

THIS KILLER X TRIBES RECAP



@killer-tribes

*Disclaimer: Onions do not freeze

YOU NEED
A
TRIBE

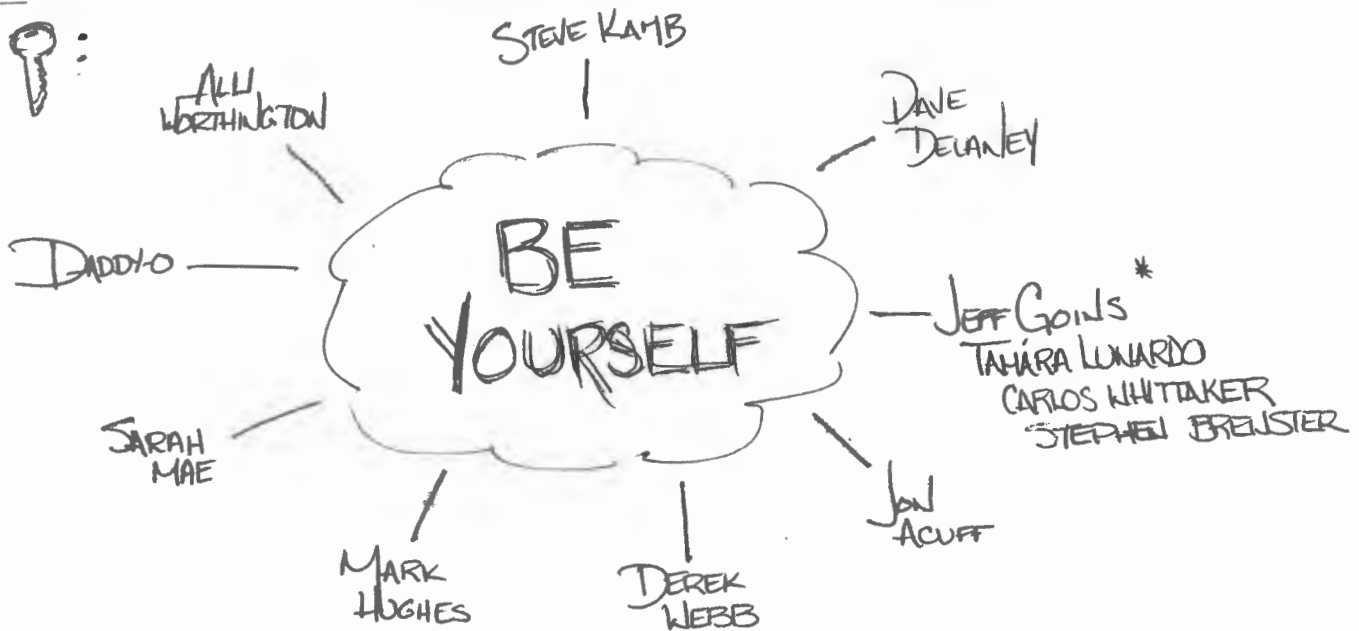


→ TO SELL STUFF

→ TO SPREAD IDEAS

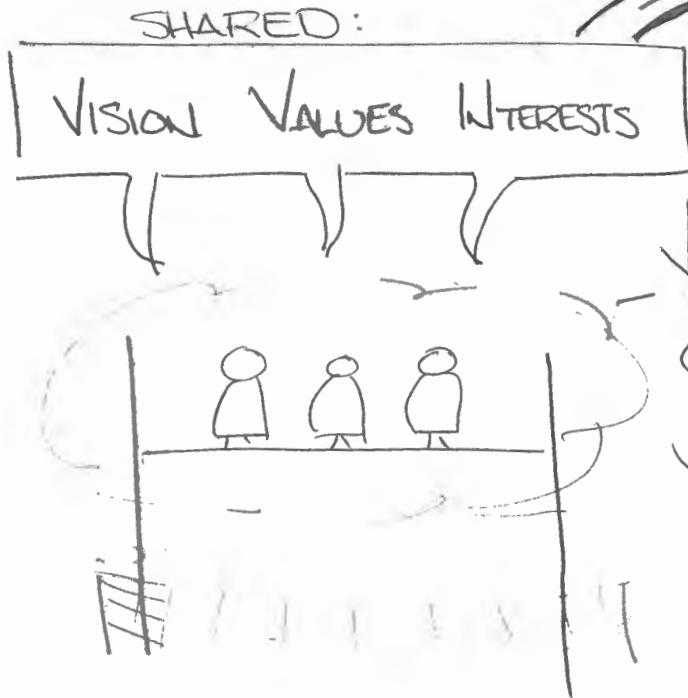
→ TO CONNECT PEOPLE WITH

THE KEY:



