**CS – GROW YOUR BRAND ON INSTAGRAM**

**Male Speaker:** Welcome to the Chalene Show. Chalene has helped thousands with her books, seminars and online academies. She's the author of the New York Times Bestselling Book 'Push' and a mother of two.

**Chalene Johnson**: Hello. Where have you been? Oh my God. Becky, where have you been? Actually, I'm the one who spend of MIA, no pun intended for the last couple of days. You may have missed my regularly scheduled release dates and a time that I normally release podcast; however, I want you to know, if you are new to the Chalene Show, this is something I told people I was to do.

Back in November, I struggled with the decision on whether not to continue podcasting. And if I do say so myself, those two episodes where the most popular, they're so cool; they're totally different from any other episodes you've heard on the Chalene Show and it's reality style like you’ll hear conversations in the car between myself and my kids, and my parents, my husband, getting advice from mentors, other podcasters and I just recorded every moment of me trying to make these decisions so that I can teach people - really the process that I use, that I find works very well to make a definitive decision when you are struggling with a difficult decision.

So I will place links in my shownotes to those two episodes. Oh please, listen to those episodes. They are my favorite but the truth is, podcasting is at least it was very time-consuming until I created a system which is sometime I'm going to share with you in an upcoming podcast.

It's very time-consuming, I love it. I've got a system in place now that it makes so much easier but at that time, I didn’t really have these statistics or the information to be able to substantiate the decision to spend as much time as I was spending podcasting. So I struggled with that decision and once I reached the decision that I was in fact going to continue podcasting - I did so with the input and advice of my husband and my kids and they basically said, "Yeah mom, as long as you don't feel like you have to release an episode, X number of days per week or on a particular day and as long as you let life dictate that and we come first and we're totally down with that." That's what I've been sticking with.

And recently, we open up registration for Marketing Impact Academy. If you missed out, I promise we do it every single year and I know you'll get a spot next year but that can be pretty time-consuming. I've got a new group of students going through; I'm so excited to start working with them and launching that and kicking that program off requires a lot of extra hours. Those hours can either come from time I would normally spend with my family or other places, as you know, my family comes first. Unfortunately and I'm really sorry, that means I haven't been able to do as many interviews or solo shows.

In fact, today's episode is actually an interview of me done by my friend Amy Porterfield. Amy Porterfield is one of the reasons why I'm podcasting.

In this episode, you'll hear Amy interviewing me about my strategies that I use to help build your business, grow your followers and just generally share your message in "your brand” using Instagram.

Now, before you think, "Oh, this isn't for me." I promise you, you have a brand even if you work for somebody else, even you're a stay-home mom or a dad in between jobs.

Everybody has a brand. We can make ourselves so much more marketable by putting our best foot forward and really understanding that it's not just about sharing every little detail and what you ate for lunch and what your sweaty workout face looks like but really identifying how Instagram works.

In fact, one of my students recently shared that she landed her dream job with Quest Nutrition after they found her because she had done such an amazing job of branding her Instagram account. Now, she works at Quest Nutrition headquarters and she's in charge of creating this really cool crazy concoctions; I know you've seen her in Instagram and I know you are like, "Are you kidding? Get in my belly." It's like these amazing deserts and they’re all very high in protein and delicious and I guess the moral of the story is, this isn’t just for those of you who are in business for yourself. This is for anyone who feels like you've been wasting time in social media. You're not sure what to post or what "your brand" really is.

So, here it is with great pleasure, I get to say, ask and you shall receive. Ladies and gentlemen, the mystery of Instagram revealed.

**[START OF PODCAST]**

**Amy**: Chalene, are you there?

**Chalene**: I'm here.

**Amy**: How are you today?

**Chalene**: I'm doing awesome. Thank you Amy. Thanks for having me.

**Amy**: Thank you for being here. I'm really excited because I was recently on your show and ever since then, I've been obsessed with all of your content out there. So I'm on the treadmill and I'm walking down the road with [Guss?] and I'm listening to all of your podcasts and just taking it as much as I can. I feel like maybe I’ve been a stalker but it's in a good way.

**Chalene**: Only for the last couple of days have been stalking you for years. It’s payback.

**Amy**: Today, I want to bring you on and talk to you all about Instagram and also add a layer to that Instagram and list building.

