Tribal Marketing
PLAYBOOK



"Perhaps it is good to have a beautiful mind,
but an even greater gift is to discover a beautiful heart."

~ John Nash, *"A Beautiful Mind"*
Nobel Prize winner on Game Theory

My Name: _____

I Started this Playbook on: _____
(Date)

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(Date)

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Tribal Marketing™ Playbook

"Perhaps it is good to have a beautiful mind, but an even greater gift is to discover a beautiful heart."

– John Nash, *"A Beautiful Mind"* Nobel Prize winner on Game Theory

It was a sunny mid-April afternoon in 1992 when the call I'd been waiting for came in. I didn't realize it at the time, but the gentleman on the other end of the line would become the direct gateway to a niche audience that would award us with more than $11 million over the next five years.

At the time, I was running a landscape design and construction company which I started my senior year in college. The call came from one of the dozen neighborhoods we had been targeting in the tri-county area.

This particular neighborhood was a development of brand-new, high-end residences just outside of Princeton, NJ with a high concentration of homes owned by business owners.

The conversation started out innocently enough with Larry explaining that he was dissatisfied with the architect and contractor currently working on his project. We met the next week, hit it off, and the job ended up being our first project over a quarter million dollars.

Larry was an influencer within the tribe of successful business owners. He owned a very profitable investment company who handled investments for wealthy individual investors and small countries around the world.

Over the following months, he and I became friends as we talked about everything from politics and relationships to entrepreneurship and high performance cars.

When Larry's friends and neighbors would stop by, I'd always get a personal introduction. Since most of his friends and neighbors were business owners as well, my relationships grew rapidly with a new niche audience before his project was even finished. Not to mention, I really enjoyed my work because I really enjoyed talking with the people we served.

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Over the next five years, that one relationship with Larry would lead directly to millions more in revenue. More importantly, it opened the door to a group of wealthy business owners that would often have our project schedule board booked over a year in advance.

What happened with Larry? Was this just a case of referral-based marketing? Or was it something more?

Referral Marketing is a very powerful strategy. Sure, referrals played a role in our gaining favor with this audience of successful business owners. But there was something more.

I didn't just get those personal introductions because of the superior work my team was doing. I had been positioned as an expert and the best in my industry because Larry and I had trust, rapport, and respect for one another.

I didn't realize it at the time, but I had blindly stumbled into the effective application of Tribal Marketing.

This is a powerful strategy for marketing not only to the affluent – but also to any niche, group, or target audience you can imagine. It is an extremely effective marketing strategy built on relationships, rapport, and communication. And it works equally well both offline and online.

The Tribal Marketing™ Construct

All successful marketers understand the importance of knowing their target audience.

But what's the most effective way to get the word out to your target audience?

How do you achieve a trusted and respected position with that audience?

The fastest, most reliable and least costly method is by employing the *Tribal Marketing Strategy™.*

When we say "Tribal" here, we're not simply suggesting you think of your target audience as one single group called a "Tribe."

That's a step in the right direction, since the word implies a societal or cultural construct. But it doesn't give you a complete picture of

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influential hierarchies, and without that, you can't plan a practical approach to leverage significant influence and persuasion within that niche.

Without understanding the entire Tribal construct, you're likely to waste a lot of time, money, and effort trying to win over your target audience.

Before you move to the next page to understand the *Tribal Marketing Construct,* **let's brainstorm first**.

Jot down people who you think are already in your sphere of influence who have the type of impact like my friend David had – but for **your business, book or product...**

The People already in my social network who have Influence over many:

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

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Tribal Marketing does not equate your target audience with a single group called a "Tribe" because a Tribe is made up of sub-groups. Tribal Marketing actually breaks down the target audience into four distinct sub-groups, which makes it much easier to successfully plan your positioning with the audience.

The following diagram (figure 11-1) shows how these four groups are put together and relate to each other.

