

Team Hardcore Call Transcription March 23<sup>rd</sup>, 2017 – Brock Johnson - Top 5 Ways to Connect Using Snapchat

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00:00:01 Jenelle: Hey everyone. My name is Jenelle Summers and this is the Team Hardcore training call and today's topic – I'm so excited - is about Snapchat: the top five ways to connect using Snapchat. You guys, we so need this training. You might be thinking you're going to resist this whole Snapchat thing, but think about, you guys, as times change you're probably going to adding people to your team, you know, a year from now or two years from now where they are like, "I'm not even on Facebook or I'm not even on Instagram; I'm only on Snapchat." So you guys, we've got to get with this and keep changing with the times. If you're afraid of Snapchat, believe me, I get it. I have so many struggles and fears when it comes to Snapchat and our guest speaker today, who I will introduce to you in one second, has helped me so much and I have so much inspiration to try and get better and learn to use it better. So I'm really excited about this training. So let me just say too that we are toward the end of this month. So it's March 23<sup>rd</sup>, so you guys, you have a full week and then some to really finish the month strong. So even if you're at zero Success Club points – I can't tell you how many times I've had coaches say, "You know what? On the 29<sup>th</sup> of the month I was at zero Success Club points and just from all of the follow-up type in doing and talking to, connecting with them one on one, now I'm at Success Club 6 within the last 24 hours." It can happen. You just really need to keep talking to people and keep connecting and keep really listening to what their needs are. You can finish this month strong even if you didn't start strong and you have a full weekend then some...well a full week, exactly a full week, to still rank advance. So Thursdays are the only days that ranks change, of course, so whatever you have lined up by next week Wednesday night. I don't know the date next week Wednesday night, but it is the last Wednesday night of the month. So whatever you have lined up for next week Wednesday night, that is what your rank would be next week Thursday. So think about

that and get focused. Okay, so with that, let me introduce to you our special guest speaker. Very special to me, of course, because this is my nephew Brock Johnson and he is the creator of Unwrap Snap. So unwrapsnap.com - oh man, my text messages are going to come in and make noise the whole time. Okay guys, do me a huge favor and don't text me during this one because I don't want to keep ringing. I've got to figure out how to turn it off. Okay, so he is the creator of unwrapsnap.com which is the program that helped me, the academy that helped me and it's so fast to go through, by the way; it so user-friendly, but it was what helped me to start to dig into Snapchat myself and...because I don't know about you guys, but when I first saw it or first started using it, I just didn't get it, and of course I asked my son, and he was like, "Well you just do this and he do this and you do this and then you just go like this." And I'm like, "What? Slow down." Like I had no idea. So Brock shows you right from the following. I mean it's just awesome. I won't go into a whole thing about that, but it is amazing. So unwrapsnap.com and he was also recently a speaker at Chalene's Marketing Impact Academy and I heard so much amazing feedback from his presentation and I heard parts of it myself and I was like, "Oh my goodness, I need to have him speak on one of our calls." We need this you guys. Brock is also a quarterback at UC Davis, so that's super exciting. And he's also like I said, my awesome nephew. So with that, Brock are you there?

- 00:03:48 Brock: I am.
- 00:03:50 Jenelle: Awesome.
- 00:03:51 Brock: I'm excited to be here. Yeah, so like my Aunt Jenelle said Snapchat can be very confusing at first and that's what led me to create Unwrap Snap, my academy, and my Aunt Jenelle was actually one of the first-ever test guinea pigs that I gave it to her and let her go through it and give me some feedback and also learn it. So thanks so much to Aunt Jenelle for being a guinea pig for Unwrap Snap in helping me improve the academy before anyone else.
- 00:04:19 Jenelle: Of course. I'm a good guinea pig for stuff like that because I'm just clueless on all this stuff. So yeah.