**Chalene**: Yeah.

**Amy**: I didn’t really even know if it could be done. I've dabbled with it a little bit; I have to say I love Instagram but I love it because I'm just getting started in it and I'm learning a lot but you've mastered it. Let's first talk about just Instagram, why you use it for your business, what you've done with it – just give me an overview if you don't mind.

**Chalene**: Yeah. I got interested in Instagram when I stopped having any type of reach on Facebook. About two years ago, I was just annoyed and I didn't take the time to figure out how to get my content back in the news feed, I just picked up my toys and stomped off the playground and was like, "I'll go figure out what's going to be hot next."

I still was there on Facebook but as I like to say, I wasn't spending my time there; I decided to take a season to investigate, to learn, to immerse myself in everything in Instagram because I knew it was up and coming. You hear about people being an early settler and I'm like, "I'm going to settle early."

**Amy**: And somebody did because you have gone from zero to over three hundred – I think you’re close to four hundred thousand followers on Instagram today on your - you have multiple – you called channels or accounts?

**Chalene**: I guess they're called accounts.

**Amy**: Okay, so you have multiple accounts. We'll get to that in a moment but your main account is what? Tell us that one.

**Chalene**: My main account I started with just providing fitness and life motivation in general and that's the only one that I continue to manage myself and I have other Instagram accounts that drive traffic to my website that I outsourced and I control the direction of the content but I don't have to live in them daily.

**Amy**: Okay. So the one you lived in is what? Where people find it...

**Chalene**: Yes, that's Instagram.com/Chalenejohnson, it’s C-H-A-L-E-N-E, Johnson. And I'm doing stuff there. At least every other day, if not every day.

**Amy**: Okay, got it and when you post there, the first question I have for you and this is truly something I'm interested in. How do you balance or what's your philosophy behind personal and business types of posts or do you even see the difference between each of those?

**Chalene**: Oh yeah. Absolutely. Here's - I think the number one thing people have to wrap their head around when it comes to Instagram is it's not Facebook and it's not Twitter and it's really more longer lines of Pinterest or like looking at an online magazine. If we know that people have very limited resources in terms of their time and time that they want to spend looking at something and we're trying to attract strangers. We're trying to attract people who don't know us. We'll then, to share a piece of your life and I'm a stranger and I lean on your Instagram page and I should care why. People are looking for value. It's like, "This enriches me because…”

Here's a great example. I start following on- now I can't think of her name - Rachelle Zoe because she has a show on Bravo and it's all about fashion and I like her but I really like her fashion sense. So I started following her and I realized, "Oh, I'm just getting a slice of her life and I want fashion tips. So, I unfollowed."

**Amy**: Interesting.

**Chalene**: Yeah. So my recommendation is, number one, first and foremost, you've got to make your account public. I know that seems so basic but I'd say over half the people who are trying to interact with me on Instagram and your account is private.

**Amy**: So you mean you see that lock when you try to go and connect with them?

**Chalene**: Yeah and so many business owners don't realize when they first set up their account. They set it up to private.

**Amy**: Oh, yeah, I don't want to do that.

**Chalene**: No and the second thing is to understand, really focusing on what your goal is and if your goal is to attract new customers and perhaps serve those that have already been attracted to you for a particular reason, then give them that. They don't care what my dog looks like. They want to know what it is that they originally followed me for and I’ve got to make that something of great value. So if I have fifteen seconds of their time, I can deliver.

**Amy**: Okay. So is that the reason why you've actually created multiple Instagram accounts?

**Chalene**: Yes.

**Amy**: Okay. Tell me about the other accounts you have out there.

**Chalene**: Well, two reasons. First of all, my big account now, my name, you'll see me do some personal stuff from time to time but those things I didn’t do at all for the first year and a half, I only provided what you came for and I was providing daily fifteen-second workouts that people could do at home, a little bit of nutrition, a little bit of motivation but mainly, it's fitness.

And then, after I have my account, go to a certain site, I can post on occasions something personal. What I want to do is create it just exactly as you would like a board on Pinterest. So I found that when I posted something fashion-related, I would lose a huge number of subscribers. They're like, "I don't know who you are. I really don't care about your fashion. I'm following you for fitness tips. Why is this here?”

