

TCS: Time to Shape Up Your Life

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 Johnson: Hey, thanks for joining me on this edition of the Chalene show. Today, I want to talk about how important it is for you to make fitness important. I want to talk to you very bluntly about the habits of successful people and taking your whole life to the next level like when you think about what you want your life to look like, your dreams, that perfect day, that ideal environment, the things around you, the people around you, everything that you want in life. When you think about those things and you imagine yourself in that ideal, I hate to use that word perfect, but in that ideal life. Because ideal is realistic, perfect is not. If you picture yourself in that ideal life, what do you look like? Do you weigh thirty pounds more than you should? Is your house cluttered and a disaster. It's not.

So success is more than just reaching your goals. It's more than just financial. It's more than just accomplishments in your professional career. In my mind, to truly take the time to examine what it is you want out of life. When you think about what that looks like, I hope that you're considering what you look like too. And it starts with that, but I hope that you'll listen because it's more than just what you look like. We're going to talk about what it means to be fit. Fit from the inside out. Alright, off to the show.

I want to talk to you about business and fitness and how, in my opinion really, they matter. And I do believe that in order to be successful, and this is not going to be very popular with some people, but I think to truly be successful, by your own definition, to be successful in business, your business plan needs a fitness plan. A business plan that doesn't include a fitness plan is a business plan that's going to result in failure. That's my opinion. That's what we're going to talk about. I'm going to get real with you about this, and I want to share with you some personal stories, and I want to give you some solutions. We're going to talk about fitness. We're going to talk about how fitness relates to your business plan. We're going to talk, specifically to those of you who are struggling, perhaps to find time to fit fitness into your plan. Your plan for your life. I really do believe that the best way to achieve success is to know, what does it look like for you? More importantly, what does it feel like.

So, if I were to ask you, and I want you to do this with me, we're going to go through an exercise. But before I get to the exercise, let me tell you a story. So, I went to do my training this week at QVC headquarters in Philadelphia, and what was really fortunate for me is that there were a bunch of people, in the training that I did, who were inventors, creators, the people who had developed their products. They were going through the training because QVC requires you to go through their system, so you learn their unique way and it's very much a conversation. It's a three-way conversation between the host, the inventor or creator and you the viewer. But it's not a sales pitch. It is a conversation. And they're really good about this training that they do, it's so fantastic and I was really, really excited to do it. Because part of the training, at the end of it, they actually have you go on air.

They video tape it with another QVC host and then they evaluate you. They tell you about your image. Things that you're doing that are distracting. When to look at the host. When to look at the camera. Everything gets critiqued. When to include your story. When to include the features versus benefits. How to identify the features versus benefits. I will be on March 11 and 12th, I believe? Yeah, so set your calendars because I would love to have you guys watch the show. And if you're a QVC customer, you can actually call in, which is kind of fun. I'll have three one hour shows. My point is this.

So, we're in this great environment where we're sitting around a table with about twelve others, you know, really excited entrepreneurs, who have created this thing, right. Like, "I invented this. This is my product, this is my moment and I'm gonna get on QVC." Now, mind you, let me tell you why this is so big. Because when you get on QVC, on average, you need to be selling about ten to twelve thousand dollars per minute for them to invite you back to a second airing, or for you to stand for more than six minutes. Right? So you've got to move a lot of inventory. That can make somebody's business. These people who are trying so desperately to get their product, or this thing that they've created into the hands of the consumer. And the ideal type of products to go on QVC are the ones where it takes an explanation, right? Like, certain things you can just see it and you're like, "oh, I know what that does, and I also know if I need it or not." And then certain things kind of require an explanation.

So, here I am sitting in this room with a bunch of other entrepreneurs, and there was one, you know, who had created her own clothing line that she has really developed from her own story of being a busy mom who takes care of everybody else, and she hated running errands and going to pick the kids up from school, and then coming home to bake, and then going off to pick the kids up from a sporting activity. And then running into the grocery store, and then seeing people and thinking, "oh my god I look like a wreck. I've got to have something I can wear to, that's functional and also kind of stylish." And so she's invented this really cool line of like, comfy clothes. Right? And there's a lady who had invented, forgive me, I forget the name of her product, but it was like, a wax. Like a beeswax that gets everything unstuck. Like, you when little kids over tie their tennis shoes too tight and then they jump in mud puddles, and then the next thing you know it's a pair of tennis shoes you have to throw away 'cause you can't untie the knot? Well, she's invented this beeswax that gets every zipper unstuck, every window jam unstuck, every knot- anything. It unsticks everything. And she's taking her product to QVC.

