



Pitch to *Build Your Tribe with Chalene Johnson*

Hello Chalene:

I adore how you tackle the numerous facets of growing a business and a community with your Build Your Tribe podcast. I'm particularly a fan of the May 6, 2016 episode about not using free services because they aren't aligned with how big our dreams are. That's exactly how I feel when it comes to business owners not maximizing the value that technology has for them, their dreams are too big to not be using the crap out of technology!

I'm Brandy Lawson, a.k.a. The TekGrl and it is my mission to show entrepreneurs how to best utilize technology to automate their business, so they can spend their time and efforts on sharing their unique brilliance. I'd love to be interviewed on your show so I could share with your audience my ideas and experience in "Five Crazy Simple Ways to Get More Done Tomorrow...Since Cloning Isn't an Option, Yet."

I've been very lucky to work with a few Beachbody coaches as clients and was introduced to your workout ChaLEAN Extreme by Toby Baum when I was expecting my son 4 years ago. It's been my privilege to work with Holly Hierman, Donna Meyer and Lee Ratterman as clients. It is incredible to see them succeed through the work of helping others.

Here's what I can offer your audience:

Most of us got into business for ourselves to work less and create more. That is why effective use of technology is so critical to growing businesses. Not only does it help the business owner, but it also makes clients happier because they get what they need, when they need it.

This interview will deliver 5 actionable items that business owners can start doing immediately. The result of implementing these items is not just getting more done, but opening business owners' eyes to how automation can work in their business.

These "micro" automations recover time, mental space and clarity. I truly believe that every business must use technology, but how they use it and what they use will be different for each business. There isn't a one-size fits all, so I am focused on helping businesses figure out how to find and use their perfect-fit technology.

I'd cover the following tips:



Pitch to *Build Your Tribe with Chalene Johnson*

1. **Using a password manager** - I know you've already covered this a couple times on your show (and for an obviously important reason), but it still is something many business owners aren't doing and I find it is a great step-in to automating
2. **Having your information accessible everywhere** - Again, not a topic unfamiliar to your audience, but presented this time in light of being a step towards business automation (once info is in the Cloud, businesses can be using services like Zapier)
3. **Checklists** - This is automation step 0, there's no way to automate a process until you know what all the steps are in the process
4. **Eliminate distractions** - this is where I challenge the notion that we need to know and act on everything immediately. Curating time and attention and strategically applying it is one of the critical steps to being a successful business owner.
5. **Stop checking email** (well, not completely) - this is one of the top 3 places where business owners burn through time and add little value. Part of introducing automation is stepping away from places that are not high value-add and putting in "controls" that help guide the best use of our time.

Here's a little more about me:

My website: <http://tekgrl.com>

My blog: <http://tekgrl.com/blog>

Find me on social media

- <http://fb.com/thetekgrl>
- <http://twitter.com/thetekgrl>
- <http://linkedin.com/in/brandylawson>

Previous Podcast Interviews

- Hit The Mic with The Stacey Harris: [How to Maximize Google Analytics](#)
- BlogTalk Radio, eWn Radio Network - Taxinista with Angela Sticca Synder: [It's a Girl! It's a Geek! Its Brandy Lawson with TekGr!!](#)
- Behind Superwoman's Cape with Nicole Bandes: [Crush the Chaos](#)
- Making the Maven with Michelle McGlade: [Solving Cash Flow Challenges in Business](#)
- Officehours.fm with Carrie Dils: [Masterminds and Business Buddies](#)

Please let me know when we could schedule a time to chat.

create CONTENT *that* CONNECTS
PITCH *school*

PITCH VAULT



Pitch to *Build Your Tribe with Chalene Johnson*

All my best,