00:04:25

Brock:

Yeah, no. But so it seems like everyone is clueless on Unwrap Snap. So I myself was clueless on Snapchat, so when I first got on Snapchat it took me a while to learn and now what I do is I teach other people. So I teach people like my mom even everything they know on Snapchat: all the advanced features and all the things that would take you months and months to learn and figure out on your own. I teach you how to do that superfast, but today I wanted to share the five ways to connect with people using Snapchat. When I was first talking to my Aunt Jenelle about coming on this YouTube Live and about going on this call, she sent me a text and it said, "With coaching the most effective thing we can do is not sell, but instead build one-on-one relationships," and this fired me up because it was like the perfect way to incorporate Snapchat because Snapchat is a 100% all about one-on-one relationships. More than any other social media, social network, it's about building one-on-one relationships. So Instagram and Facebook and YouTube and Twitter, they're all about reaching the masses. And you can reach the masses on Snapchat, but at its core, it's about building one-on-one relationships. So that's why I absolutely love when my Aunt Jenelle said that because it was like, "Perfect!" Like that's exactly what Snapchat is all about and that's why I love it. I built so many one-on-one relationships using Snapchat and it has the word "chat" right in the name. Like it's literally built as a messaging app. Of course it is social media, but it's also a messaging app that offer so many unique messaging features that allow you to build that real one-on-one connection with people. So today I want to talk to you about the five ways that you can really connect with people using Snapchat. And the first thing is your story. So on Snapchat, for those of you who don't know, you don't have a lasting profile. If someone searches you, they can't see everything you've ever posted on Snapchat. They can only see the things you've posted in the last 24 hours. That's called your story. Your story is pictures and videos, it's snaps, that you've posted in the last 24 hours and because of that it's almost live. It's basically like a Facebook Live that's on replay. So when people watch it they feel like they are live with you and it's video. Because it's a video it connects with people so much more. You can connect with people through video,

through making eye contact with the camera so much more than you can by posting some Photoshopped picture on Instagram or some great graphic on your Pinterest or on your Facebook page. I read a stat that said, "80% of people would rather watch a video than they would read some blog content," and I can guarantee you it's probably more than 80%. I don't know who those 20% are, who would rather read a blog post, but I would definitely much rather watch a video. And that's what Snapchat is; that's what's awesome about Snapchat is that it's all video and your story which is the first way that you can connect with users. It's putting your face out there. It's your profile on Snapchat so you have to use your story and use that video to connect with people and to share the content that you normally would on a Facebook blog, but here's the awesome thing. Here's one of the things I've been helping a lot of people with recently is a lot of people are scared to do Facebook Lives. A lot of people are scared to go on YouTube Live because it's a big challenge. It's hard to be live, on-camera for a long amount of time and know what you're going to talk about and to write a script and to plan what you're going to say. That's what's great about Snapchat is that you only have to talk 10 seconds at a time. A "snap" is only 10 seconds at a time, so you can practice and if you mess up, can delete it and do it again. So you can just keep practicing in 10-second increments and it also trains you. So it trains you to talk in those 10-second increments. It trains you to talk in sound bites and to not mince words and to not babble over anything or to draw out a point longer than it needs to be. Because you can get your point across in 10 seconds and then share it in video form which will connect with your users and your followers and there's just no better way to connect them through video and the easiest, most affordable, and quick test video platform is Snapchat right now. So the second best way to connect using Snapchat is to give calls to action and the two best calls to action on Snapchat are asking people to screen shot and asking people to swipe up. First were going to talk about screen shotting. Screen shotting is when you tell people, "Hey, screen shot this next snap," or sometimes you don't even have to tell them, but when you give them that direct call to action, "Screen shot this next snap," you'll see your engagement go way up. And what's

