

The 10 Commandments for Creating Fanatical Brand Evangelists:

***How to Grow Your Business into a
Global Movement with Tribal Marketing***



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Imagine you are standing atop a massive, foggy mountain. You're exhausted from the day and a half journey it's taken you to reach the summit.

Now, as the evening sunset begins to rest on your back, you prepare to receive what you have come for...

You eagerly await...Discovering the key to finding meaning in life... How to grow your business and create riches beyond your wildest dreams... And the secret to cultivating lasting and fulfilling relationships.

Your anticipation begins to soar...

The Tibetan villagers who live at the base of the valley said this was the only way to meet him.

Even though the hike was long and difficult, you made the trip to see the great teacher for yourself and to receive the wisdom he possesses.

Finally, the moment you've been waiting for has arrived.

As the old mystic appears from the shadows, you notice he's clinching something tight within his hands.

Even though you can barely understand what he is saying, it's clear he wants you to have it.

You nervously take hold of the scroll, and as you unroll the crinkly parchment, you're shocked to read your name written at the top.

Beneath your name is a list of ten short phrases.

Here you've come expecting to receive the secrets to success and happiness in life...

...And instead, you've been given a tattered piece of paper with your name written on it in calligraphy.

Confused, you desperately look up at the teacher wanting him to explain.

But to your amazement, he's gone.

You're left standing next to his servant, who explains that you already possess the message you came looking to receive.

He states that it is the message of your life – your story, passion and expertise.

The servant tells you that you are meant to pass your wisdom and advice along to others in order to help them advance on their own journeys.

He continues by saying the numbered list of items underneath your name, are ten directives for sharing your message with the world.

The Message of Your Life, Experiences and Passions

There are currently 7.7 billion people on planet earth.

And no two individuals are exactly the same.

We all have our own stories, yet the plot themes, conflicts and desired endings, are more common than not.

Even though the main characters change with person to person, the general narrative remains the same.

We are all on our own hero's journey, complete with trials, guides, and awakenings.

And we each have our own unique experiences, passions and skills that serve as valuable insights to others.

In a world plagued by information overload, we need more influencers to show us the way. To encourage their followers to take action. And to move beyond the screen and connect to their audiences in a real, personal way.

In short, we need leaders.

The Birth of Tribal Marketing

As Tony Robbins once said, "We are drowning in information and starving for wisdom".

Wisdom comes from the impartation of one human being to another.

It is the stories we share with others that encourage hope, give guidance and provide direction for our own journeys.

Traditionally, this has been the role of our leaders.

Over ten years ago, Seth Godin in his book *Tribes: We Need You to Lead Us* defined a tribe as "A group of people connected to one another, connected to a leader, and connected to an idea."

Even though tribal leadership goes back to the days of cave drawings and nomads, it has never been more needed than it is today.

Our world is plagued with geo-political disruption and volatile economic cycles. Yet at the same time, we live in an age of great hope:

- Advances in medicine and technology are eradicating disease and extending lifetimes.
- Education is shifting learning from the traditional classroom to on-demand Internet courses and online communities.
- Innovations in business and finance are allowing entrepreneurs to follow their dreams and create products and services that make life better for us all.

The business pioneers and successful entrepreneurs seeking to change the world for good with their ideas are the leaders of today and the visionaries of tomorrow.

But these leaders need a new way to communicate with their followers...

...A new way of developing community and spreading their message.

They need a type of leadership that directly interacts with prospects and customers alike...

...That creates engagement and PR across multiple media platforms...

And that influences entire people groups to join their cause...

I call this phenomenon “Tribal Marketing”.

Tribal marketing happens when a tribal leader equips their followers to spread the message on their own.

Tribal marketing for personal brand-based businesses, turn customers into followers and followers into evangelists.

The Power of Frames

There are four main components of Tribal Marketing. I call these the “four frames”.

Think of a picture hanging on the wall. At first, you look at the picture. You observe it. You study it. You reflect on the image.

Then that picture turns into a mirror hanging there. Now, instead of a painting or photo, you see yourself. Again, you study it. Only this time, what you are observing is yourself.

Finally, the mirror becomes a window. You look out the window and see the outside. The window gives you a glimpse into a different view of the world – a new worldview, or way of seeing things.

With each change of frame, your perspective has shifted.

First you went from an observer of a picture, to studying the reflection of yourself. And lastly, you witnessed a view of humanity and nature as a spectator and bystander.

You went from looking at something stagnant, to looking at yourself, and ultimately looking out at the world, onto others.

This is the power of frames... frames of perspectives. Each frame is unique to the picture, mirror and window, depending on your vantage point.

And where you stand, determines what you see.

But you were made to be more than just an onlooker. You are wired for action.

As a personal brand-based business leader, you are eager to grow your influence as an industry thought leader and high-achieving entrepreneur.

Tribal marketing's **10 Commandments for Creating Fanatical Brand Evangelists** will show you how to do just that.

But before we get into the 10 Commandments, I need to share with you the four frames of Tribal Marketing.

The Four Frames of Tribal Marketing

Tribal Marketing is the convergence of four distinct frames of thinking and acting that will positively differentiate your brand and simultaneously spread your message.