There were two people there who were winners on Shark Tank, who, because of their deals from Shark Tank, and you know Laurie's always like, "I can get you on QVC. I can get you on QVC." Well, two of her clients were there and that was super exciting, right? Like, did you see the one with the girl? I think it's called Sugar Scrubs, and she had dark hair and pink highlights in it? And there was someone who had their own line of jerky. There was someone there who had a make-up line that was mineral based and SPF. Lot's of really cool things. And, so, you know, my primary full time gig is what I'm doing here. It's helping entrepreneurs. It's recording podcasts. It's sharing my best practices to help people do what they want to do. You know, like, live the life that feels ideal to you.

What I do in the fitness world, although I think that's where I have the majority of my notability, or notoriety. Like the piyo videos. I filmed those, like three years ago. So, I don't do fitness as my career every day. You know, every day my job is to serve and to primarily help people figure out this business thing. So, it was kind of weird for me to go to QVC and be there learning how to offer piyo live on QVC. And that's what I will be offering, piyo. But, I'm really comfortable on camera, and I like doing it, but I was excited to have someone evaluate me and tell what I could be doing better. Right? So, I was excited about that. So, we all went around the table.

Here are some of the things that we did. We practiced our pitch. Which isn't a pitch. It's like, basically they would point to you and say, "Okay, I'm going to pretend I'm the host. I'm gonna ask you a question. You have twenty seconds to listen to my question and answer my question, but don't pitch me. I don't want a pitch. Answer my question like I'm your friend sitting across the table from you, having coffee." And that was really fun. And then we got to go on air and they videotaped it and they took us aside and they would watch the video tape with the host, and give you criticism, critiques and suggestions about how to be more conversational. And tell your story. And not pitch. It was awesome. The point of, and the reason why I'm telling you this story, is like, at the end of the day, just as I'm leaving to catch my flight back to LA.

Three or four of the ladies, and we didn't really have a chance to talk to each other. We just didn't. You just come in, you start the training. It's go, go, go, go, go. I mean it is to the minute. Everything is so well planned. Everything at QVC. It's the most ginormous, amazing experience. It's just a cool, cool, cool phenomenon. That place is unbelievable. They're the last of the Mohicans.

And so we didn't get the chance to chat with each other. So, as we're leaving, and I'm kind of putting all my stuff together, like, four of the ladies kind of, rushed over to me, and they all had the same question. And they're like, "how do we fit in fitness? How do I fit in fitness? Okay, my business is really taking off and I've gained twenty pounds because of all the stress. And I'm not sleeping. And I've gained all this weight. If I get approved I'm gonna be back on the air, and so can you give me something so I can lose the weight before I get back on air?" and then the next lady, "oh my god, The thing I'm most nervous about is, oh my god, do I look fat on camera. Oh my god, what do I do? I've gained all this weight 'cause I've got this new business and I'm spending all this time focused on my business. And every day I mean to exercise, but there's so much I have to take care of in my business that I just don't have the time to do that. And I have to take care of my children and my husband really feels neglected because I'm spending so much time in my business." Right. And then even the guys were sharing that same kind of story.

They were like, "oh my gosh, it is. Yeah, wow, I've really let my fitness slide." Gosh, you know, here I am about to leave, and there's so much I want to tell them. So much I want to share with them. And, I guess most of all I want them to know that I'm not a fitness person. Like, I'm not. I know I'm going to be going on QVC to offer piyo, but I don't see myself as a fitness person. I see myself as a balanced person. And I think that fitness is as important as my time with my husband. I think that my time with my husband is as important as my spirituality and my faith. And I believe that as important as it is for me to get in my exercise

everyday, it is equally important that my house is not a cluttered, disaster environment, that doesn't allow me to focus.

All of these things matter. In order to be successful by your own definition. Right? By your definition. And so what does that mean? Well, when I talk to people about success, I like you to imagine, not your perfect day or your perfect life. But what would your ideal life look like? Ideally, I wish things looked like this. When I give this exercise to anyone, and I say, close your eyes. Picture what you see. Picture what you look like. Picture your car. Picture the environment and now imagine what you would want to feel. Would you want to feel an adrenaline rush? Would you want to feel stressed? Would you want to feel an impending deadline? Maybe. Or would you want to feel peaceful? Would you want to feel like you are enough? And you didn't need to know more people, or sell more things, or create new things. I can't answer that question. I can answer it for me now. But I think a lot of people get very addicted to the adrenaline and stress, and the impending deadline. And, "I've got to meet new people.

