

Momentum

Playbook 13

Rally Your Tribe

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Playbook 13:

Rally Your Tribe

Imagine You're a Superstar Singer.

You have millions of loyal fans all over the world that spend their days following your Instagram posts, retweeting you and wondering when your tour will come to their city next.

You interact with your community consistently, not just when your album drops. You share behind-the-scenes footage, selfies, cool tidbits about what your famous colleagues are up to. You share your media appearances, favorite songs, cute dog pictures and wise inspirational advice.

Your fans love you. I mean, LOVE. YOU. Just posting a pic of your morning latte generates 1,032 comments. You build a relationship with them so that when you finally...*finally*...get ready to release that next album, their purchasing power alone could shoot you to #1.

Yes, you may invest in marketing sponsorships and paid advertising. But the most powerful surge in sales will come from that loyal group who already loves you and waits with baited breath to buy or support your next big scrumptious thing. They seriously Can. Not. Wait.

This is the power and beauty of a loyal tribe.

True, social media and paid advertising enable you to reach thousands if not millions of people with your message. The fact that social media is free is super attractive—but that message can also get lost in a fast-moving, ever-changing stream of updates.

You want to have a list of special people at your fingertips. People who adore your brand, recognize your influence, already see value in what you offer and who are not only eager to hear from you, but dying to buy from you!

Taylor Swift has her [Swifties](#) who trip over themselves, racing to purchase her next album. Lady Gaga has her tribe of Little Monsters who hang on her every word—and have their own [special creative online community](#).

[Marie Forleo](#) never has to buy a lick of paid advertising ever again if she doesn't want to because she has over 400,000 people on her email list! In fact, if only the people on her email list bought her next book, she'd be an instant best-seller.

Build Your Tribe

Until you are Beyonce or Taylor Swift, the best way to start building this loyal tribe *right now* is to incent people to give you their email address to get all the goodness you have to offer, straight to their inbox. This list is GOLD. These eager beavers are your warmest leads, already familiar with your brand and are raising their hands to hear from you.

An engaged email list is still the most important marketing asset you can possess.

If you're just launching your business and your list currently consists of your mother and your other email address (you know, for testing purposes), have no fear. It doesn't take much to start collecting those names on your website and driving people to sign up.

Size does not matter. Engagement does. If you have 500 rabid fans who hang on your every word and click everything you send, that is worth far more than 800,000 people who delete your emails without reading them or who never convert to buyers.

You do NOT want to just send mass emails from your personal email account. Spam filters will trip over themselves to thwart you from getting through—and more importantly, some organizations will forever blacklist your domain as a spammer.

It's best to use an actual marketing automation system, also known as an email marketing platform.

It's not hard. Just choose one that works for your budget or preference. You can always switch out later. If you're just starting out, take a look at [MailChimp](#), [Constant Contact](#) or [Emma](#). Find the most affordable plan (MailChimp is free for the first 2000 names but there are limitations on what you can do), take the tutorial and learn how to use the tool at the most basic level. If you know a fabulous web guru, let them install the opt-in form onto your website. No need to worry about tasks you can outsource, right? Remember, it's all about simplifying your life!

Please, please do not overanalyze this. Just pick one and go for it. As stated you can always switch later. People get so caught up in picking the “right” one and then never make a decision. This will NOT be you!

Place your email sign up in multiple places on your website: in the sidebar, above the fold, above or below the header banner, at the end of every blog post, on your Contact page. And don't forget to place a link in your own email signature and on social media, such as your Linked In or Twitter profiles. Here's a great article on the [7 best places to add your sign-up form](#) for more conversion love.

Make Them a Mouth-Watering Offer

Once you have your sign-up form in place, your next task is **building or increasing your list**. Again, if you work hard, a small list of loyal and engaged devotees can spell success. Or you can work the numbers. Up to you. After all, the more interested people in your tribe, the more opportunities to engage and convert loyal fans!

This is where a magical little piece of content comes into play. It's called your email opt-in incentive. And you give it to them absolutely free...well, not *really free*: they pay for it by trusting you with their precious email address.

I hate to tell you, but while it's okay at the very start to simply ask people to sign up for generic "emails and tips," it's much better to offer an additional, instant-gratification incentive. I know you're busy setting up your books, building your website, networking, etc. but at some point, it benefits you to do this. You want as many warm leads as you can gather so you can offer them your brilliance.

You know how crowded *your* email inbox is, right? How much the constant onslaught of new unread mail makes you want to go screaming into the night? So is Bob's. And Jordan's. And Betsy's.

Give people a good reason to invite you into their crowded inbox each week. What bonus can you offer *right now* that also doubles as a sample of your fabulous skills, style and expertise?

What Makes a Good Opt-In Incentive?

Well, it depends on your area of expertise. An email incentive opt-in could be a:

- **Checklist, eBook or Tip Sheet:**
 - [9 Days to a Smarter, Tighter, More Lucrative Brand Plan](#)
 - [Mindfulness Starts with You: 7 Daily Micro-Practices to Shift Your Experience](#)
 - [Free Guide to Getting the Life You Really Want](#)
- **Challenge or Contest:**
 - [The 7 Day Morning Ritual Challenge](#)
 - [Start Speaking a New Language in 20 Minutes](#)
 - [The 5 Day MOMENTUM Marketing Challenge](#) (that I ran for this course!)
- **Playlist, Podcast, or Audio File:**
 - A guided meditation
 - A rocking musical playlist
 - A recording of a riveting presentation (think audiobook!). Record any of your tips and tricks as an audio file as well, if you like speaking rather than writing.