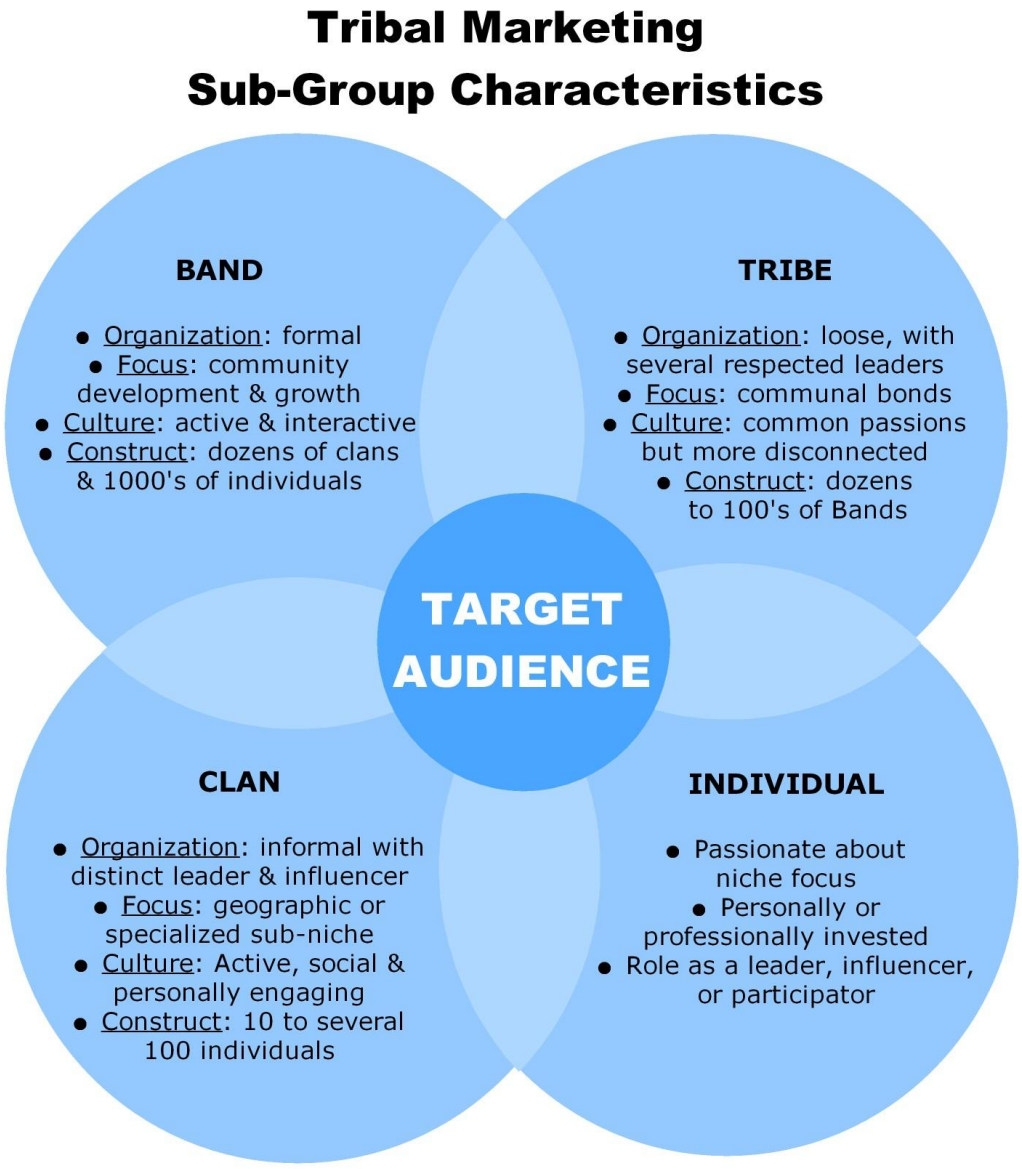


IMAGE figure 11-1

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Tribal Marketing is based on historical structures of society. And just like those past cultures, you see that a target audience in the Tribal Marketing construct is made up of Individuals, Clans, and Bands which together ultimately form "The Tribe."

The Tribal level holds a tremendous amount of influential power when you're positioned properly in front of the entire Tribe, but that positioning isn't easily gained. Figure 11-2 shows you why.



