

Module 19, Lesson 3 Quiz:
Building Your Tribe

1. What attracts your tribe?
 - a. Your logo
 - b. Your brand colors
 - c. Your vibe**
 - d. Your social media follower count

2. The difference between your followers and your tribe is:
 - a. Your followers like your posts, and your tribe reads your emails
 - b. Your followers like you, your tribe loves you**
 - c. Your followers don't engage, your tribe might engage
 - d. There is no difference between your followers and your tribe

3. Some things you could offer your followers who you want to join your tribe include all but:
 - a. Inviting them to be a guest on your podcast or vlog
 - b. Putting together a fun event - a workout, a lunch, or a lecture - and inviting them to be your guests
 - c. Sharing their social media posts where they've mentioned or tagged your brand
 - d. Asking them for a favor that benefits you more than them**

4. You need a ton of followers before you can begin to build your tribe.
 - a. True
 - b. False**