**Amy**: Okay.

**Chalene**: So I started creating a separate account for fashion and then a separate account just for business owners and then another account just for personal trainers and all of these separate accounts are individual niches that I can use to drive traffic to my website.

**Amy**: Okay. I'm going to post to all or link to all of these accounts because I think they're fascinating. You’re the only person that I know that is actually doing it this way but one thing that I've learned through social media is that when I post something personal, let’s say on my Facebook page that it tends to get more likes, more clicks – all I know is really Facebook well, so more likes, clicks, comments, all that stuff. So if I post one day about Guss, something my cocker spaniel and then the next day, I'm posting something about Facebook. It's fascinating to me that people want to comment on Guss sometimes more than they want to post about the Facebook thing. With you, are you saying no that you actually try to stay away from the personal?

**Chalene**: You mentioned Facebook, and I find the exact same to be true on Facebook. There are people who are coming to my page for content and they tend to want a little bit more of, “Okay, prove to me you’re real.”

**Amy**: Oh, okay.

**Chalene**: And on Instagram, they're too, sometimes if I do something personal, it will resonate with people who are already my fans.

**Amy**: This is a good distinction.

**Chalene**: Yeah but we have to remember I'm trying to attract a stranger.

**Amy**: Yes.

**Chalene**: Who's looking for content and I want to be the person who they go, "This was really good information."

**Amy**: Okay, this is a huge lesson for me because I have really not used Instagam for business much, just a tiny bit but you're saying actually it's a good thing to - I love what you're saying. They're coming for a reason, so, deliver it.

**Chalene**: Yeah. I felt so many social media marketers who I'm like, "Gosh, really all that I get from their Instagram page is knowing who's who in social media marketing because they're taking pictures at events in such,” but I'm like, "I came to you for LinkedIn advice. I thought it will look up for person on Instagram because I get some great tips but I'm getting behind the scenes, pictures where I'm like, "Okay, this is interesting but not helpful."

**Amy**: Okay, let's talk about this. It's one of favourite conversations because with Instagram, it's new to a lot of people especially a lot of people in my audience, they’re just venturing out on Instagram and with that, they're thinking that they’re supposed to be taking pictures on a trip with their family, with their friends, whatever it is. How do you use Instagram for business?

**Chalene**: We have to decide what it is that you want to attract people to you for.

**Amy**: So what did you do in marketing advice like you do on one of your channels? How do you use it for business in that way?

**Chalene**: What I do, like for example, with the account I have called Instagram Impact, so it's Instagram.com/Instagramimpact and every day, I post a tip on how to use Instagram for your business and that is over- I think over 10,000, maybe 20,000 followers, I'm not sure...

**Amy**: That's awesome.

**Chalene**: And I post something each day where I provide great content, I'm going to update them what's the latest, what's the greatest things you need to know about hashtags or photo clarity or changes of Instagram and then, what I'm going to do is by doing that, I'm going to attract people who are on Instagram, not for fashion but for business. And those are the people who by using this great content, they’re going to go, "Who's behind this site?" And eventually, hopefully, they'll click on my bio which takes some directly to an opt in.

I also will use it from time to time. I’ll actually post, "Hey, if you'd like my free report on how to build your Instagram brand online for free, click here and it takes them – now you can’t put an actual clickable link yet.

**Amy**: Yes, such a bummer.

**Chalene**: But you can put it in your bio and that's really easy to do. So, when you do that, the best way to do it is to say, “Click here on my name,” and you actually type your own Instagram account name into the comment and when they click on your name, it actually takes them back to your bio. In your bio, that's a clickable link that can take them directly to a lead magnet, an opt in page, a video, your Facebook wall, wherever you want to take them.

**Amy**: Okay, great. So in your bio that link that you can use it, it doesn't always have to be just directly to your website and get sounds smarter to do it is send them to - let's say, an opt in page.

**Chalene**: Whatever promotion I'm in, I change out the clickable link on every one of my accounts so that all of the traffic from all of the tens and thousands of people I've been on Instagram are all going to one source.

**Amy**: Brilliant. I love that, changing out the links. So that leads us into the perfect conversation now about list building on Instagram. Hit it a little bit about promoting on an Instagram channel but really truly, what are some of the best tips you have up there about driving Instagram traffic to- I guess you probably send them to a lead capture page to opt in. Is that right?