IMAGE figure 11-2

The Tribe is the largest group of all four. It has the least formal structure and the weakest social structure. Both issues make it a more challenging target for leveraging influence and persuasion.

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Thanks to their tightly knit structure, integrated organization, and greater interactivity, the Tribal Clans and Bands are where leverage is the easiest to achieve.
This really isn't difficult to see in real life. Take for example, the Tribe of motorcycle riders, and in particular the target audience of people who ride sport bikes.

Back in 1989, I bought my first sport bike. I immediately fell in love with the speed, handling, and freedom of that machine. I was passionate about motorcycle riding, but other than a few friends from town, I didn't really know anyone I could ride with on a regular schedule.

Then one day as I was leaving Gold's Gym with my helmet in hand, a guy stopped me and asked if that was my bike parked outside. My answer "Yes" led to a 45-minute conversation and invitation to ride with him and a group of other sport bike riders that weekend.

That weekend was my first introduction to a Tribal Clan in the Tribal Marketing construct. It was a group of about two dozen riders who regularly came together from all over northern New Jersey to meet with two things in common – a passion for sport bikes and speed.

Luckily, that first Tribal Clan I joined had seven state police troopers, including the guy who invited me to join them. ☺

Eventually, with a new bike, and a desire to ride on more challenging roads, several other guys from that group and I crossed over to a new Tribal Clan.

This new group was a little bit larger, and had a much more distinct leadership hierarchy. There was a weekly meeting of the group at 7a.m. every Sunday, weather permitting.

The most respected man in this new Tribal Clan was Bill.

Bill also happened to be on the board of a large sport bike association. With a legal, nonprofit structure and nearly 10,000 members, this association would definitely be considered a Tribal Band in the Tribal Marketing construct.

At Bill's suggestion, I joined the sport bike association, as well. Now, I was a member of both a Tribal Clan and a Tribal Band, and all the while, I was part of the broader Tribe of "sport bike riders."

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What does all this have to do with your marketing? I'll explain.

When I was riding and racing regularly, I devoured every type of magazine and book I could on sport bikes and racing strategies. I even paid attention to hundreds of advertisements and watched plenty of commercials during televised races (Tribe level target marketing.)

When it came time to buy equipment for my bike, I went to the suppliers who sponsored the sport bike association (the Tribal Band level.) My trust and comfort was there.

Sponsors came in all types and sizes. To get a top sponsorship spot cost big bucks. But surprisingly, the fastest way to a coveted prime sponsorship spot was not always with the most money.

For instance, I remember this new company that had excellent products, but not a lot of capital behind them. The owner of this company started riding with us on Sundays, which made him a member of our Tribal Clan.

Yet even with this "membership," if he approached the sport bike association directly with the marketing budget he had, he would've been lucky to get some low-level sponsorship positioning at a few race events – at best.

But this savvy business owner didn't go that route. He used the relational power of Tribal Marketing to get top sponsorship positioning – without spending any extra money.

The owner of this new company built a relationship with Bill, the "unofficial" leader of our Tribal Clan.

Bill, being a respected member of the board for the sport bike association, recommended this brand-new company to be a top sponsor for that year's race events. Even with an already over-booked sponsorship roster, premium sponsorship placement was "magically" created.

That's Tribal Marketing in action!

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Fortunately for you, most business professionals don't understand how to effectively market to a target audience this way.

The Tribal level is where most experienced sales professionals and marketers put their full attention, because they see their target audience as one big Tribe.

As a result, they're leaving you a wide-open opportunity to seize untapped and unrecognized sub-groups, all for yourself! And with that, also giving you the opportunity to climb an internal 'Influence Ladder' (more on that in a few seconds) right to the top of the entire Tribe.

The matrix in figure 11-3 shows how most business owners and marketers approach their target audience.

