

Tribe Building

Creating your Mass Movement through CULTure

The 3 things in common that build big audiences and cause big change.

1. Headed by a charismatic leader or appealing character
2. These leaders focused on a future-based cause that was bigger than themselves.
3. They offered their audience a new opportunity.

Checklist for Building Your Own Tribe

1. Charismatic Leader/Appealing Character

- Live the life your audience wishes they could live and show it.
- Have complete certainty about who you are, your mission, and what you do to help them.
- Don't be beige. Polarity attracts attention, creates raving fans and people who will pay you for your advice.
- Encourage their dreams. Which means you must first understand them.
- Put their fears to rest. Give your audience hope.
- Show them how you relate to them. This is your story and it's the same as what they're going through.
- Create a 'Us VS Them'. What's the common enemy? Unite your people against it.
- Show you CARE "They don't know care how much you know until they know how much you care".
- Understand what Value is to them ... and offer it.

2. The Cause

- Give them hope. "All rebellions are built on hope". Create a vision of the future they want most.
- Help them to reach their goals and beyond those goals to the next.
- Give them an identity that says they're part of your community.
- Create your Faith Call. The rallying call that reminds them who they are, and refocuses on where you're going together.

3. The New Opportunity (and vehicle for the change they desire)

- Design your new opportunity that creates change. Use this simple formula to begin "I am going to teach (WHO) how to (WHAT).
- Sell them what they WANT. Give them what they NEED.
- Deliver the change.