**Chalene**: Yeah. In fact, you often use all of my accounts when I'm doing a launch and because we know videos are great way to connect with people, I'll just do a 15-second direct to camera.

Hey guys, if you want to know more about my upcoming marketing impact academy, please be sure to click on the link on my bio and there you'll be able to watch a series of three videos I’ll teach you everything you need to know and using video on all of those platforms too or, I'm sorry, in all of those accounts to drive traffic to my launch.

**Amy**: Okay, great. So you actually use videos – for those of you who don't know. You can do video in Instagram. It's fifteen seconds, right? Fifteen seconds of video and then of course, you can do images as well and you're telling them where exactly where to go to opt in.

**Chalene**: Yes. Now here’s the thing people need to understand about video. We know it's super powerful. We know it's the best way to captivate, to let people connect with us, we know we love video that tells you the whole story in fifteen seconds. What's deceiving about video in Instagram is your likes will almost always be lower and that's because of a - just basically human behavior.

You have to click the photo or the icon in order the video to play and you like it and you think that's interesting and then you moved on. So it takes going back to the video and then clicking like in order to get a like on a video.

So a lot of times, people will say, “My videos don't do as well because as of yet and it's coming, Instagram, if you are following any of their marketing blogs, they keep teasing the general population that they're creating these tools for business owners, so we will soon be able to see reach and what type of interaction we're getting and we'll be able to know a lot more about what's happening right now. It is trial and error but it's on the horizon and that's why I encourage everyone - if you already understand how powerful Facebook is and you know that Facebook is mom and pop of Instagram, it's coming and advertising is coming and all of tools that we love is social media marketers. Those tools are all coming. So establish deep roots now.

**Amy**: I love that. It's so true. Go where you feel like you’re audience is going to gravitate toward – and really master it now. Get really good at how you want to use Instagram and when your audience does start flocking there, you're ready for them. I love that advice and I want to bring in one of your students. She's @melissamade right on Instagram.

So Melissa Made and she's one of your students. I listened to one of your episodes where you interviewed her and I want you to talk a little bit about her and how she uses her Facebook but two things I want to point out. One, she uses video more than she uses images which is the first account I’ve ever seen that, where basically she's using video all the time and she mentioned, I think the first 15-second video she created took four hours or something. I love her honesty there and the second thing is she mentioned something about - she actually deletes promotions sometimes.

**Chalene**: Yes.

**Amy**: So tell me about her in general. It's fascinating to me.

**Chalene**: Yeah. Melissa is a great example of someone who was really interested in attracting the right type of customer to her business and using Instagram to do that and looking at all these tutorial videos and saying, "I think what's special about me is I've got a kind heart, I love to take care people. I want to show exercises but I also want the person’s watching this to get a sense of who I am so that they will feel comfortable coming to me as their business coach because she's a health and wellness coach and so, she created these split screen videos using an app called *Pick, Play, Post* that allows you to drag in two videos.

In one side of the video, you're seeing her to demonstrate the exercise and on the other side of the square video, it's Melissa speaking directly to camera, you connect with her face, her lovely smile, her vocal inflexion and even if she's doing an ab workout or glutes, you just go, "She's so nice, I like her, I trust her.” And she's built her account to over - I think it's over two hundred thousand.

**Amy:** That is insane. So when I saw that I thought that split screen is really cool and she just found her groove with that. It was something she loved to do. She was natural at it even though she always said that she didn't always felt comfortable in videos. It’s fifteen seconds, so it’s way less intimidating if you’re new at video. But then, talk to me about - and this is not for everybody but she had mentioned that she actually deletes some of promotional post. What was that all about?

**Chalene:** Yeah, I do too because you remember, you want this to look like a magazine so I want to always have my page be such that when somebody lands on it, they don't go, "Oh, this is a bunch of ads," or, "Oh, this is a bunch of stuff on their vacation to Disneyland.”

I want them to go, "This would be of value, I will follow this account". And so, myself included when there is a promotional piece, that is of great value to me to get in front of thousands and thousands of eyeballs but I also want to remove it once it’s no longer relevant so that when people are scanning my page and trying to decide if in fact, they want to follow. They understand clearly what they are getting. Let me give you an amazing example of this.