Tribal Marketing allows you to cast your net wide to reach the most people in your target audience, and then cultivate those relationships as you go deeper with them and build your tribe.

While each of these four frames is a powerful marketing tool in and of itself, the synergy created when the concepts are combined has the potential to take your brand global.

Whether that means literally creating an international following, or just exponentially expanding your current reach, these frames, if applied, can take your business to the next level.

The four frames of Tribal Marketing:

1. Multi-Media PR
2. Direct Response Advertising
3. Personality-Based Positioning
4. Mass People Group Persuasion

The 10 Commandments of Tribal Marketing are specific techniques and tactics based on the foundation of this four frame convergence.

They are tips for taking your message further than the normal reaches of traditional PR...

And they are strategies for cementing your role as a pioneering industry thought leader.

If you already provide a subscription service or paid community, these tips will increase your customer lifetime value, improve retention rate and will lower your refunds and customer churn.

And if you don't have a recurring revenue model in your business, you can still use these commandments for increasing your customer cart value, webinar participation, email open rates, and add more conversions in your next product launch.

These 10 Commandments have the power to transform your brand from a commodity in your niche to the premier market leader that customers want to tell their friends about.

The 10 Commandments for Creating Fanatical Brand Evangelists

Think of these as “Thou Shalt’s”...” to use in your business and Tribal Marketing:

1. **Benefit** – Offer an immediate reward for joining. Remember, people are looking for solutions. They want fast, easy ways to improve their life. So give them a “quick win” for joining your tribe.
2. **Belief** – Instill a vision of hope. You have to cast a vision for your tribe that points them towards a better tomorrow. And you have to believe more is possible for your members than they do for themselves. People are naturally attracted to others who believe in them.
3. **Because** – Provide a reason why. Reason provides meaning. And meaning leads to fulfillment. Psychologists have found that when people have a “reason why” for doing something, no matter how trite, they are more likely to justify and stand by their compliance.
4. **Beginning** – Give a creation story. After people have received a benefit for joining your tribe, bought into the belief of your vision, and have a reason for why they follow you, they will want to hear your Genesis story. They will want to learn more about your journey and where you began. Sharing this will deepen the relationship you have with your tribe, as members will begin to see themselves intersecting with your brand’s larger story.
5. **Belonging** – Establish an insider community. People want to feel as though they are part of an exclusive group. Everyone wants to be in the “in crowd” at some point in their lives. And even if someone didn’t have a desire for popularity, we all want to feel as though we’ve been accepted. Strong ties of belonging create familial environments within tribes.
6. **Behave** – Demonstrate common practices. People are constantly looking for new role models and examples to show them how to act. Create a unique method of doing things, “code words” and habits that reinforce the “insider” mentality.
7. **Benchmarks** – Include performance measures. One way to ensure future behavior is to reward members for their current behavior. Establishing benchmarks, even simple ones, increases membership retention and activates the psychological impulse of commitment and consistency.
8. **Beneficial** – Do good and help others. Once people have their basic human needs met, such as safety and survival, they seek higher needs that appeal to their ego. These self-actualization needs, as Abraham Maslow called them, are often altruistic in nature. For instance, there comes a point in success where your future growth is limited by your own accomplishments. In order to keep growing and succeeding at new heights, you have to start helping others grow. By increasing the potential of others and aiding those in need, you can increase your own capacity to do more, better.
9. **Beautification** – Create aesthetics. Humans are creators. You don’t have to be an artist to make beautiful art. You can be a part of restoring things, places, and people. You can invent or design a simpler way of doing something. Elegance doesn’t have to be chic. When you create beauty, it inspires others, and becomes an artifact that grows your movement.

10. **Become** – Make a way for transformation. People seek enlightenment. In every world religion, there exists some form of completeness. A Nirvana, blissful awakening, or state of grace that represents maturity. People seek a transformation, a metamorphosis or way of becoming more than what they currently are. Create a path or route for your tribal members to reach this ideal destination.

Tribal Marketing for Business Growth Today and a Global Movement Tomorrow

Well there you have it, ***The 10 Commandments for Creating Fanatical Brand Evangelists***. If you implement these tips in your business, you can immediately strengthen your tribe and position your brand for growth.

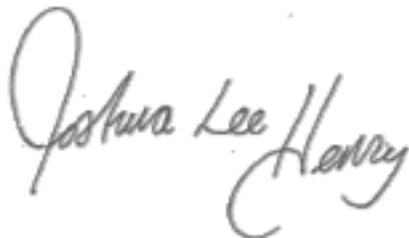
You will be seen as the ultimate authority in your niche and will give people a roadmap for assimilating into your tribe.

By applying these tactics of Tribal Marketing, you can turn customers into followers and followers into fanatical brand evangelists for your mission.

If you'd like to receive more tips on how you can turn your personality-based brand into a global movement, then email me at: JoshuaLeeHenry@ActivateMyAdvertising.com and type ABC's in the subject line.

I'll reply with a deep dive into one of the four-frames we discussed, direct response advertising. As a gift, I'll send you my special report, ***The ABC's of Advertising: How to Motivate Prospects to Take Action, Measure the ROI of Your Marketing and Spark More Sales Today***.

Here's to Your Write to Win,

A handwritten signature in cursive script that reads "Joshua Lee Henry".

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