All WORTHINGTON
@allworthington


ENJOY
THE
JOURNEY
TO YOUR
TRIBE



Your TRIBE IS YOUR
SAFETY NET

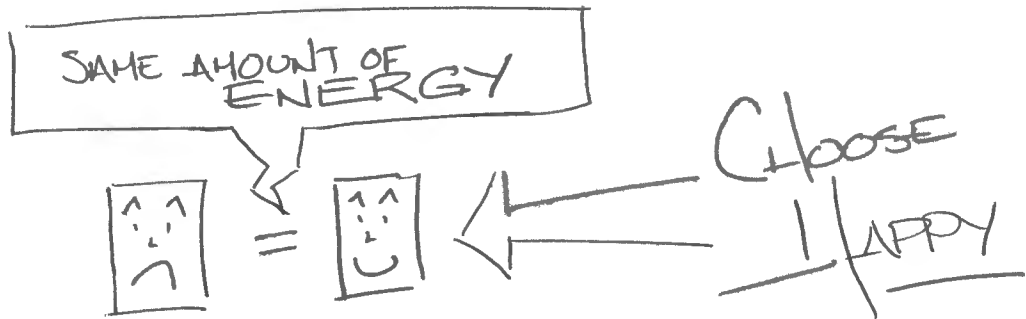
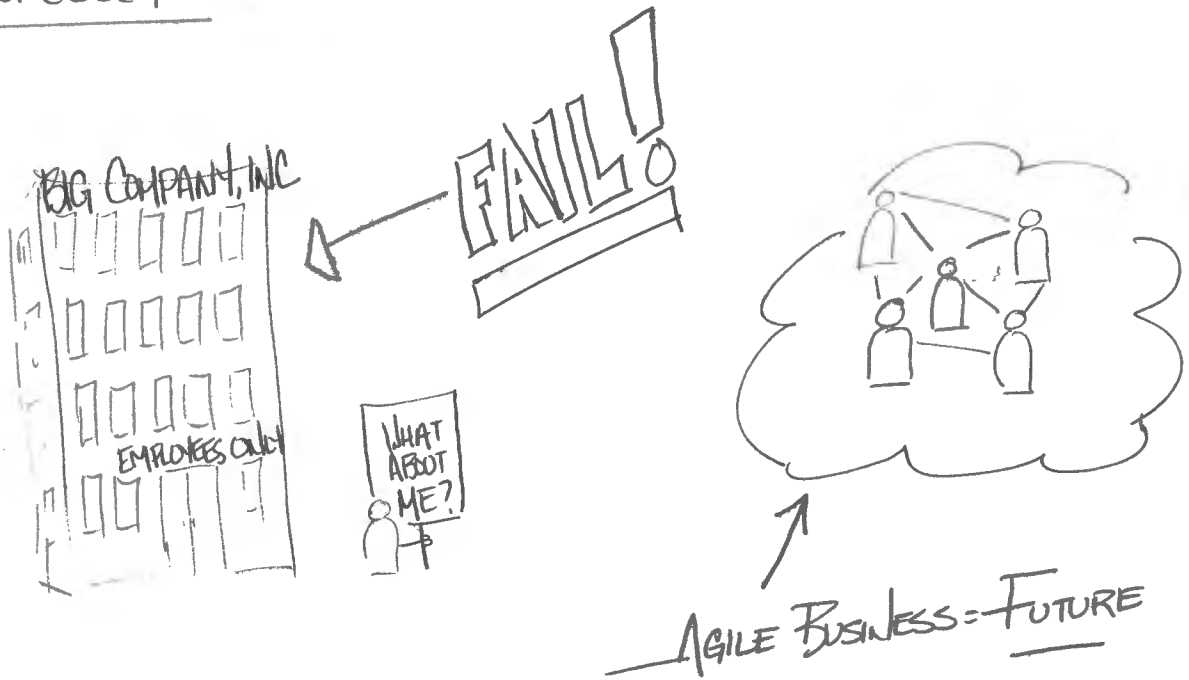
ALWAYS PUT
PEOPLE BEFORE
PROFIT

THE TRIBE IS NOT ABOUT YOU:
IT WORKS WHEN YOU ARE
ACTIVELY SUPPORTING
THE GROUP/
COMMUNITY

* KNOW YOUR WEAK SPOTS: FIND  WHO ♥ +
=> TOLERATE =< THEM
(

DADDY-O

@professordaddyo 🐦



* STAY AROUND POSITIVE PEOPLE
FLEE FROM TOXIC PEOPLE

No ONE
ELSE
IS
YOU



Stay
TRUE
to
YOU



Do NOT VIOLATE YOUR
MORAL CODE,
DO NOT SELL OUT!