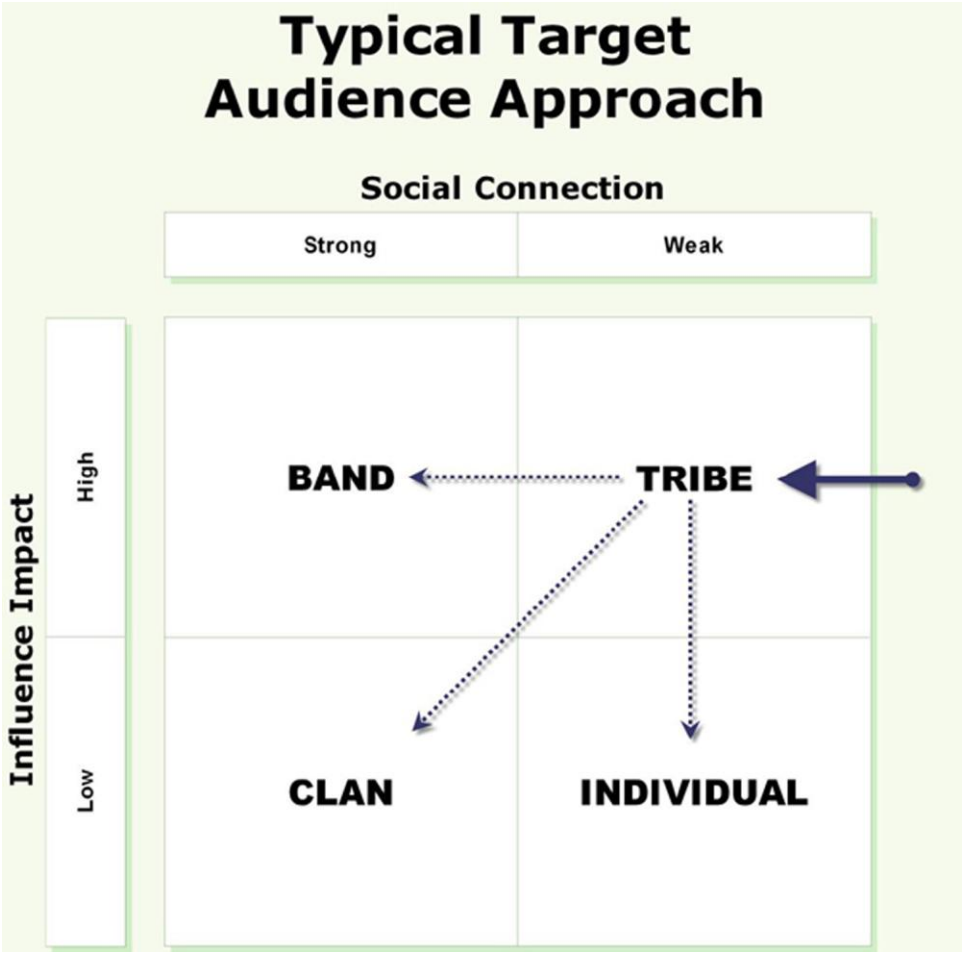


Figure 11-3

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With the goal of connecting with qualified prospects, the typical target audience approach is tackled from the top down. The book author, business owner or marketer goes straight for top positioning in front of the entire Tribe.

This method has serious flaws in it; mainly, because there are only two ways to market with this type of top-down approach to a target audience.

1. A mass marketing style campaign "speaking" at the target audience

   or

2. A connection and relationship with a highly popular Tribe level leader

Don't get us wrong. Influence, recognition, and reputation with the entire Tribe are the ultimate goal for most business owners and marketers.

Any time you can go straight to the top of the Tribe and influence from the top down, that's awesome – more power to you!

You can always get lucky and hook up with one of the "top dogs" right out of the gate, and we applaud our clients when this happens.

Most people need a strategic approach in order to get to the top. (Think about Oprah, and how many levels you need to climb in order to pitch your book, product, or idea to get on her show.)

So unless you think you can speak directly to Oprah, (perhaps you go to the same spa, or live in her neighborhood on the island of Maui) consider the following new approach to get to the influence leaders you need access to in your niche, industry, or target audience.

It Can't Be Bought

Remember, you can't buy your way into the Tribal Influence level. It's extremely difficult to connect with a Tribal level influencer or leader without a personal recommendation or established credibility from within the Tribe.

