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## *Module 19, Lesson 3 Handout:*

### **Build Your Tribe**

This lesson is all about building your tribe. Let's first decipher between your followers and your tribe, because they actually aren't the same thing. Your followers are, well, just that. They follow you on social media, they probably open some of your newsletters, and they're definitely interested in who you are and what you do.

Your TRIBE, on the other hand, is IN IT with you every step of the way. They LOVE who you are and what you do. It's like you were made for each other. At some point, you resonated with them or affected them deeply in some way. You mean something to them. You brought about change in their life.

You don't need a million followers before you build a tribe. It's truly more about quality than quantity. The numbers will come. The whole process of building your tribe starts when you have one person who believes in you deeply, and it's up to you to nurture that relationship and grow your tribe from it.

And remember, it's your vibe that attracts your tribe.

So, what are some things you could offer your followers who you want to join your tribe?

The choices are endless, but a few examples are:

- Featuring them in a story on your site or on social media
- Inviting them to be a guest on your podcast or vlog
- Putting together a fun event - a workout, a lunch, or a lecture - and inviting them to be your guests
- Sharing their social media posts where they've mentioned or tagged your brand
- Giving them a shout out for their support on your YouTube channel or podcast--or simply tagging them on social media to say thanks
- Actively engaging with them via social
- Answering their emails and DMs when they take the time to message you directly
- Inviting them to join a private Facebook group where you can interact and get to know one another
- Making sure they're the first to know when you're releasing a new product or offer

- Hosting a virtual meetup occasionally through a platform like Zoom or Skype
- Offering them special swag and exclusive freebies

Investing in your tribe - whether with time or money - will pay dividends. When they know you care so much about them, they will also care that much more about you. When your tribe cares about you, they have probably already bought from you. They talk about you, share your posts and articles, promote your brand, and help spread your message.

Your tribe helps grow your audience, even when they aren't trying. It happens in the conversations they have with other people and in the engagement with you that their social followers see. Your vibe, attracts your tribe, which helps you grow.

## Here are some of the best ways to grow your tribe:

With all the different **social media platforms**, the strategy to building your tribe on each varies slightly- but there are a few common points that you should be focusing on to build that tribe. Think about the demographics and characteristics of your target audience- How old are they? What's their gender? What are they interested in?

Use **public groups and boards** to your advantage- join ones that align with your vibe and brand goals and engage with members. A really easy way to attract that target audience to your social media pages is by using hashtags and keywords in your posts and stories. Resharing and following accounts that fit your brand and **TAGGING** them allows them to share the love, spreading your brand across social media and reaching those people who will join your tribe.

Don't forget that building your tribe is a two-way street; as our mothers used to tell us, "Treat others how you would want to be treated." LOVE your tribe as much as they love YOU by **engaging on their social media pages**, whether it's liking their pictures, leaving a comment, or answering those polls when they ask what they should have for dinner.

Social connection doesn't just have to happen on your screen- remember, your tribe is made of living, breathing humans just like you, not robots behind a hashtag or photo. They want to be reminded that you are too! Promote events through your brand such as **live videos, Q&A sessions, in person meet-ups** and so on. You can even find members of your tribe by promoting your brand at conferences. This will help keep your brand authentic, create deep connections with your followers, and provide lots of inspiration and opportunity for content creation.