I've got to connect with this person. I've got to connect with this person." And I believe in the power of connection and the power of really getting to know the right kind of people. But at a certain point, it's enough. At a certain point, I don't want to meet anybody new, 'cause I would rather go deep than wide. I know amazing people. Amazing people. Why do I need to go and meet ten other new people that you want to introduce me to, when I've got ten amazing people in my frigging life right now. I don't have enough time to spend with them, and they lift me, and they teach me, and they drive me, and they inspire me, and they have great ideas. So, to meet ten more new amazing people just makes me compare my life to theirs. I learn new things I haven't done that makes me feel that I'm not enough. And so, when I think about what I want. I want balance.

Balance, again by my definition, balance doesn't mean that everything is equally as successful, or has an equal amount of priority in your life. I believe balance is, things feel right to you in all areas. And that's environment. Your outward environment. How you feel physically. What your house looks like. You won't be able to introduce me to very many incredibly successful people, whose house and environment, and desk, and car, and closet, and bedroom, and every counter is covered with crap. That person doesn't exist because that person is so distracted and so overwhelmed by clutter, that it would be a sheer miracle for that type of individual to be incredibly successful in life and in business, because they are so overwhelmed by clutter.

Clutter is a reflection of what's going on in our heads. Is it possible? It is, but the likelihood of you being successful with an environment that allows you to focus and to feel good about yourself is much higher. That environment includes your external. It's your body. It's really hard to focus when all day long you're thinking, "I feel disgusting. I'm tired. My body hurts. My pants don't fit. I'm eating garbage. I'm putting processed foods in my body. And now I'm not sleeping. And now, because I'm not sleeping because I'm working on this project, all I want is something carbolicious. And I don't care if I know it's bad for me, but I don't care because I'm so tired and overwhelmed right now that I've just got to do this." And you can, certainly, make money and be quote unquote 'wealthy', financially well off. But what does it mean to have your ideal life? 'Cause I encourage you not to focus on the dollars and not to

focus on being, you know, financially successful, or selling more than this person, or doing more than this person, or climbing up the ranks in your business, or getting that promotion. I encourage you to focus on achieving your ideal life by looking at what you wanna feel. Right?

And so, to bring it back to all those wonderful individuals, who, I'm so excited for the, I'm so excited for them. Like, this is their moment. Do you understand what it means to go on QVC? First of all, your product has to be vetted by QVC, which it is more difficult to get on QVC than it is to get in any national retail chain. Period. They vet the product. They test the product. They have their host test the product. It goes through legal claims, and then you have to, not say, "okay, cool, I've got twenty of these widges or twenty thousand of these widges, let me ship them to you." You have to make special QVC packaging, 'cause it goes into their fulfillment centres and it needs their QVC skew. So, you've got to say, "I've never been on TV. I've never offered this on QVC, and here I go.

I've got to produce this number of units and ship it to QVC." Before they even schedule your on air date. That's scary. That's stressful. So, this isn't stressful for me to do QVC. And here's the honest truth, 'cause I am okay if piyo doesn't do well on QVC. It's done. I've already done it. I can't do anything more for it. And, truth moment, it's not my product. It's Beach Body's product. And yes, I represent it. And yes, it's my baby, but I don't have that same heavy burden hanging over my head that these other individuals do. You know, I don't have the same risk involved that they do. I can't imagine what they feel like. And, so it was wonderful to meet them and at that same moment to be walking out the door, knowing I had to catch a flight, I didn't have the time I wanted to, to spend with them. So, I'm like, well, I'm going to go spend it with the people I already know, and that's you.

And it is to tell you this. The one thing all those people need right now, is focus. And to feel good about themselves. And to feel confident. And to have a way to release stress. They need to feel strong. They need to feel empowered. They need to feel connected. They need to feel like life doesn't, win or lose, based on this one appearance. And do you know what that does? Do you know how you do that? With exercise. But it's not just exercise, it's taking a look at every part of your life and saying, "is this area of my life in shape? Is the fact that I'm not getting along with my spouse right now, is it just destroying my ability to focus? Is it destroying my ability to be happy? Am I not myself?

