

kind of eye-opening for you?

Chalene: Totally, oh my gosh. Yes, and it's like, "Oh, man, I knew that." Like smack my hand upside my head. One thing they said was, "It's too much information. I would have paid more if there was less." And that's hard, like my brain thinks, "Wow, really?"

Pat: Yeah.

Chalene: Yeah, there were too many lessons, so then we dialed it back and thought, "Okay, so . . ." And then we just continue with more. We were able to ask more and more questions like, "So what does that mean? What pieces were too much? How do you want it delivered? What's the right amount of content?" Because sometimes we think, "Well, if I just give people more, I can price it more." But if you think about it, the most valuable thing in the world to people is their time, so it's not always that you can price a program that has a lot of detail at a higher price point. It's what kind of a result can you deliver in the shortest amount of time possible?

Pat: Yup, I love that. Cool, well, thank you for sharing the inside scoop on that. I've seen what you've talked about related to that test on Instagram and actually on Snapchat as well.

Chalene: Yeah.

Pat: I think it's a great example to follow, so thank you for that. Now here . . .

Chalene: Another thing I would say that they said to us was that in some of the videos where I was teaching kind of in-depth content that became a little bit science-y, they just flat out told me, "You know watching you on video is distracting because I'm a girl or I'm a female and so I'm looking at your lipstick and I'm wondering where you bought your jewelry."

Pat: For real?

Chalene: "Then I realized, five minutes have gone by and I haven't paid