awesome about when people screen shot is now your snap is in their camera roll. So later on in the day when they're going into their camera roll to look at their pictures or whatever, they're going to see your snap and they are going to be reminded of whatever it was you were sharing or whatever it is they wanted to do with that screenshot. So yesterday on my story I put a picture of my new remote that I can use to record my snaps hands-free and that got hundreds and hundreds of people screen shotting it. So now I don't have an affiliate link for that, but if I had, for example if I had an affiliate link, now anyone who clicked on that snap and screen shotted it would now be able to go to the affiliated link later on in the day and I would get some sort of reward payment for that and that's just without even asking people. And if I actually asked people to screen shot it, it would go hundreds and hundreds, thousands of people screen shotting my snap. The next kind of engagement that I want to talk about, that I mentioned a second ago, was swiping up to chat. Snapchat has this awesome feature where if someone is watching your story, they can swipe up from the bottom of the screen and send you a direct chat. I love this and everyone who watches my story love this and loves that I use it. So if you tell people, "Swipe up and send me a chat," it engages them so much because now they feel like they are a part of what you're doing. They feel like they had input into what you're creating and what you're saying. Not only that, they also get to direct message you. They basically get to send you a text message. It's crazy how many people will send me a chat and I'll reply, because I do think it's very important to actually reply to the chat and they'll say, "Oh my gosh. I was so surprised you replied. Thank you so much. That meant so much to me." I have people on my Facebook Live saying, "You chatted me back the other day and that meant so much to me." But really, it doesn't take very long and it creates so much engagement and so much connection when people swipe up and send you a chat and you actually reply. So on your story you definitely have to be constantly asking people to swipe up even if it's only once a day. Just asking them to swipe up and tell you something. "Swipe up and tell me how your day is going. Swipe up and tell me what your biggest fear is." Just things like that when you can actually engage with someone. And it so much more of a connection than just

commenting back and forth on Facebook or just sending someone a mention on Twitter or on Instagram, because you're actually having a one-on-one, private chat conversation. Super duper cool, super great way to connect with people. Sean Connell who's the YouTube guru: I connect with him. We are good friends, but we only talk on Snapchat. So that's how we connect and it's awesome. We've built our friendship through Snapchat chatting. Super duper cool. The third way that you can connect with users is in those direct chats. So in those direct chats, of course you can message people back and forth and you can have these great conversations with people, but you can also send them things. You can send them pictures. You can send them videos. You can send them just text conversations, emojis, bitmojis. You can have great conversations back and forth. Here's the thing: most/all Snapchats disappear after you open them. So a story lasts for 24 hours, but a chat goes away immediately and that's a bummer, you know, because if you're having this one-on-one conversation with someone, you don't want it to disappear, but you can save them. That's what's awesome. There is a way to save your chats so they don't disappear. When you're in Snapchat if you hold down your finger on the chat you sent or on a chat you've received, it will put a gray background behind it and that means it's saved. Once it saved, you can go back to it forever and you can find that chat and you don't have to worry about it disappearing. So I've heard a lot of people saying that, "Brock, I love chatting with Snapchat and I'm engaging with a lot of people, but I feel like after I open it and it disappears, it's gone and I've lost that connection." It won't be if you save it. So you need to hold down and save it in the chat that way you can remember what you are connecting with that person about. Don't worry, like in my academy we go much slower through all this stuff. This is kind of just like the five reasons. This isn't the whole screen flow that I could give you on my phone. Anyway. The fourth thing can do to connect with people using Snapchat is you can do calls. You can actually talk to people on the phone in Snapchat without having to have their phone number. All you need to do is be able to find their Snapchat account. All you need to do is message back and forth with them, then you can call them. So from the direct messaging in Snapchat that we were talking about a minute ago, you can actually call