**Amy**: Bring it on. Okay.

**Chalene**: You are going to love this page, it's instagram.com/videomeals. Get ready to die. It’s so awesome. And you can just, he is doing fifteen-second videos and the account is ginormous. I think he has almost a million followers now. And what he is doing is placing his logo over the videos. You can do that by using an app called Stack Motion, S-T-A-C-K. And that would allow you to pull in your transparent if you want logo or a watermark or you can actually type across the screen like click my bio for the full recipe and these are fifteen-second tantalizing, amazing recipes that plays on hyper warp speed and it's just a simple way to show you how you can use great content like a magazine.

**Amy:** And does he promote?

**Chalene:** Oh, yeah. So, he is always sending you to his website where there's lots of different things that he sells and offers but the main thing is he is really driving traffic by providing very branded content. So that when I go to this page is like, "Yes, this is why I followed you".

**Amy:** And that's such a great point bringing it back to list building. One of the things I've learned is that when you - first of all, you do need to have something that people sign-up for of course. And a lot of our students, both of our students, know the value of a free giveaway. You have a fun word for it, freemium?

**Chalene**: Freemium.

**Amy**: I love that. So having something of great value for free but you don't always have to be telling everybody to sign up for it at every minute. Your content can speak for itself. Do you agree?

**Chalene:** I do. However, Instagram is one of the few places where you can have a call action in every single post in the comment not in the video and in the photo but in the comment section. You can put a call to action in every single post in the comment, not in the video and in the photo but in the comment section. You can put a called action in every single comment.

Now a called action can be as simple as, "Let me know what you think of these" and you get people to interact. Or if you know someone who would find this a value, please tag three of your entrepreneurial friends.

**Amy**: Oh, that’s a good one.

**Chalene**: I'm asking my own fan-based who’s already fan of let's say, Push me daily. I’m saying you love this content and you know better than anybody else, who else would love it. So I'm asking them to do the targeting and refer my page to their friends and that is the quickest way to get an account to grow.

**Amy:** Gotcha. Once your accounts start to grow, you have this audience. They are paying attention, so when you do promote or you do have the new free giveaway to give them away and you are talking about it, that's when you can start driving more traffic to your website or to your opt in page.

**Chalene:** Correct. Absolutely.

**Amy:** Tell me a little bit about some of the tools that you've used to build up your Instagram channel as well as build up your email list with Instagram.

**Chalene:** I would say the first and most important thing that people need to understand is that there are pieces of these that can be outsourced but only once you really understand the direction of the particular account that you are creating.

So for example, Amy, I think it's great that you have your own personal account. I would recommend that you create another Facebook, I'm sorry, another Instagram account that is just geared towards Facebook advertising.

**Amy:** I'm starting to think that that could be something really valuable after hearing from you.

**Chalene:** Yeah. And once you've really understand what do people like and what hashtags are entrepreneurs who are advertising on Facebook, what are they using? How do I get people to follow this page? Once you've got it down, then it's just a matter of outsourcing the theme that you’ve created to somebody on Elance who can manage that for you because that type of account doesn't need the same type of community interaction that a personal account does.

**Amy:** Got you. Now I’m starting to see the distinction between your different accounts and how you're using them.

**Chalene:** Yeah. Then the next thing you want to do in terms of list building is you want to provide a link to something that's relative. So for example, I have an account called Homeworkouts\_foryou and of course we can give people the links to this. Now that is an account that is really geared to this people who are exercising at home. It doesn't make sense for me to drive them to, let's say, a Marketing Impact or an Instagram Impact course, although I can but it makes a lot more sense for me to drive them to a freemium or lead page that offers a diet plan or an exercise routine for free.

So especially for those who are listening who have maybe a variety of different opt ins, you can choose an opt in that relates to the content that you’re featuring on your Instagram account.

**Amy**: Okay.

**Chalene**: Let me tell you another really quick way to build what I call a feature account. Now let me create the distinction that a feature account is featured content. It’s not necessarily you. So I call my Instagram account, Instagram Impact, I call that a featured account where I'm featuring content that relates to Instagram. Homeworkouts\_foryou, that is the account where I feature other people, not myself, exercising.

Now the reason why I do that is because number one, people love to be shared. They are like, "Oh my gosh, I got on this huge page. This is so exciting". And they take all of their friends, which makes the account grow.

