever. So when they go, I have as you call the freemium that they can register or opt in from my list and receive an immediate discount to shop on my site.

**Chalene**: Okay, let us explain what you mean by that. So a freemium or which is a term that can mean a gift, a freemium, a way to lure people in so that they're like, "Oh, okay, I want to come back,” or, “I will give you my email address," which is really quite important and so what you're using in exchange to ask people for their email address is, what?

**Malea**: Well, I have a couple but what immediately when they come to my site, they will get an offer to receive a discount code for their first order. If they opt in to my list and that, as you’ve talked about on several podcast is really important because if they just come and browse and leave, I'm not able to reach them again and I'm not able to let them know when I have something they might have like or I need to be able to reach them.

So if they do, give me the gift of their email, then I give them a gift of receiving a discount and that's just for shopping, and of course, it’s people love it and it's valuable. But I also have another one on my site if there's a link that says "free eating guide", and that's just what it says on the site for lack of space, but it's actually called "The fit and busy guide to clean eating on the go", because that's me.

Sometimes I get my car in the morning and I'm driving to meetings, and to and from school pickup and soon practice and all there’s other stuff and I'm in my car basically all day, and if I'm not prepared with some quick easy clean foods that I take with me, then the wheels fall off. So you have to be prepared and that is the step one and I want to show people that there's more here, I have content for you, I want to help you on your journey to staying fit and healthy and having an energetic life.

**Chalene**: To be profitable in less than a year’s time especially in a fitness apparel company is really difficult. It's really hard to do this. A lot of people on that space, I mean I love you and I know you, but the rest of the world doesn't, so you don't have a celebrity name, you don't have 500,000 followers on your Instagram account or Facebook, so what are some of the things that you've learned in this short period of time with regard to growing up business online that you didn't know before, that anyone who's listening could go, "Okay I need to consider that"?

**Malea**: Yeah, I think that one of the things is in social media, there's so many options. There are so many distractions. There's Twitter, there's Facebook, there's Instagram, there's Pinterest, and there’s just so many. And YouTube, and your blog and all, there's just a lot of ways that you can spend your time but you really need to focus. You need to fine the ones that are the most effective in drawing your customer to you and focus.

So I dabble in a little bit here and there, and all of them but I've really started to see a lot more growth when I focused. When I figured out which ones were doing the best for me and stepping back from the other ones. It's hard because you feel like you're missing out.

**Chalene**: Oh, that's so good; I'm glad you've said that. And you almost feel like, "Oh no, I'm not going to be popular on LinkedIn,” or if I am not spending a little bit of time every single day in all of these, I'm going to lose out.

**Malea**: Right. And then there's, "Oh gosh, YouTube. I got to get on YouTube." And you feel like you just have to be everywhere all the time and to be honest, you can't. You really can't do them effectively if you're scattered so thin. So I've really focused, although I do love Instagram and I'm there, and it does bring me customers; my biggest platforms are Facebook and Pinterest.

**Chalene**: Love it! Man, everybody is excited about Pinterest I agree, especially if you have a product that is visual like yours.

**Malea**: Yes.

**Chalene**: So let's talk to people who are listening here, who are like "I need to figure out which ones right for me. I want to focus." How did you just decide which platform or were you spending a little bit of time in all of them trying to see which one was giving you the best results?

**Malea**: Yes, the latter. I was spending time in multiple platforms and again, I had to look at my ideal customer, and my ideal customer, like I said, is a very more much like me, and where do I spend the majority of my time is Facebook and Pinterest. So that helped me head me in the right direction, and because you're able to advertise and do some really awesome things on both of those platforms, I was able to test them and play with it. And to see, is this effective? Is it driving people to me, and it was. So I have to put some other stuff on the back burner.

**Chalene:** Well, let's talk about advertising. That's a pretty scary term for someone who's thinking about quitting their job or just starting a business. Maybe they don't want to quit their job because that's the thing, lifers, you need to know that; you don't have to quit your job just to start a business or to start building your dreams. You don't. What you need to do is start building your dream and one of the things that is so cool about where we at right now, 2015, is the ability to advertise for such a small, almost no risk investment. Do you know what your first Facebook ad or your first Pinterest ad cost you or how effective that can be for someone who doesn't have much of a budget?