people and you can FaceTime people. So you can live video chat, one-on-one with the person. How much more of a connection can you get? Unless you're sitting in a coffee table, you can't get more real than that. Because when I'm on Facebook Live or YouTube Live, I'm talking to the camera and I'm hoping that you're listening. When I'm talking to Snapchat, I'm sending it on my story and you are watching the story so it feels one-on-one, but it's not actually one-on-one. When you live video chat, one-on-one, with a person in Snapchat chatting, it is insane because you're actually sitting there and can see their face and you can see their reactions and they can see your face and your reactions and you're able to have a full conversation as if you were FaceTiming the person right there in Snapchat. It's insane how real of a connection you can build by video chatting with someone or talking on the phone with them in Snapchat. You can also – this is a new update – this is only a few weeks old. In Snapchat you can do groups. So you can chat with up to 16 people at the same time. So if you wanted to have a team group or a family group or any kind of group in Snapchat, you can send video messages just to that group. So up to 16 people you can call and send an audio message or a video chat message to up to 16 people in a group and they can all communicate as if you were in the same group chat in text messaging, because text messaging is going to create more of a connection than Facebook messaging, that's for sure. So Snapchat messaging is just like that. You're having a private conversation and you can now create groups with up to 16 people have those private conversations, to have a phone call, to have a video chat. Super duper awesome. The fifth way you can connect with people is that you can send links within Snapchat. This is super cool because no other social media offers this. So of course you can post a link on Facebook and people can open it, but on Instagram, if you send someone a link, they can't open it. If you comment a link on a photo, they can't click and open it. If you direct message someone a link, they can't open it. They are out of luck. You know, you're going to have to hope that they write it down and then search it later. How hard is that? Who transfers something from their phone to their paper back to their phone? That's not going to happen. In Snapchat you can send someone a link and it will open right there in Snapchat. It doesn't

ask them, "Would you like to be redirected to Safari?" It opens, right there in Snapchat. Super duper cool. I use this one all the time. So all the time on my story I will say something like, "Hey guys, if you want to learn more about Unwrap Snap, send me a chat and I will send you the link that opens directly in Snapchat," or, "Hey guys, I'm doing a Facebook Live tonight at 5 PM. Swipe up and send me a chat and I will send you the link that opens directly in Snapchat so you can be there and so you can watch." People love this because now when they are swiping up and sending you a chat, not only are they engaging and connecting with you, but you are also replying and giving them something that seems very unique and cool, because you can't open links on Instagram, so it feels very special that someone has a link that opens in Snapchat. Here's the secret though, it's not a special link. It's not something that I had to put in some special formula or app. It's just the normal url, but because of Snapchat's advanced features and advanced interface that Snapchat offers, when you put that link in its ready to open in Snapchat. So if I send you a link to my Facebook Live, you can swipe up and asked me for it and I'll send you that link and now you can go directly to Facebook in Snapchat. Like the little page will pop up in Snapchat and you'll be able to watch my Facebook Live right there. It's super duper cool. So it's a quick, very quick and user-friendly way to share urls and to share links and they open in Snapchat. It also gives you a little preview of what they are going to see so they know that they are not being tricked or they're not being fooled into going to some other link. This is super awesome. So when you ask people to swipe up and send you a chat, now they're actually getting a reward for sending you the chat which is the link and then the link can open right there in Snapchat. So this is just why I love Snapchat. There are so many ways to connect and engage with your users. There's...of all the social media I've been on and I'm 20 years old. So I have been on every social media imaginable. I've been on the social media that failed. I've been on the social media that are taken off. I'm on Facebook. There is no more realistic way to connect with users, a lot of users or one-on-one, than with Snapchat. I absolutely love it. I use it all day, every day. It is my platform of choice. I could give you 50 more reasons of why I love it. I could tell you how it saves you time and how it saves you money



and how you can repurpose it and how you can monetize it, today those were just the five ways, five quick ways, easy ways that you can connect with people using Snapchat.

00:19:49 Jenelle: Oh my gosh. Brock, that was awesome. Okay, so I want to say too - a few things...well first of all you guys, today is special for Brock because I was like, "I cannot get on this training with Brock and tell him that I'm not going to be able to see anyone's questions," so I made sure that I set it up so that I can see your guys' questions. So if you any questions, ask them because I can see it today. Brock can't see them, but I've got another computer set up so I can see them. So let me know if you have any questions, but my question was...okay, people are texting me. Okay, try not to text me. Okay, so my question is first of all, the whole thing with calls on Snapchat, like video Snapchat, this just blew my mind. And Brock I've really been trying to follow like all of your tips. Whenever you're going on Facebook Live I've been trying to watch all of your Facebook Lives and I'm really trying to like wrap my brain around all of it, but I did not know this yet. Is this something that you go into any more...like have you put that on your unwrapsnap.com yet?