You can still allocate some of your resources and attention in this direction. But at the same time, invest your primary focus and energy toward creating relationships in the Tribal sub-groups.

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The more efficient and reliable way to gain influence with an entire Tribe is by becoming known at the Tribal Clan and Band levels. The fastest way to a respectable position at those levels is through relationships with individuals.

But – not just any individual.

Your goal is to look for individuals who are influencers – individuals who will champion your cause, and give you important personal introductions.

Figure 11-4 shows what this looks like.

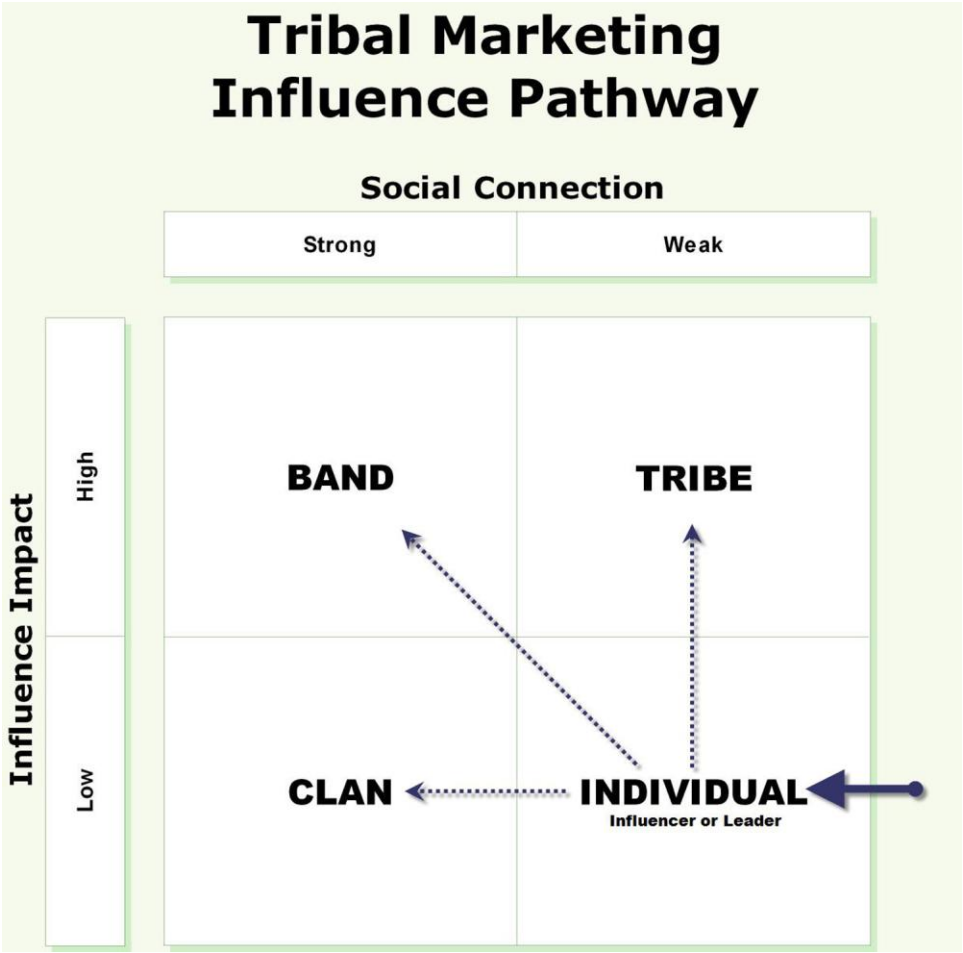


Figure 11-4

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When your goal is to influence the influencers, instead of trying to "sell" or market to the entire Tribe – you'll gain more credibility and respect within the Tribe as a whole. Sometimes you'll have so much business coming from your involvement with a single Tribal Band, like I had with Larry, that you may not even need recognition by the entire Tribe.

Coaches Recommendation:

"*Marketing to the Affluent*" by Dr. Thomas J. Stanley is one book you want to pick up & read cover to cover. It's filled with strategies that apply directly to marketing in today's New Media driven, mass-affluent marketplace. That's why it's on the list of required reading for Master of Business Ownership members. ;-)

Get it. Read it. Apply it.

