Tribal Brainstorming Template

I: Take a few moments to think of as many potential TRIBES that you COULD serve with your business. Don't reject any ideas – just keep writing them down.

II: Cirlce the TRIBES YOU most identify with. When you are marketing to a TRIBE, you will maximize your success by focusing on a TRIBE that you are a member of! When your prospects know that you have walked a mile in their shoes and you experience the same challenges they do, you become instantly more credible since you can empathize AND refer them to OTHER key professionals who can solve problems for them that you do not!

III. Select ONE. Yup, only one. Remember: this is NOT about selling. It is about marketing. We want to FOCUS your marketing on a single prospect, but you can sell to anyone who asks and has the money to pay you what you ask for! Select the TRIBE that a) you feel most affinity for and b) your story will appeal to!

For example: I chose ENTREPRENEUR as my TRIBE because my dad was an entrepreneur and because I've had the entrepreneurial spirit since I was a Girl Scout! Even when I've help salaried positions, I worked my job as if I owned the business. I've failed as an entrepreneur and I've succeeded as an entrepreneur. Because I have a personal history of entrepreneurism, I am personally, highly identified with the label: ENTREPRENEUR.

IV: Now write your story: Tell us how the label you've chosen applies to YOU!