

## Module 19 Lesson 3

### Transcript

This is one of the warmest and fuzziest lessons we'll cover in this course. And for that reason alone, it might be one of my favorites. You know I love to get warm and fuzzy. By now, you've probably figured out how much I love, love, love the TNS community. When I first set out to build The Nutritious Life Studio, my focus was truly on educating passionate, smart wellness pros like you, like all of you. But what quickly developed was this amazingly supportive community of incredible talent. I believe the TNS community is the most valuable part of this entire certification. And because it's evolved into such an essential part of this program, I want to help you build your own community that will serve you, your business and most importantly, each other. So in this lesson, I'm going to help you decipher between your followers and your tribe, understand the concept of having a tribe and why you absolutely need one in your own wellness business.

I'll also teach you how to learn, how to build not only your social followers, but also your brand's unique engaged passionate community. And I'll cover how to evolve them into affiliate, so they can share you and your brand to their followers, which is a win-win for everyone. So let's dive in. First, let's 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 up some of your newsletters and they're definitely interested in who you are and what you do, but beyond that they stand on the sidelines. They're like the ones who show up to yoga class, but they put their yoga mat in the back of the room or over to the side, they're present and interested, but they also split their time with spin classes and hit.

Your tribe on the other hand, is in it with you every single 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 a change in their life. They are on the field and in the game with you. Their yoga mats are front and center of the class and yes, they are going to do inversions for you if you let them. And they will be at your 6:00 AM Saturday class. Your tribe is the group that will help you grow your community and build your business faster than all of your followers together. So how do you find followers and turn them into your tribe? That's the million dollar question we're going to answer.

I'm sure you've heard the phrase, your vibe attracts your tribe. Now, what does that actually mean? We've covered how to build your social media followers already, so now we're going to talk about how to reach the followers who will join your tribe and hopefully become leaders within your tribe. It's fair to say growing your community happens in three simple steps. You define your vibe,

you build your tribe and you grow. So, define your vibe. By now, you've probably already defined and refined your vibe. We covered this a little more formally in some of the earlier branding exercises, where we walk through your values, voice, design and more. All of these choices and your unique personality are what more or less will create your vibe. But for the purposes of this exercise, let's have a little refresher.

So ask yourself, what do you stand for? What is the purpose of your business or brand? Or what do you want it to be? Think about someone you follow on social media, someone whose tribe you already belong to. What is it that you love about their presence that keeps you following and engaging with them? You may be feeling a little insecure thinking, "There's no way I can be like them on social media. They are just so good at what they do." Change your tone because insecurity is not your vibe. I can assure you of that. It's common though to feel like you aren't capable of building a tribe like some of the people you admire. A lot of people feel that way. And guess what? You are right. Defining your vibe is all about being true to yourself and being authentic to you. The word authentic gets overused in social media, but here it's the right word. Being authentic to you, not copying someone else.

If every brand was the same, how boring would that be? So the lesson here is, your vibe is your vibe. Be you, be honest, be true to yourself and you will attract the right followers. Number two, build your tribe. Now it's time to learn how to turn your followers who are attracted to your vibe into your tribe. Your tribe gives your best followers a sense of belonging, a closer social connection that we're all craving. A positive support system and a place to feel understood and valued and included. Who wouldn't want to be part of that? But similar to what we've talked about before, you can't have an if you build it, they will come mentality. It's your job to be a host that throws an amazing party and personally invites your guests. The guests who show up, your tribe, the guests who don't, your followers.

The magic happens where the invitation meets the party. Think about it. Let's say you've been following someone on Instagram for a while now and they post a picture with a caption that says, "Hey everyone, I'm throwing a party on Monday at 7:00 PM. Hope to see you there." Someone else you've been following is also throwing a party, except their invitation is sent to you via DM and it says, "Hey, Carrie, I'm so grateful for all the support you've shown me over the years and I want to thank you in person. I want to give you a hug. I'm hosting an intimate dinner party that I'd love for you to attend so I can shower you with gratitude. I have some news I want to announce that I think you'd love to hear and you'll be great company with the other amazing women there. Will you join me Monday night, 7:00 PM?" I don't know about you, but I know which party I'd attend.

This is how you build your tribe. No, you don't actually need to throw a party, but you need to find the followers who truly believe in you and have supported you in the past. Let them know you acknowledge them and want to support them too, because that's what you want to do. And you've created a great opportunity to do so. Your tribe may only start out with a couple of people and that's totally okay. As you grow, your tribe will grow with you. So what are some things you could offer your followers who want to join your tribe? The choices really are endless, but a few examples, just going to throw them out there. Featuring them in a story on your site or on social media, inviting them to be a guest on a podcast or a vlog, putting together a fun event, a workout, a lunch or a lecture and inviting them to be your guest, 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, "Hey, 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 each other a little bit better. Making sure they're 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. We could go on and on and on here, right? Investing in your tribe, whether with time or money will pay dividends. When they know you care so much about them as you do, 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 because you're also aligned.

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 and helps everyone. It's really again, a win-win. Number three, grow. So let's talk growth. You'll have some members of your tribe who love, just love being part of your community so much that they aren't looking for any kind of monetary gain. They just love showing up, being part of things, coming to your events, buying your latest ebook, joining your webinars and soaking up whatever it is you do. We love them, we appreciate them, we feel as fulfilled supporting them as they feel being supported. It's a beautiful thing. It's a win-win thing. We're all supporting each other.

If you keep providing them with new things to experience, they will keep supporting you in their own way, but for others, the flattery of being tapped as a special part of your community will eventually wear off. And that's okay. Especially if they are running their own business and need to choose very strategically how often they share something other than their own content to their

audience. This is when you need to make sure your win-win is a lucrative win-win opportunity. But remember, it's an opportunity for them. That's a good thing. This is when you offer up an affiliate program. Creating a partnership with your tribe through affiliate marketing allows them to earn a commission for promoting your product and your brand. And it increases your growth and profit in return. It's not only an obvious win-win, but it often becomes part of their own brand strategy.

We have affiliates for The Nutritious Life Studio who earn thousands of dollars every year promoting our course because they love it. They love TNS. They love talking about TNS, that they'd be doing it anyway. They love who we are, what we've done for their education, career and confidence. So telling others about us is a totally natural organic thing for them to do. But because they know they can earn money doing it, it's become part of their annual business strategy. It's an absolute no brainer for them. Talk about what you love and watch a commission roll in. And it's great for us because they help us find other incredible people to join our incredible, talented, passionate community. So it helps us grow too. I've shared a lot of information in the handouts, including ideas to build your own tribe, software to help you manage your affiliates and then other best practices of running a successful affiliate program.

So be sure to check those handouts out. The last thing I'll leave you with is this, even if you don't have a million followers and you think you need to grow way bigger before you build a tribe and implement these steps, don't worry. It's truly more about quality than quantity. The numbers will come. This whole process 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. I'd like to take this moment and thank you. Thank you, thank you, thank you for being a part of my tribe. I've gotten as much out of supporting you as you have me. And you're the reason I wake up every day and keep building this community. Thank you for being part of my tribe.