**Malea:** That’s what was so cool about ads on both of those platforms is that you can customize it. You can do it with so little risk. You can choose if you want to pay per view. You can choose if you want to pay per click. You can choose if you want to pay per conversion. That's so powerful. That's risk-free.

**Chalene:** Okay but let us talk about numbers because again, for people who haven't yet started an online business: What is conversion? What is click? These are the things that we teach at marketing impact. But I remember the first time I heard this I'm like, “I wouldn't even know how to decide which is better. I wouldn't know back before I have the dictionary if you will or the source to help me understand where all of these terms meant.” Let's talk about dollars and cents.

**Malea:** Okay. I want to say that my first ad, I probably spent five dollars because it is scary. You are agreeing to pay for this ad and you don't know if it is going to turn into a sale. You don't know if it’s going to pay you back and like we’ve discussed I had put everything I had into this business and then I did quit my job and I agree. You don't have to quit your job but I did and I was all in but I couldn't take food off my family's plate to play with advertising so I had to start small. But you really quickly see that there is a return and almost immediate return. It's not immediate on the money that you're spending on those kinds of ads.

**Chalene:** Was there ever a moment were you thought, “This isn't going to work and I should throw in the towel?”

**Malea:** Many. I think anyone who starts a new business has moments of self-doubt when they think what am I doing? What did I do? I thought that many times and although I have become profitable in a very short period of time, that period of time until I did turn my first profit, I did a few times feel like a failure and wonder what did I do. What did I do with my family and how am I going to be able to pull this off because I'm really impatient and I wanted? I knew it wasn't realistic but I wanted to be profitable right away. And I really thought…

**Chalene:** I guess it is realistic for you because you've got that Moxie. I love that and I think it is really good to be impatient or at least driven to the point where you are like I'm going to be smart about this because it isn't especially with online businesses. It's not about working harder. You got to get smarter.

So many people think, "Oh gosh, I know what I need to do. I need to spend more time on social media. I'm just not interacting enough." No, you need to know what you need to do first and the right ingredients. And it isn't about working longer. It’s about being much smarter and that is what I love about where my life is today. Where my life used to be, I had to work harder to make more money. Now I just have to be much smarter about how I'm reaching people online.

Malea, I want to ask you, just one thing that you can tell someone whose thinking about starting an online business, what’s the one piece of advice you would give them. If they are going to say to you, "I don't have a budget even for five dollars’ worth of advertising". What do people need to know?

**Malea:** Well, if it is starting an online business, fortunately in teenage you can start your business online. You don't need to go take out this gigantic business loan to start a break and mortar store. So that is the good news, you can do it for such a low cost because you can do it all online. But there is still an investment that needs to happen. People used to do that. They used to go take out this giant loan. Get a space and fill it with stuff and remodel the inside. It was such a giant investment but that's what you did. And now that you can start a business online, I feel like people aren't willing to invest in a start-up of their business and there is some. It’s so much less than it was.

**Chalene:** What have been the most important things that you've invested in?

**Malea:** Educating myself.

**Chalene:** Couldn’t agree with you more.

**Malea:** Because I would be hobbling along and trying to make it up myself and why not invest in learning from somebody whose already done it. Who knows?

**Chalene:** I hope it doesn't have a negative connotation but I just believe if you make the investment in education, in academy, in people who have done it before you and know the right way to do it, it’s the ultimate shortcut and I don't mean that in a negative way because you still have to put in the work. But why waste days, hours, weeks, thousands of thousands of dollars trying to look at how something was done as oppose to just having someone to hand you the blueprint. I can walk around a thousand times around the outside of my house and every inch of every room trying to figure out how it was built. But if I don't have the architectural plans, I'm going to waste thousands of thousands of dollars and hours and days and probably still won't be a success. So I couldn't agree with you more and I want to commend you because like you said, that's a scary thing to do is to invest when you don't have the profit yet.

**Malea:** It’s so scary.

**Chalene:** How did you do that? How did you say, "Okay, I don't have any money but I know I need to invest in the how to"?