@sarahmae

SARAH MAE

EBOOK - COMPILED CONTENT

STUDY PEOPLE WHO KNEW WHAT TO DO

GIVE SOMETHING FOR FREE TO SPREAD THE WORD

BE YOUR AUDIENCE. MAKE THEM FEEL UNDERSTOOD

KNOW WHO YOU ARE

NOBODY HAS THE
AUTHORITY TO TELL
YOU WHO YOU ARE
OR THAT YOU'RE NOT
GOOD ENOUGH

WHAT DO I LOVE
THAT I CAN'T FIND
OUT THERE?
CREATE IT!

DON'T BE
GREEDY WITH
WHAT YOU'VE
GOT - LET THE
TRIBE BUILD ON IT

FOR SUCH A TIME AS THIS,
YOU HAVE A PLATFORM...
DARE TO SPEAK!

@buzzmark

CLARK HUGHES

HEADLINE - READ 19 TIMES MORE THAN
BODY COPY:

19 PEOPLE
WILL READ THIS
for every one reads this
person that part.....

PROVEN!

TOP SIX
HEADLINE
WORDS:

YOU SUDDENLY DISCOVER!
YOUR YES NOW!

YOU SUDDENLY DISCOVER
YOUR YES NOW



PEOPLE LOVE
OUTRAGEOUS
UNUSUAL
TABOO
HILARIOUS
REMARKABLE
SECRETS



GIVE THEM A
GREAT STORY
TO SHARE

DAVID & GOLIATH
UNUSUAL

CONTROVERSY

★ CELEBRITY ★

DON'T BE WILD YOU ARE NOT; BE AUTHENTIC,
APPROACHABLE

DEREK KLEBB

BE YOURSELF:

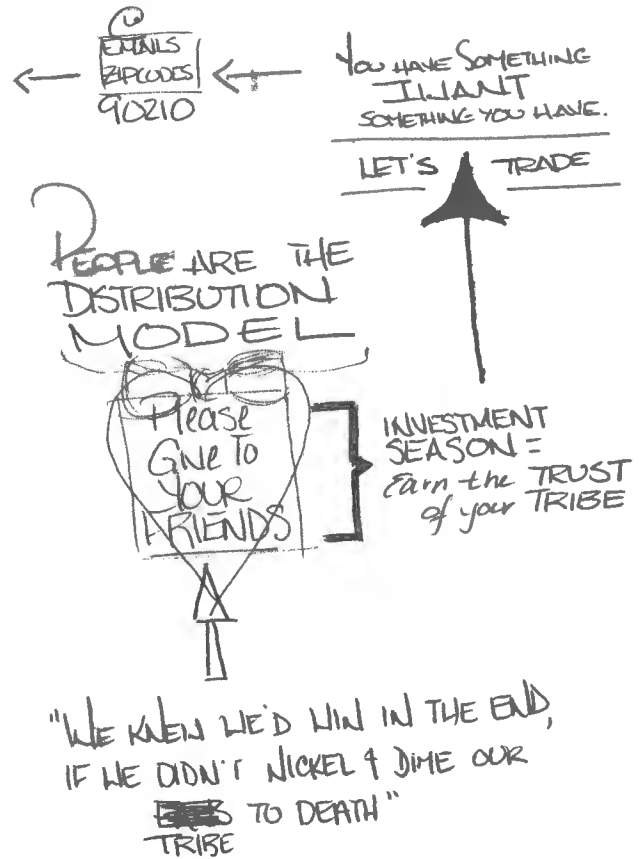
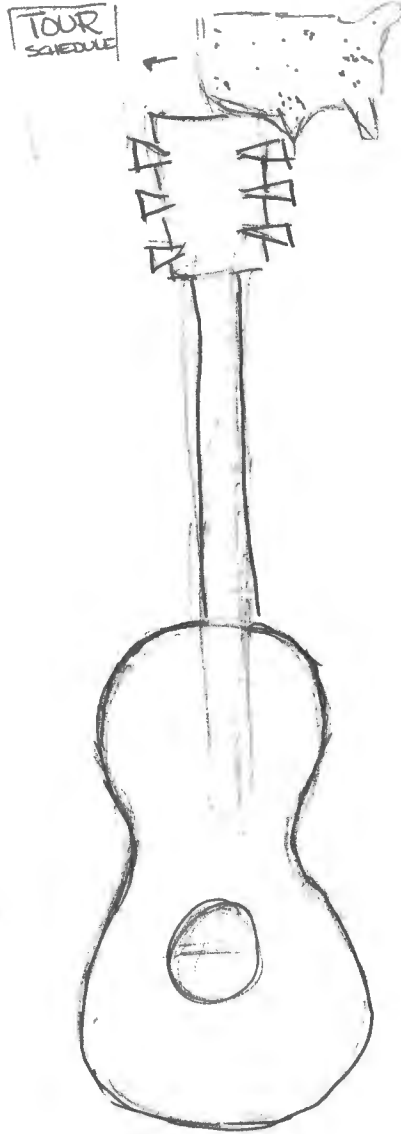
THE MOMENT
YOU MAKE
ARTISTIC
CHOICES
BASED ON
ANTICIPATION
OF
AUDIENCE'S
EXPECTATIONS

