

# *Momentum*

Day 3

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**Rally Your Tribe**

*By Maria Rass*

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# Day 3:

## 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 enables 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 list 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.

## Building your email list is still the most important marketing activity in which you can invest.

If you're just launching your business and your list currently consists of your mother and your other email address, 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 email account. Spam filters will trip over themselves to thwart you from getting through—and more importantly, some organizations will blacklist your domain as a spammer.

### It's best to use an actual 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](#) 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 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 over-analyze 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.

# Make Them a Mouth-Watering Offer

Once you have your sign-up form in place, your next task is **building your list**. This could be your goal if you're brand new or going strong but want a larger 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 "weekly emails and tips," it's 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 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](#), or [Mindfulness Starts With You: 7 Daily Micro-Practices to Shift Your Experience](#).
- **Challenge:** The 10 Day Path to Courage, the 7 Day WordPress Bootcamp, 5 Day MOMENTUM Marketing Challenge (!)
- **Playlist, Podcast, or Audio File:** A guided meditation, a rocking musical playlist, a recording of your riveting presentation (think audiobook!). Or you can record any of your tips and tricks as an audio file as well, if you like speaking rather than writing.
- **Video:** a 10-minute training, a series of 2 minute-tutorials.
- **Free Consult:** 30-minute coaching call, a website audit, 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. Also, if it takes people longer than about 10 minutes to consume, it's way too long and complicated.

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. Feel free to get creative and craft something in your own brand voice, but this will get you started:

## **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):*

### **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:**

*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 this tips, please feel free to share them and tag me @(SO-AND-SO) in the post. Would love to see which ones tickled your fancy the most! And to learn more powerful tips on (YOUR SUBJECT), don’t forget to check out more on my site, (YOU.COM), soak up my weekly blog advice and follow me on social media (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!*

# Some Resources to Get It Done

Revisit the resources I gave you yesterday but also check these out:

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

## Your Assignment:

### Your Delicious Email Opt-In Piece

Of all the ideas above, what opt-in incentive piece thrills you the most? Pick an intriguing or descriptive title that will make people say, "Ooh, I MUST have that now!"

Now, draft a rough outline of your opt-in piece in the space below. If you're offering a recording, write a fun, inviting intro to what it is, why it's useful and why they must have it NOW! If it's a tip sheet, brainstorm what some of those tips might be. If it's a training video, outline what you will want to teach, etc.:

Congratulations! You have just completed your third MOMENTUM lesson. Are you totally psyched to cross this off your to-do list?

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

Now: post your clever email opt-in incentive idea and title in our nurturing [Facebook group](#) for a chance to win a fabulous prize.

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 the most clever and creative ideas. Don't lose your MOMENTUM: Post it now and keep that train moving!

## One Last Thing...

Just like in yesterday's lesson about purging, you don't have to do this alone. **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.

And please remember: 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 is easy for you could a revelation for us.

You have a job for a reason. You know more about our subject area than other people do. Share a tiny taste of that knowledge to invite people into your tribe so you can dazzle them even further down the road.

You've got this....

*Maria*