**Malea:** It really came down to- I can either-- I need to make this work and I need to make it work pretty quickly and this is going to speed up the process. I knew for certain that if I took the leap. That it was scary investing like you said. The business wasn't making money and anything that was coming in was going right back in and I just thought if I invest in learning what to do and how to do it effectively, it’s going to pay me back right away. And I just had to know that and it took the scariness out of it because i just knew that it would come right back. And every investment that I've made in personal and business development has come back immediately.

**Chalene**: It’s pretty cool.

**Malea**: And of course then it's just coming back time and time again.

**Chalene:** Yeah. That's so true. It isn't one of those things where I think people think--if I'll just go to one personal development seminar or I'll go to marketing impact to learn how to launch my business and then I'll walk away. I think what's really important is that you’re always going back into the material that you have, your academies. Because social media changes every day; the rules change every day. The opportunities get better, I think, every day.

We're really on this amazing uphill swing almost where I just see so many great things happening and so much opportunity that I hope people recognizes that this is a moment in time where we'll say, "Do you remember when you could run a Facebook ad for five bucks?” We'll say that and people are like they don't realize. This isn't going to happen for long. It's an amazing opportunity and people who have a desire to change their life, a desire to live their life the way they want to, need to take advantage of that.

**Malea:** It is a moment and it is a moment that is going to pass but if you are not smart about it in a way that you do it. If you just dive in not knowing having a plan with what you are going to do and educating yourself how to use these tools effectively, you'll use your moment kind of fumbling around not knowing exactly what to do to make it effective.

**Chalene:** That's so true and it isn't more like, "Okay I have an idea. Let's go". It is really knowing the first steps and knowing what you need to do in order, unless of course, money is of no object and you don't really care about living a life. If you actually want to spend some time with your five and your eight year old daughter as you do, you've got to figure out a way to be smart about it and I just want to commend you and to congratulate you on being a great voice. People have been asking for someone to come into the show that could inspire them. They could hear their own story, their own ideas come to life and Malea, I want to congratulate you. I'm so proud of what you've done and you better get those green and blue tights back in because I need them.

**Malea:** The green and blue. Okay, I'll work on it.

**Chalene:** Thank you so much for being a guest in "The Chalene Show".

**Malea:** Thank you for having me.

**[END OF PODCAST]**

**Chalene:** What a great story. I can just tell you from first-hand experience. Brett and I had our own apparel company. It’s a lot cooler for people to be able to do it now. With Pinterest and Instagram, so much of social media now is like about, "Oh those are cool pants. That is a cool top". And then you click on the link. I can't even tell you how I'm wearing a pair of pants right now that I saw on somebody else's on Instagram and I need to have those. So it’s a pretty cool thing that is very possible and not for everybody but for people who plan it in advance; people who don't just dive in like make a bunch of expensive mistakes. Go to the experts. It’s the reason why I created the Marketing Impact Academy and yes, this is a plug for it.

Today's show is sponsored by the *MarketingImpactAcademy.com.* It’s an online school that I’ve created specifically for people like you who don't want to quit their job or you don't have a big pile of cash laying around to start a business.

You know you get it. Like this is the time it would be cool to build something, this idea. I’m not even sure what it is yet but you want to play with this idea and maybe it will turn into something. The time to do that is now before you like really truly a thousand percent need it.

If you do need it, cool, then you are just that much more motivated to make it happen. I know you can make it happen and I want to be there to help you.

I hope you will check it out. If we already closed registration for this year, you can leave us your email address and we will let you know when we open back up next year.

In the meantime I just wanted to say a big shout out to all of you in the last couple of weeks who'd left me messages or a personal review on iTunes. That is like a virtual hug for me and I love you and this is for you. I love you.

My husband will tell you. You can ask him the next time you ran into him to officially check iTunes every day to see if there is new review. Yes, I do because I don't really get to talk to everybody who listens to the show. It’s not like Facebook. I can't see comments under each and every show. The only place I could read comments is on iTunes.

So let me know you heard this one today. Leave me the #virtualhug. Leave me iTunes review and use the #virtualhug. That way all know, you just heard this show and I feel that hug. I love you and I can't wait for us to spend some time together again soon because you are just freaking awesome and I love you and you’re the bomb dotcom and you’re the beast knees and your super chill and super cool and I dig you. So there you go. Talk to you soon...

**[END OF RECORDING]**