00:20:51 Brock: Yes. I believe...yes. Yes, there should be a lesson and if not, then it should be updated soon because I'm updating about 10 more within the next couple of days, but there should be...I have a lesson on group chatting. It's a pretty new feature. It's only probably a couple of months old, so yeah, you can do group chats. You can't do a group call like this where I'm talking and immediately the 15 other people are listening, but it can send them an audio message and that 15 other people can then listen in.

00:21:23 Jenelle: Okay, okay. Awesome. And then...that's so funny you said when you give people the call the action to swipe up to the link, even I fell for that. [Unintelligible] Like, "Send me that link," and he's like, "Aunt Jenelle, you already have that link." That was so funny. Okay, hold on. Jen says...Jen Delvo says, "How many times do you think we should Snapchatting per day?"

00:21:47 Brock: That's a great question Jen. Jen was one of the original guinea pigs as well. I recommend snapping 10 times per day on your story. So that seems like a lot because on most other social media, if you were to post 10 times on Instagram, that's a little bit too much. But 10 snaps in a day is perfect. So 10 snaps at 10 seconds apiece, you know it's a little over a minute and a half of content. That's not that much content. But 10 steps a day is what I recommend. You know, some days you're going to provide more content. So yesterday I was on a roll and I gave like 30 snaps on my story yesterday. The day before, it was only like five. So it averages out and it balances out. The average person posts 11 snaps on their story per day. So that's the average; that's a good thing to keep in mind. So if you ever feel like you're going overboard, you can remember that the average person posts 11 times a day. So I say 10 is a good number to shoot for every day.

00:22:48 Jenelle: Okay. And Angie wants to know, "How do you get more followers? How do you find them?" And I know I've heard your tips on that, but obviously a lot of people haven't probably heard those tips.

00:22:59 Brock: Yeah, so a lot of people worry about that because Snapchat's searching abilities, they're not great. They're not like Instagram and they're not like Facebook. You don't have hash tags on Snapchat. It's hard to find people unless you know their exact username and that goes back to when Snapchat was created. It was created as a chatting app so they didn't want you to just be able to add thousands and thousands of people. They wanted to be one-on-one, which is great for connecting. It's not as awesome for finding other people, but there are some ways to grow big followings and to grow big followings fast. One of them is the app Ghost Codes. I'll show you that right here. Ghost Codes: it is this purple app right there. See if you can see that. Yeah, Ghost Codes. If you download that and if you put in your username and your information in that. I recommend not spending a lot of time on it, just making your account and then kind of leaving it be, but if you create a Ghost Codes' account, you'll get 50 to 100 followers overnight, which is awesome. And then the great thing about Snapchat is your followers do multiply. So once you get one and they tell someone else, then you have

two, then four. So you continue to grow followers day after day just from word-of-mouth. So if you're posting great content, you will grow your following. And then I also recommend posting your Snap code on all your other social media. So I'm guessing you probably have a bigger following on Instagram, on Facebook, than you do on Snapchat, especially if you're just starting out. So to post your Snap code, what your Snap code is this thing right here. This is your Snap code. So screenshot that and post it on all of your other social media and tell them to add you and give them your username, which is you have to be exact with that username. So you have to give them your username, tell them to add you, and then there are also lots of other things you can do. So shout outs: you get a shout out from someone or you give someone a shout out, you know, you can exchange users there. Let's see, there's lots of other things you can do. I'm blanking on a big one right now, but yeah, there's lots of things you can do to gain new followers on Snapchat. And definitely, one way I like to encourage people to add me on Snap is to give exclusive details and discounts only on Snapchat.