YOU
ARE
DOOMED



VALUE WHAT YOU KNOW

↳ FIND A WAY TO AGGREGATE IT SO OTHERS CAN BENEFIT



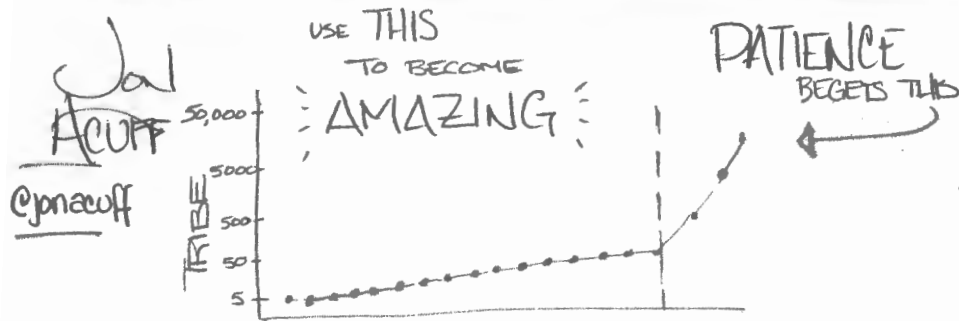
NO TRADE



←

BRYAN ALLAIN

@bryanallain

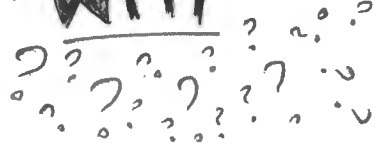


STEPHEN BREWSTER

@b_rewster

notes courtesy of the well-drawn
Jared Hollier @jaredhollier

START WITH **WHY** ?



NO ONE CAN
TELL
YOU YOUR WHY

YOUR **WHY** WILL **SUSTAIN** YOU

WHEN DOUBT KNOCKS, ASK:

- IS THERE DATA BEHIND THE DOUBT?
- WHAT DO I FEEL AND THINK (HONESTLY?)
- IS THERE A STRESS-FREE REASON TO KEEP THIS?
- WHAT AM I GONNA DO?

FIND YOUR



USE YOUR
?????.com
TO TELL IT

PLAN
AND
DRILL

MANY START / FEW FINISH...

PRACTICE



IS A COOL KID!

