

EVOLVE LEVEL 6, Unit Quiz 11A

- Presenter** Online entrepreneurs used to talk about getting likes and followers. Now the buzzword is “building your tribe.” What are they talking about? Here with me today is author of Building a Better Tribe, Tim Vandervalk. So first things first, Tim. What is a tribe?
- Tim** Essentially, your tribe is a specific group of fans who really connect with your views. They are different from followers in that they are passionate about what you do. A follower might click a like button but a member of your tribe will buy your book, come to hear you speak, and interact with you and other members of your tribe online.
- Presenter** So is it more like a community?
- Tim** No. It’s a tribe and you are the leader. And your tribe will follow you, fight for you ... and ... well, I doubt they’d die for you!
- Presenter:** OK. So how do we build one?
- Tim** I think it’s about two things. One, have something to say. Believe in something and communicate it. Two, build relationships with your tribe and be authentic. You shouldn’t write what you think people want to hear. Everything should be consistent with your beliefs.
- Presenter** Is there an ideal size for a tribe, or is it a case of the bigger the better?
- Tim** Great question. It’s true that beyond a certain size you cannot keep up the same level of communication with individual members. It depends on your objectives. If your goal is to reach as many people as possible with your work, then keep building. Although you will have to accept that only a percentage of your followers will be hardcore followers. If your goal is to be happy, you might be better off having a real impact on the lives of twenty people rather than getting a million followers.
- Presenter** Something to think about. Thanks, Tim ... and next week