- 00:25:19 Jenelle: Oh, good idea.
- 00:25:20 Brock: "Hey, if you go over to my Snapchat, I'm offering 10% in my academy, but it's only on my Snapchat and that's the only way you can see it. So add me on Snap, brock11johnson, and then you will see the special discount coupon. But it's only there and it's only available for 24 hours." Now you'll get a rush of people going to your Snapchat to add you to get that discount code. That's how you can create a little bit more urgency for people to follow you on Snapchat.
- 00:25:41 Jenelle: Yeah, you guys, so I hope you heard his Snapchat name: brock11johnson. Definitely follow him because he's constantly giving you tips and learning new things every single day. So brock11johnson and they see a few questions on here that he definitely goes over on Unwrap Snap where he actually shows you how to do these things. Jen was asking, "Does it matter if you skip a day?"
- 00:26:07 Brock: No, it's okay if you skip a day. I just wouldn't skip a week. So I definitely understand that sometimes life

gets busy and sometimes you have to skip a day or you get sick or there is a day where you just have to do something in your phone is not available or you're traveling. I understand that there are days, I think everyone understands when there are days where you're not posting and that's the nice thing about Snapchat is that since it disappears after 24 hours, someone's not reminded of that. So someone's not saying, "Oh, Jen Delvo hasn't posted in 48 hours." They're not able to see the exact hour count if you have posted within 24. So unless the writing it down in keeping track, they're not going to know if you skipped a day. So it's okay to skip a day, I just wouldn't skip multiple days in a row because when you skip multiple days in a row then people, when you do post, people are like, "Wait, where was this person? Where did they go? Are they really that engaged with Snapchat? Are they really using it or should I just follow them in other places?"

00:27:03 Jenelle: Right, right, right. And Heather is asking, "Do we always have to add value on Snap or can we just show the reality of our day?" I have to say this is a great question because I actually snap probably 100 times a day and I don't post any of it. What I do is I snap things, I save it to my memories, and then I look at it and go, "That was dumb," and I [unintelligible]. So I do that like 100 times a day, so I get Heather's question because I always feel like I'm not giving enough value, so then I don't post.

00:27:37 Brock: Yeah, no. I get that, than actually that's what kind of awesome about Snapchat is not everything has to be value. So of course yes, everything should some sort of value, but everything doesn't have to be directly related to your brand value, I mean. So if you're a coach, not everything you have to post has to be about your coaching business. So even though I'm a Snapchat guru and a lot of the things I've posted on Snapchat are Snapchat hacks and Snapchat tips, not everything I post is that. So yesterday I was at the beach and it was beautiful so I did 10 snaps, five snaps, in a row of how beautiful the ocean looked yesterday. That doesn't have value to someone who wants to learn about Snapchat, but I think it has value...because I got a lot of people saying, "Brock, is so beautiful. I love those flowers on the beach." It adds value in that way. So I also do a thing

on my story every morning called “Snap Happy Tip of the Day.” This is how I start my Snap story every single day is with a little “Happy Tip.” I think I’m on day 16 today. So for 16 days in a row I’ve done my “Snap Happy Tip of the Day.” So this, again, doesn’t have anything to do with Snapchat it’s just a happiness tip. So it is providing content and it is valuable, but it’s not directly tied into my brand. Or last week, I put a funny video. So there was a song and right as the bass drops, I turned to the camera and zoomed in on my face and there’s a funny video and I even put the caption that said, “Does this add value? Does this content and value?” And 30 people chatted me and they were like, “Yeah, it does because it’s funny. It’s not your typical Snapchat tips, but it’s funny. So yes, it adds value. It made me laugh.” So that’s the great thing is you don’t always have to be directly brand specific. You don’t always have to be talking about a workout or talking about a diet plan. Like the other day, Aunt Jenelle, you were with Grandma, you were with Grandma Melvin talking about just...