Is my relationship out of shape? Is my faith so off right now, that I've gotten distracted and I haven't connected with my faith because it's other things that I've allowed to become more important." What else is out of shape right now? Because you need to put together a plan that helps you to be fit in all areas, not just one, you know. I think often times, we idolize people who are well known. Right? Like, oh, everybody's talking about them though. And so, if everybody's talking about them I'm gonna start talking about them too. Like, everybody's talking about them. "Oh, wow, yeah, he has made it. She has made it." Right?

Think about it. But have they? Is their life ideal for you? And one person I think of when I think about that is Bethenny Frankel. Do you remember Bethenny Frankel? She's on Real Housewives of New York City. And then she has Skinny Girl Margaritas and then Skinny Girl Margaritas gets purchased for, you know, millions of dollars. And then she gets her own TV

show. And I said to my husband, “Oh god, I wish someone could introduce me to her. I wanna save her. I wanna save her.” Because I knew it was too much. You know, at a certain point you’re gonna sacrifice people. The relationships you already have, not that stella connections you’ve been trying to get with someone.

So, you’re gonna sacrifice your marriage, your children, and I’m not gonna name names, but there’s a whole bunch of really well respected entrepreneurs who teach entrepreneurship and they have families, and kids, and they never see them. So, do you want to leave a legacy for the world? Or, do you want your kids to know every night when they go to bed, “I’m way more important to my mum and dad than all the people in the audience. I, as a child, am more important than my mum and dad’s career.” But, they’re missing something. People who have to go, go, go, go, and can’t stop, they’re missing something.

Why can’t we do both? I do both, but I prioritize one over the other. And I think a lot of people give that lip service. And I’m gonna be freaking honest with you. I think a lot of people say they do it for their family and it’s bullshit. No you don’t. ‘Cause your kids don’t want money. Your kids don’t want a nice car, or to go to the best school. Your kids want you. And if you’re never home and when you are, you’re on your phone, you’re doing work and you’re not spending any time with them. I think you mean well, and I can really say this ‘cause that was me. I was that person, “I’m doing this for my kids. I’m working from home. I’m working from home all the time, so I’m obviously doing it for my kids.” But are you? And I had to realize that I was searching for something to validate myself.

I was trying to validate my own existence. And it’s easier to do that in business than it is by reading your kid a story. It’s much harder to see the big picture. We want instant gratification. You know, we want applause. We want likes. We want shares. We want sales. That’s instant gratification. And what we should be looking at is kind of living our life in reverse. You know? Reverse engineering and saying, “okay, at the end, who am I going to care what they thought of me? Who’s gonna matter the most?” And that’s how we should live our lives. And if that’s not happening for you.

If you feel like things are out of balance right now, I’m just challenging you to figure out what area for you right now feels the most distracting? Is it the fact that you have not made time for your fitness? Is it the fact that you and your spouse, you and your business partner? Right? Like, man you butt heads and you’ve just got to figure this out. Is it the fact that you don’t feel at all connected to a higher power? Is it the fact that you’re, you know, you’re making money, but you have no idea what you’re doing with it? Is it the fact that your house is a freaking mess? You’re like, “everything is on hold right now because I have so much stuff on every single counter in this house and my garage is filled from top to bottom. And I don’t dare give someone a ride in my car because everything is a mess. And I just keep plugging away,” and you just keep thinking, “if I just keep plugging away, I’m gonna feel better.” But what you don’t realize is that it’s your environment that’s making you feel depressed. And sad, and overwhelmed, and distracted, and you just can’t focus.

And so I don’t know where that is. But is it possible for somebody to balance everything? Yes. But not in the traditional sense. I don’t think you can make everything even, but I think each of us has to decide what’s important to us. To us. And where we’re out of balance, for

us. In the same way that we can't, you know, two people who are the same heights aren't going to weigh the same, because it's not right for that person's, the way they're built. Right? But there is a balance that's right for you. For you, based on your current circumstances, and those are going to change all the time. You know, if you're single or newly divorced, or your kids have just gone off to school. Big life changes require shifts in where we spend our time and where we should be spending our time. I'm just asking you to take a look. Just spend a moment right now.