- CONNECT
- REPLY
- RESPOND
- GIVE FEEDBACK

TO EVERYONE

BE PERSONABLE

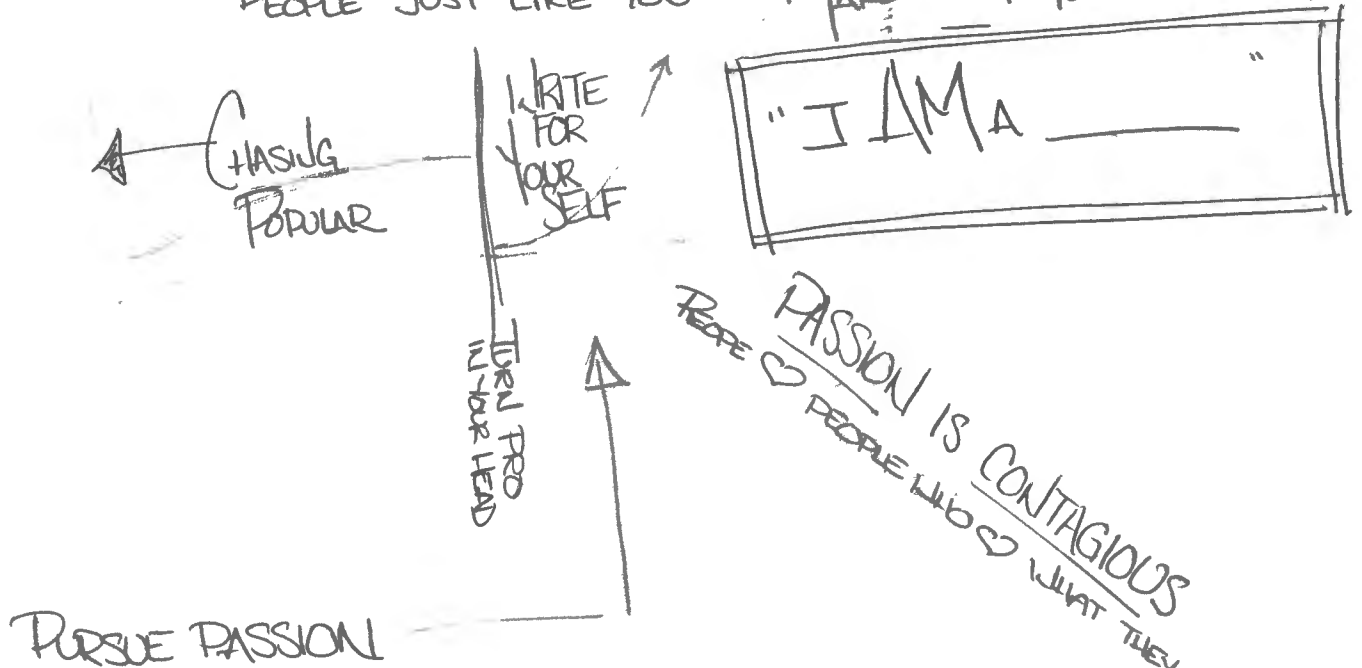
BE ACCESSIBLE

JEFF GAINS
Cjeffgains



BEGIN WITH YOU

IF YOU ARE "ONE IN A MILLION" ... THERE ARE 7,000 MORE PEOPLE JUST LIKE YOU - MAKE THEM YOUR TRIBE!



"If you are called to CREATE, then CREATE!"

CONNECTIONS:

REMEMBER, PEOPLE ARE PEOPLE NOT NUMBERS

STEP 1: ~~FIND THE FANS~~
BE GENEROUS! HELP PEOPLE!
CREATE SOMETHING AMAZING, AND GIVE IT AWAY

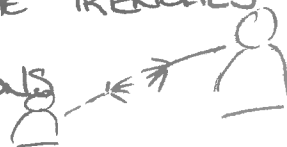
STEP 2: MAKE FRIENDS

CONNECT WITH FOLKS IN THE TRENCHES WITH YOU



STEP 3: EARN ATTN FROM PATROLS

TAKE ITERATIVE STEPS TO CONNECT



TAMARA LUNARDO

@tamaraoutloud

Notes courtesy of the wonderful
Jessica Buttram
@JButtWhatWhat

EMBRACING
YOUR
NEEESH



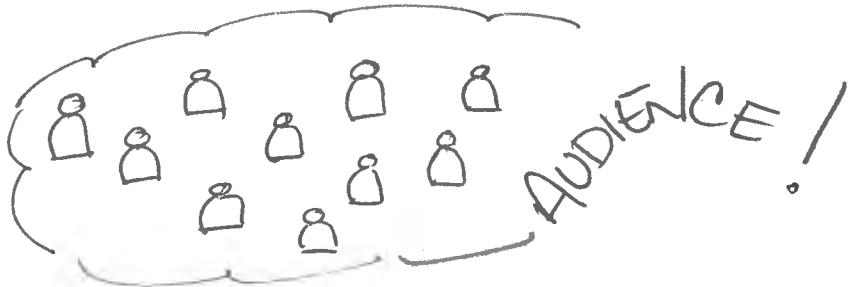
(or: "niche" for people who like to spell)



WHAT WOULD YOU DO? if no one was WATCHING.....