- 00:29:37 Jenelle: You couldn't understand what we were talking about because we had a voice changer.
- 00:29:41 Brock: You inspired by next day’s Snap brand. But now, just talking and just telling a funny story or if you are with your kids and they did something funny, tell the funny story about them or interviewing your kids and asking them questions because kids are hilarious. Suggest the things you do on a daily basis that have emotions. So whether it’s happy or sad or a frustrating thing that happened at work or an annoying coworker or a long drive...just anything that shows emotion, will add content and will add value. It doesn't necessarily need to be brand-specific content, killer information every second of every day.
- 00:30:27 Jenelle: Yes, that is so good, so true. Angie’s asking, “What about settings? You can view my story and contact me? Is it everyone or just friends?”
- 00:30:37 Brock: You want to set that up so that everyone can contact you. This is one thing I went over in my presentation at Marketing Impact Academy is you definitely want to have...this is probably the tip I was forgetting about

how to gain new followers. You want to definitely go up into your settings, which is that gear up in the top right. It'll focus...it won't focus, but you want to make sure that everyone can contact me and everyone can view my story. You want those both turned on so that everyone can do that. It's basically like making your profile public. You wouldn't want a private profile because then no one can find you. No one can chat you. No one can add you unless you've added them back. You don't want to have...if you're going to have thousands and thousands of people watching your Snap story you don't want to also have two watch thousands and thousands of other people's Snap stories. You don't want to have thousands and thousands of friends. You just want a few. So definitely turn out on so anyone can contact you because if that is turned off, they can't contact you; it's hard to find you. So it's basically like having a private profile. So definitely turn on everyone can contact me and everyone can view my story.

00:31:43 Jenelle: And I like how you and Chalene and Brett and I do it to, like I don't open...I think it's the red and the purple and I forget which one is video in which one is a picture, but I just...when I see red or purple if I don't recognize the username, I don't open. So do you recommend that?

00:32:02 Brock: Yeah, yeah, I recommend that. I mean personally, knock on wood, I've never gotten an inappropriate snap, but I did get lots of people saying, "Brock, I turned on everyone can contact me and I got some random person sending me an inappropriate snap," and of course there's always going to be people like that in the world who are going to do that. So that's what I just recommend is purple is video and red is just a still picture. I don't open those. So if you send me a picture or video, I don't open those. But if you send me something that is blue, which blue is a chat, I'll open your chat because sure, we can have a text conversation. But if I don't know you, I don't trust opening a surprise picture or video from you. Yeah, that's a little tip. It doesn't happen to everyone because I have personally never gotten an inappropriate, but I know that I do get people saying, "Brock, ever since I turn that on I got someone sending me an inappropriate thing," and I say, "Block them and don't open those anymore."

00:32:58 Jenelle: Right, right. I've never gotten anything inappropriate, but I've also never opened anything that is red. So I feel like that's a really good rule of thumb. Okay, so you guys, any other questions? I'm looking to see...let me scroll through here and see if I missed any. Someone was asking how to find you. Again that's brock11johnson, and then of course, you know, if a lot of this is kind of flying over your head, you've got to get Unwrap Snap. So go unwrapsnap.com and the modules are so quick and user friendly and I think what really is key is that you see the phone. You see exactly...like you can literally follow exactly because he shows you what it's going to look like on your phone, you know? So I just think that super helpful. I'm a very visual learner. So let me see if I had any other questions myself. Sorry, one more scan through my notes. I took a ton of notes.

00:34:05 Brock: Yeah, so about what you are just saying, the other day I asked people in my story like what their favorite thing was about the academy and how I could improve it and it seemed like most of them were saying that they love that you can actually see my phone and follow along with me and then most academies, at least academies I've gone through our long videos like 30-40 minute long videos and I don't have time for that. You know if I'm going to sit down for two hours, I want to get through some stuff. I don't want to get through three videos in two hours. So that something I kept in mind when I was making my academy. So most of my videos are 3, 4, 5, 6, only 10 minutes long and that's like for each of the things. No, I definitely tried to keep that in mind was to keep it short and then to go slow enough so that it's understandable, but not to overload you with information.

