

Building a Tribe

When I was starting out, the saying was 'It's not what you know, it's who you know', but with the increasing use of social media and networking in business, the current saying is 'It's not who you know, but who they know'.

With social media 'followers', 'friends' and 'connections' it's much easier to understand how the concept of a tribe can work. So, let's give some thought to your tribe:

My tribe:

What 'tribes' do you belong to?

Think of a person (could be a company, product, service or event) that you have recommended to your colleagues, friends, business associates:

What qualities did that 'person' have that gave you the confidence to recommend them?

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What would hold you back from recommending another person you know?

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If you needed a particular service and knew no one who could offer it, but had the option of a name you've found on an internet search, or someone that was recommended to you at a networking event, which would you be most likely to go with?

Just as you are willing to recommend those you know, like and trust your connections will do the same. By building your connections, you are building the network of people you could have an impact on.

What is your particular passion, expertise, niche, personality trait that would encourage others to follow/ recommend you?

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What words do people use to describe you in testimonials?

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If you could influence others to follow your example in one area of your business, what would that be?

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How could having a tribe help you to achieve your goals?

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