BEFORE

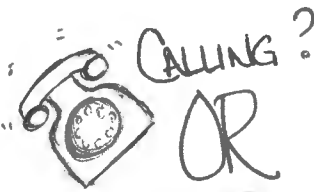


"I love crafting words
until they taste good"



NICHE ≠ SMALL

= SPECIFIC
LOYAL

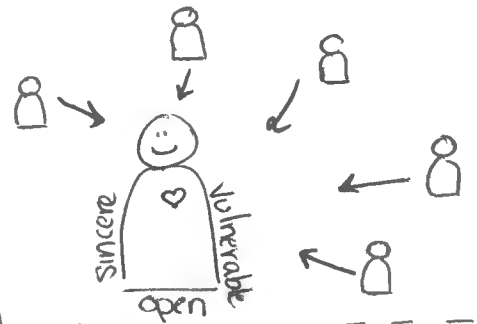


OR

Rock only ONE!

CROWD?

DO NOT GIVE A SHIT!
WHAT ANYONE THINKS!



INVITE, don't CHASE

REDEFINE SUCCESS:
• Engaged -!
VS
• BIG - ;

Honor your GIFT = Honor the GIVER



CARLOS WHITTAKER
@loswhit

notes courtesy of the well-known
@UnknownJim = Jim Woods

THE  PLATFORM IS YOU



YOU

ARE THE **PIECE** FOR THE PLATFORM YOU ARE BUILDING



STUDY

NOT →



I KNOW IT! 3

- #1 RULE: CONSISTENCY
- #2: CONSISTENCY
- #3: CONSISTENCY

PERSPECTIVE: GET ON THE GROUND

← CHILDNIKE BUILDS A TRIBE 

LEARN FROM GETTING



(DON'T OVERPROMOTE
DON'T "HE HE HE")

TAKE A DARE } Challenge = Growth

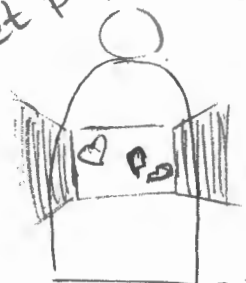


DEFLATE YOURSELF

INFLATE OTHERS

FAIL in Public

Let people inside



LET PEOPLE SEE THE GOOD AND THE BAD RESULTS

DAVE DELANEY

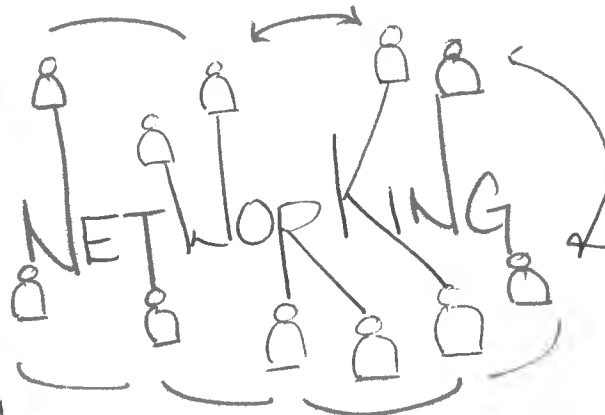
@davedelaney

SOCIAL NETWORK ⁱⁿ REAL life

DUNBAR'S #

150

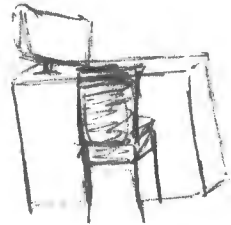
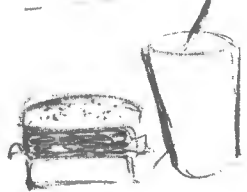
RIP



CONNECTING AND HELPING EACH OTHER!



4 MORE BUSINESS DECISIONS



DON'T BE SHY.com
 bring a card
 introduce yourself
 contact info
 my website

GIVE

- HELP INFORMATION
- COFFEE

Practice:

- WHO ARE YOU?
- WHAT DO YOU DO?
- WHY ARE YOU HERE?

* DEVELOP MUTUALLY SUPPORTIVE RELATIONSHIPS!

STEVE KAMB
@stevekamb

 NERDFITNESS.COM

1  PASSION
EXCITEMENT  } PEOPLE NEED A REASON TO CARE ABOUT YOUR MESSAGE } GIVE IT TO THEM!

2  BE INSANELY HELPFUL : ASK NOTHING IN RETURN

3  ← UNIFY →  TIE THE COMMUNITY IDENTITY TO THE BRAND

4  COMMUNICATE
- Throw a PARTY for your tribe to TALK to EACH OTHER!
• MESSAGE BOARDS
• FACEBOOK
• #twitter



← DON'T BE AN UNDERPANTS GNOME!
1 2 3
UNDERPANTS ? PROFIT
KILLER TRIBES ? COMMUNITY