

How To Meet Your Tribe Worksheet

Growing a tribe around your personal brand is more than just building a customer base. An online tribe is community, support system, and friendship that builds a personal connection to you and your brand.

Your Brand Voice

What type of tone resonates with your brand? How you write social media posts, emails, blog posts, even photo captions, are all part of your brand voice.

Be Where Your Tribe Is

Rather than trying to get your tribe to come to you, you need to go to them! Wherever your tribe hangs out is where you need to be. Are they on Instagram? TikTok? A website forum? A specific Reddit subreddit? Where does your tribe gather online?

Getting Your Tribe's Attention

Use your website, blog, emails, and social media to frequently share content that resonates with your tribe. What are some major topics you can write about to get started?

Authenticity and Transparency

Personal branding is about getting your tribe invested in you. To do that, it's important to be authentic and transparent. What are some ways you can demonstrate authenticity and transparency for your tribe?

Creating Your Own Tribe

Sometimes the best way to find your tribe is to build it yourself! Creating a community specifically for your tribe is a fantastic way to help your tribe thrive and grow. This can be done through both free and paid memberships, Facebook groups, TikTok communities, Reddit subreddits, etc. What are some ways you could create a community that's tailor-made just for your tribe?