This is your call to action. It's a personal one. I'm asking you to sit for a moment and think about these areas. And think about the one area that feels like, it gives you a little stomach ache, like, "Oh yeah, it's not right. Now that I think about it, it's not right." Your relationship with your partner or maybe that you don't have a partner. Friends and family. Your physical health. Are you taking care of yourself? Your mental well-being. Are there things you need to work through? Are there issues that are causing you to overwork, over train, overeat, over drink, over shop, over gamble? How's your mental well-being? What about your environment? Like, are things organized? Does everything have a home?

Do you know where to find things? Are you hanging onto things and telling yourself that you can't throw them away? How does your environment make you feel? Your financial status. What does that make you feel? Right? Like, is that out of balance right now? You know, work. What about work? What about your ideas, your dreams, your passions, your purpose? How does that make you feel? Is that area good? Should you be spending less time, maybe there? 'Cause that's like, the area you've got, like, nailed down? Or is that the area that you feel like, "I just have got to pull the trigger, but for whatever reason I'm afraid." What about your spirituality? Your faith? What about fun? Do you take the time, have you recently, to consider how much joy you have in your life? Right? Your sex life! How's your sex life? How much fun are you having? How much pure joy do you have in your life? How much do you get to laugh? How happy are you? How unhappy are you? I want you to examine these areas of your life and ask yourself, where you need to get fit. And then create a plan.

There's a lot of areas and I don't think we can fix them all. But I do think that it's important for us to really recognize the one, right now, that's probably [sighs] gonna make the biggest difference if we can put together a plan there. And maybe it's your physical health or your fitness. I don't know what that is for each of you, but I guarantee it's not the area where you're killing it, 'cause you've already got that. 'Cause you're killing it there. And that can go on autopilot, pretty much, and you're gonna continue to kill it. You're gonna kill it in a way you never imagined it was this easy if you get some other areas right.

I speak from personal experience. I spent all my time trying to be the best. Trying to get ahead. Trying to meet new people, learn new things, build more businesses, make people more money. New, new, new, and I was so afraid to just stop because everyone else would get ahead. I was so afraid to chill. And that I wouldn't be enough. You know, that was my fear, but when I did, the thing that's always been easiest for me is work. So, when I started focusing on some of the things that didn't come as easily to me, work took off, 'cause I was able to fix a lot of the areas where I was out of balance. And by work, I mean financial abundance. I mean opportunities that were bigger and took less time.

Like, better things and it meant cleaning my environment. And it meant connecting to my faith. And it meant truly not giving lip service to the fact that I was doing this for my family. But doing it for my family meant being with my family. For me. And I don't, by any means, want to imply that my beliefs and where I was out of balance and needed to be in balance would be right for you. 'Cause when you try to do what somebody else does, you'll know right away that it's not right for you. You have to do what's right for you. And you guys, this requires pen and paper, you can't think about this. It doesn't work you've got to sit down with a pen and a piece of paper and we're gonna do a lot of this next week at smart success.

I've got twelve hundred people, thirteen hundred people flying in to southern California to spend some beautiful time together and focus on our ideal lives. Putting it together, top to bottom. Every area of your life, and it's going to feel amazing. 'Cause nothing feels better than knowing where you're going. There's nothing worse than not knowing what the plan is. Just drifting. And we are going to do this together, and I can't wait to see you guys. For those of you who are just listening and you won't be there at smart success this year, I promise that there's lots of people who are going to be periscoping their days.

I'm sure they'll give you updates. And for those of you who are coming I can't wait to see you. I'm so excited! I'm so excited. Everything has gone off of our calendars to focus solely on you. Can't wait to see you guys. So thank you so much for being a part of this conversation. I really do want you to look at where you can get things in better shape, 'cause at the end of the day, it's about happiness, right? Thank you so much for being here.

This episode has been sponsored by courageous confidence club.com. It's a club that I've created specifically to help people who struggle with confidence and insecurities in social settings, and just standing up for themselves. Being yourself and feeling good about it. All of us can benefit from having more confidence. I'd love for you to just experience a taste of it, so please be my guest by going to ChaleneJohnson.com forward slash confidence tips. Now, if you don't feel like writing that web address down or remembering to go there later, all you have to do is, while you're listening from your phone, send a text message the number is nine four nine five six five four three three seven, and that is for US residents. Just send me the word confidence and I will send you access to this video.

This video will help you to eliminate self doubt and just feel more confident in any situation, whether it's work or personal, or just your social interactions. Every one of us can benefit from having more confidence. 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 minds.

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. So thank

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