

Rev Up Your Referrals

Define the Tribe



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Your primary Product/Service/Program (What do you MOST enjoy delivering?)	
Name your tribe	
Describe your tribe's worldview <ul style="list-style-type: none">• What characteristics do they share?• What values/beliefs do they share?• What opinions do they commonly hold?	
Your tribe's top of mind problem. (Hint: Put yourself in your prospect's shoes... how do THEY describe the problem?)	
Benefits of a solution (Hint: How do your clients want to FEEL as a result of not having this problem?)	