- **Video:**
 - [5 Steps to Make Authentically Brilliant Videos](#)
 - A 10-minute training
 - A series of 2 minute-tutorials
- **Free Consult:**
 - 30-minute evaluation call
 - Mini-website review
 - A Getting-to-Know you call
- **Get Creative:**
 - Artist [Kent Youngstrom](#) offers a beautiful image for your phone for signing up!

Make this super easy on yourself. If it takes you longer than ten minutes to outline the content, it's too complex. Once again, as mentioned last playbook, please DO NOT underestimate the value of basic knowledge you possess, thinking, "Everyone already knows this!" Trust me. They don't. That's why they need you! YOU are the expert. What seems "Well, duh!" to you is a mind-blowing epiphany for us. What's the easiest yet most powerful tips you can offer that are literally like a 101-level course in your subject area? Create that! Or better yet, re-use content if you already have it.

To help you along, here's a sample tip sheet template you can use to get started. Feel free to get creative and craft something in your own brand voice:

5 Tips for (DOING WHATEVER)

Examples: Building a Kick-Ass Website, Starting a Meditation Practice, Teaching Your Kids Good Manners, Running Your Business, Writing a Book, Taking a Heart-Stopping Photograph, Handling Stress, Speaking on Stage, Cultivating Your Leadership Prowess.....I could go on...!

WELCOME!

Have you ever...(STATE THE ISSUE OR PROBLEM YOUR TIP SHEET HELPS SOLVE. Get them to relate and nod their heads "Yes!" to what you're about to offer them.)

Here are 5 tips to help you (DO WHATEVER. Instead of just "help," try using some juicy action verbs for what you will help them do: electrify, ignite, streamline, focus, polish, flawlessly deliver.....)

Tip #1: HEADLINE/TIP TITLE

Two or three sentences to explain this tip and help them put it into practice. Use analogies, success stories or examples if you like.

Repeat this for Tips #2 through #5

IN CLOSING/WRAPPING IT ALL UP/MAKING IT HAPPEN:

Follow these tips and you will be well on your way to... (SOLVING THIS PROBLEM). And remember to... (ANY LAST GEMS OF ADVICE YOU'D LIKE TO ADD OR WITTY SOUNDBITES? Whip those out as a strong close!)

(Here's where you tell them what to do next: Your Call to Action)

If you liked these tips, please feel free to share them and tag me @xxxx in the post. Would love to see which ones tickled your fancy the most! And to learn even more powerful tips on (YOUR SUBJECT), **don't forget to check out my site**, (YOU.COM), soak up my weekly blog advice and follow me on social media at (LIST YOUR SOCIAL MEDIA HANDLES HERE)

ABOUT THE AUTHOR/COMPANY:

Your bio or company description. You're never sure where they may have downloaded this piece from or if they won't look at it for weeks, so it bears repeating!

Beyond Writing: Tools You Can Use

If you want to create a groovy playlist, check out [8Tracks](#).

If you want to record a sweet welcome message, try [Vocaroo](#).

If you want to record a powerful audio lesson or interview, [Audacity](#) or [Ecomm Call Recorder for Skype](#) are great tools.

And if you want to record a sassy video or slide show presentation, try [QuickTime](#) for recording and editing. Or use your laptop webcam or iPhone to record and then edit using Windows Movie Maker (PC), iMovie (Mac) or YouTube's Creator Studio.

Your Assignment: Create a Delicious Email Welcome Gift

Of all the [ideas above](#), what is your opt-in incentive—your welcome gift—going to be? A guide, a video series, a playlist, a free consult? Pick an intriguing and descriptive title that will make people say, “YES!”

Now, draft the copy or rough outline of your content piece in the space below. For example, if you're offering a playlist, jot down which songs you'll include and write a fun, inviting intro to what it is, why it's useful and why they must have it NOW! If you want to offer a free guide, what will be the chapters and exercises? If you're crafting a tip sheet, what will your tips be? Use the [template provided above](#) if you like!

But wait, you're not quite done....

Now: We'd love to see your brilliant opt-in incentive idea posted on the Facebook page by Friday. We can help you think through it if you're stuck, too. As you know, I'll be rewarding you all year long.

Remember, we are here to encourage you and provide any feedback. If you're like me, often it's fellow collaborators that help me polish my ideas to a glossy sheen.

Again, I'm going to reward you all year long, so don't lose your MOMENTUM: Post it now and keep that train moving!

One Last Thing...

You will most likely create lots of different, specific content pieces to get more people on your list – we'll be discussing this more in a future lesson on “marketing funnels”. Think of this one as your “signature” welcome gift. Your main one. This will, of course, change over time as well. But what can give folks a good overall taste of what you can offer?

Just take the first step and draft an outline or raw, ugly, unpolished copy. You can always hire a talented copywriter once it's done. A past client who hated writing but lit up when talking about her tips once had me interview her by phone, I took notes and then shaped the final piece for her.

Whatever it takes to get it done. *Just start.*

Maria

Goodies and Inspirations

[Four clever tips](#) on how to warmly welcome your email guests into the tribe.

Just for fun: [How to properly welcome and prepare for weekend guests.](#)

Talk about a stunning welcome from one of my Disney faves....[Be Our Guest!](#)