**Amy:** Oh, I love it.

**Chalene:** And then we'll say things like if you want to be featured which everybody does because they want exposure for free. If you want to be featured, be sure to follow us, tag a few friends, and then use the hashtag homeworkouts\_foryou in your next fitness post to be considered.

**Amy:** Oh, that is great way to build a tribe. I mean that's what you're all about but that is an awesome way to do it.

**Chalene:** Yeah. There are so many cool things you can do on Instagram and I really do believe it is going to be huge soon. Like people have wrapped their heads around the fact that we get to advertise on Facebook and I believe that Instagram is on the cusp of doing some great things for entrepreneurs.

**Amy:** I totally agree and so basically what you've thought us here is that you can have your personal account and then you've got this featured accounts and these featured accounts are very deliberate, can be definitely outsourced ones you've really get the flow of how things work and how to build an account and so it doesn't have to be all you.

**Chalene:** Correct. So if you go on for example, last time I mentioned homeworkouts\_foryou. What I want to say is that in the bio, I say this is - I say this page is being managed by Team Johnsons so that no one thinks they are actually speaking to me. I want to be transparent. This page was founded by Chalene Johnson and then there is a clickable link in the bio. But people get really excited about having their content featured on this page and now we’ve got over a hundred thousand followers and I – to be honest this is the first time I look at this page in probably a month.

**Amy:** Oh my gosh! And where is that clickable link going to?

**Chalene:** That clickable link is going to my website right now but we change it out depending on what type of promotion is relevant to this content.

**Amy:** I love that. That is great stuff. So Elance is a tool that you used regularly to help you build up the content for these different channels and then of course, your people and your team helping you manage them.

**Chalene:** Yeah, and for the most part, any solo entrepreneur can use incredible resources at an Elance which Odesk and Elance combined forces and for just a very small fee, have somebody collecting the content, writing your post, managing your account for you once you really know what you want it to look like.

**Amy:** I love that. I'm a huge fan of outsourcing, so that's a great tip there. And then you have one other tool you told me about.

**Chalene:** Yes, that is Iconosquare. Iconosquare is a free resource. It’s unbelievably revealing. What you can do is you just enter your Instagram account name and by clicking on, for example, the top, your statistics.

Your statistics can show you how your engagement has grown over the course of the last seven days last year. It can show you how you can optimise your post because it will tell you and it is really cool because it shows you this little graph that'll say, “Okay, here is the time of day you're posting and here's where most of the people who follow you are actually online.” It allows you to line that up because you take your thumb and you scroll down only so far.

Instagram’s a little different from other accounts. It’s probably more similar in terms of the feed on Facebook where you scroll through and then you were like, "Okay, I've seen enough.”

**Amy**: Exactly.

**Chalene**: So in order for people to actually be looking for your stuff and actually go to your account, you need to provide the type of content that everyday gives people a valuable nugget.

**Amy:** It's so true and one thing I learned about Facebook is you don't even need to write that much. Would you agree that sometimes the pictures speak for themselves?

**Chalene:** On Instagram?

**Amy:** Yes.

**Chalene:** I would say that but I think that again I would suggest that people look not at my personal account but my featured accounts because what I do on my personal account isn't as quite frankly as impactful for a business owner as what I'm doing on my feature accounts.

On my featured accounts, I take advantage of every single inch of that comments space. I'm going to tell you why this tip is relevant. I'm going to share with you some of the places you can look. And I'm usually going to put in there some type of a call to action.

So I might say, if you are looking for more great tips on how to build your own Instagram account, please be sure to visit or click on the link in my bio or please be sure to - and I never post to one of those accounts without a call to action.

**Amy:** Okay, that is good to know. I mean that's list building 101 and it is so important. You got to ask for it in order to get people to go there.

Okay, so great. So you're saying great examples of list building and how do you speak are Instagram – I’m so obsessed with Facebook. How do you use Instagram to really attract the right audience and lead them to, let's say a free giveaway is great examples of that are all your featured accounts which I'm going to link to into the show notes so people can really pour over them and find out what you are doing because I think there are so many nuggets in there.