00:34:52 Jenelle: Yeah, like I, so often I buy different, you know, academies or whatever and I just don't get through them, but yours was so quick because I swear, every three minutes approximately, I'm interrupted. It was great to be able to get through yours. I know what I was going to say is that Jen Delvo, of course you know Jen, Brock, and Jen's, you know, one of my best friends, and she recently did something really cool where, you know, we do these things called...some people call them sneak peeks, some people call them backstage passes where

we in a Facebook private group we explain what it means and what it entails to become a Beach Body coach. And so we typically do these in a private Facebook group. Well Jen tried something really cool and she...with her private Facebook of people who were interested in coaching, she said, "Follow me on Snapchat. Here's my Snap code; here's my Snap name. Follow me because tomorrow I'm going to go through a day in the life of a coach just so you can see literally real time, behind the scenes, what my day looks like," and she had a huge response from that, you guys. And I said, "Oh my gosh. This is so awesome Jen. Please let me know how it goes." And she has some amazing new coaches that have joined her and a few others that are really, you know, considering it and probably will join her - just great, great women - and she's just super excited about how well this worked. And so of course I'm going to try it and I think a lot of us should try it too, but it just shows that is it's a good way to connect and it's quick because Brock, a lot of times we show people what it means to become a coach and it takes us like all day to explain it or it takes us to an hour, like an hour-long webinar. No one wants to sit through that.

00:36:36 Brock: Yeah, yeah, no, that's so awesome. I didn't know Jen did that. That's so awesome though and that's what super cool about, like I said, stories and then it's like live video is that you can do that and actually show people what it's like behind the scenes. So that's why so many people love following like celebrities on Snapchat because you getting a behind-the-scenes look into their lives. That's why a lot of people love following my mom because it's a behind-the-scenes look into her life. You know that's what's awesome. You can do that. Yeah totally, like show what it's like to be a coach and show what you do throughout your day right there in your Snap story.

00:37:13 Jenelle: Yep, exactly.

00:37:14 Brock: That's really cool.

00:37:15 Jenelle: Okay, cool. Let me see if there are any other questions. Oh, is there a way to look at the profile of people who added you before you add them back?



00:37:23 Brock: No. You can't. You can look at their profile ghost code. So you can see like their face, but you can actually watch their story because again, they don't have a profile. They don't have something that lasts. You can't view previous stories. You can only view their last 24 hours and if they don't have everyone can view my story turned on, you won't be able to see it without adding them back.

00:37:45 Jenelle: Right and I will say one other thing I just thought of it really helped me gain some great new followers which was your tip to put my Snap name in my Instagram bio because I do really like Instagram. So in my Instagram bio, you guys can go to my bio and look and I put my Snap name right there and that has been really helpful. I noticed all of a sudden I have a lot more followers. So I'm really excited about that.

00:38:14 Brock: Yep, for sure that's definitely a great one is put it in all of your bios so that people when I'm looking at your profile they are they can add you on Snap as well.

00:38:21 Jenelle: I need to put it on Facebook too. I just realized I haven't yet so I need to do that. Okay, awesome. Brock, thank you so much. I cannot thank you enough. This was awesome and you guys, you have to follow his other tips. So make sure that your following him on Facebook and on Snapchat, okay? He goes live on Facebook quite a bit and if you can't find them on Facebook, can't they just type in "Brock Johnson"? I'm pretty sure you're the only Brock Johnson in the world.

00:38:46 Brock: Yeah, I'm pretty sure.

00:38:47 Jenelle: I'm just kidding. There's probably others, by I found you really easily.

00:38:52 Brock: Yeah, and thanks so much for having me. This was so awesome. I loved talking love being here, so thanks for having me. This was awesome Aunt Jenelle.

00:38:59 Jenelle: Of course. I loved it myself. Okay, so...all right you guys. Thank you so much for getting on this special training and I will see you next week. If you have any questions, in the right Coach Success Facebook group, that's of course where that recording lives and of course on my

training site, but let me know if you have any questions. I'll get the answers from Brock, but follow Brock and ask Brock directly. He can answer it better than me. Thanks so much you guys. Have a great afternoon and we'll see you next time. Thanks Brock. See you later.

00:39:28      Brock:      Thank you.

00:39:31

[End of Recorded Material]