**Chalene:** There are so many people now who are advertising on Instagram, their giant accounts that you might not even realize that there's advertising going on. It's very subliminal. The largest advertisers are now reaching out to accounts that have over a hundred thousand followers and saying, "Hey, if you just hold this Jumba Juice cup or if you just…” And that's just fine; it's a great way to make extra income but if you’re the person who wants the advertising, why not build these accounts yourself and have control over the content and create those individual niche accounts and then outsource them, so you don't have to spend your entire day on your phone or on your computer.

**Amy:** I was going to wrap it up before I have my final question for you but I was going to wrap it up by saying, can you give somebody that's just starting out some advice as to how to get started with Instagram on the right foot with the idea of, I'm going to use this account to build a community but also build my email list and it sounds like the featured accounts are the way to go.

**Chalene:** My advice would be to create and honor a theme. So if you, yourself, would go on Instagram and you were like I would follow an account if, fill in the blank. And I would actually look at it every day if, fill in the blank. Whatever that is, that's what you need to create.

**Amy:** I love that. That's even a great question you can ask your existing tribe like what do they want to follow. When you think sometimes you think you know and you are going to be surprised with some of those responses that you get from them. So that's great.

**Chalene:** I would love for you to have a Facebook ads feature account. I swear I will shout it out. Because people feel like, "Oh no, is this information out-dated? I just read this but is that from month ago?" If they see it on your Instagram account, they would know it’s the latest, most updated information and it's a great way to promote you're upcoming marketing program that teach people how to use Facebook ads.

**Amy:** You are so right. I think you’re definitely giving me that Instagram vibe like I got to figure this out for sure. So I appreciate that and what's cool is that you actually have an Instagram program. Tell us about that.

**Chalene:** It's called Instagram Impact and that's what I teach just the nuts and bolts. Like okay, how do I open an account? What type of names should I choose? What types of photos are acceptable? How do I create videos?

I actually do a screen flow for all of my favourite apps. I'll show you how to use, not popular hashtags but the hashtags the people who you want on your list are using and then how to interact with them.

I teach just some of the techniques that will quickly build your account because let's face it, great content doesn't build anything.

You have to make sure people know about it. So even if you got great content, you've got to interact with people and teach people how to outsource some of that. So again, you are not stuck on your phone or on your desktop. But just by lesson by lesson by lesson, walking you through the stages so that by the end of this, like many of my students who can have over a hundred thousand, two hundred thousand followers on Instagram but more importantly, you know how to drive that traffic to your website.

**Amy:** For sure and you definitely have some pretty impressive success stories from that program. So I'll definitely link to it in my show notes and if people want to just find out more about you and start following all your great tips, where would you send them?

**Chalene:** I would say I'd love have you follow me on Facebook and it's Chalene Johnson. I'm sorry just my first name Chalene so facebook.com/chalene and then of course my website, chalenejohnson.com.

**Amy:** Awesome. Thank you so much for being on the show. These are such great tips. I can't wait for people to really dive in and start seeing an impact with their own Instagram channel. So thank you so much.

**Chalene:** You got it Amy. It's been a pleasure to be on your show.

**Amy:** Take care.

**[END OF PODCAST]**

**Chalene:** That sure was fun and a special thank you to Amy Porterfield. Please be sure to check out her show. You'll find her in the business category; it's Online Marketing Made Easy and she's got so much great information. You really will get the knots and bolts of just about every type of online business marketing you can imagine.

In the meantime, I'd love to know what you thought about this show and what social media platform has you most intrigued, like, is it Pinterest? Is it Facebook? Is it learning to spend less time in social media?

Let me know what topics you would like to hear next. And as I promise in the beginning of the show, I'm going to do an episode on how to create systems. I don't care if it's a system to get triplets ready in the morning or how to create videos or how to get the kids out the door.

When you learn to create a system for the time-consuming tasks that you repeat daily, what you will find is freedom - freedom of time, less stress and smooth sailing. Who doesn't want smooth sailing?

Hey, I love you. I mean that and thank you for being patient in my absence. Thank you for allowing me to honor my family and my responsibility to raise kids who go often to the world and can take care of themselves. Knock on wood. And just thanks for being there for me. I really appreciate you. I love you.

So let me know if you got this message. Give me your virtual hug and high five. Give me a hashtag high five on Twitter, Facebook, Instagram, wherever you are hanging out, I will find you. Never forget: you are the bomb.com.

**[END OF RECORDING]**