If you're going to position yourself as the expert when using the Tribal Marketing Strategy, Dr. Stanley's three books on Marketing, Selling and Networking to the Affluent are great resources. Reading them together will immediately give you great ideas on high result selling styles that align with your personality, interests, and strengths.

We got hooked on his book series with The New York Times bestseller, "*The Millionaire Next Door.*" His writing style is so full of practical case studies and examples that you'll devour his books in one sitting, and come back to them again and again as "reference manuals" for your business.

The Influence Ladder Is The Key To High-Leverage Tribal Marketing

Sometimes the Tribe you're trying to gain positioning with is large, geographically diverse, and without a formal structure.

In this case, you can still apply the methodology of Tribal Marketing with what's called an Influence Ladder.

Let's say you're the owner of Black Box Security, a Chicago-based security company. Your top-selling product comes with superior service, providing 24/7 protection including personal security and safety for people, no matter where they are in the world.

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Your target audience is comprised of wealthy individuals, many of whom are affluent owners of luxury real estate. You know that magazine advertisements or introduction packages, no matter how impressive they are, will NOT get you the results you need to successfully position yourself with this Tribe.

So, you begin brainstorming… *Who is a top influencer with affluent owners of exclusive real estate?*

Who is someone that the majority of the people in this scattered Tribe would respect the opinion of?

Donald Trump comes to mind.

He'd probably be an excellent source of influence with that Tribe, right?

But you don't know anyone of influence who knows him. So what's your apparent choice? Walk into "The Donald's" New York City office, try to get past his gatekeeper, and get an immediate appointment?

You're clouded with grandiose thinking, so you continue with positive affirmations, to picture this scenario taking place.

With your best Brooklyn accent, you extend your right hand, and walk straight up to Donald Trump with sheer confidence.

"Yo, Don, how you doin'?"

Ok, so that's a little bit of an exaggeration with the outer-borough accent, but seriously – even if you were polished in your approach – how far do you think you'd get with that? Sure, everyone gets lucky, once in a while, but seriously, how lucky would you have to be with this approach?

Instead, what if you took a look at the Influence Ladder leading to Mr. Trump?

Being from Chicago, you realize that you have a friend who is buddies with a longtime friend of Bill Rancic.

Yes, the same Bill Rancic who won the coveted job with Donald Trump on *The Apprentice* TV show that first aired on NBC in the Spring of 2004, and has been one of the most successful, and prominent hires from the show.

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After two years of top performance, Bill has won Trump's favor and trust; so you know an introduction from Bill would get you at least a few minutes of face-time with The Donald.

You also know that this longtime friend of Bill's is a fantastic person, and based on what your friend has shared, you both have a lot in common. So you get introduced to Bill's friend, you hit it off, and the relationship grows with time.

Now, before we go any further with this scenario, it's critical that you're not just using Bill's friend. You'd have to truly enjoy spending time with this person in order for a real friendship to develop – helping him out in any way you could, and honestly caring about his success, like you would with any other friend.

The way to tell if you're "using" someone is to ask yourself; *"If everything was to fall apart with the Influence Ladder, would I still remain friends with this person?"*

If you can honestly answer yes, then you're on solid moral ground.

Back to Rancic and Trump…

Eventually you get introduced to Mr. Rancic. Once again, you don't see Bill as a rung on the Influence Ladder. You see him as a friend – a pretty cool friend, at that! He's extremely bright, and your conversations are always stimulating to the point where you generate new ideas every time you get together.

It just so happens that with your connections with several specialty importers of marble, you're able to help Bill smooth out some bumps in his management on the construction of The Trump International Hotel and Tower in Chicago.

Do you think Bill is now going to feel deeply grateful, perhaps even indebted to you? So do you think he'll be eager to set up an introduction with Mr. Trump when you ask?

Of course!

After all, you've proven yourself to be a helpful contributor to his goals and success. Now he feels that his introduction would be a valuable one

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that his boss would also benefit from, and he'll look great just for knowing someone like you, and fostering the introduction.

Now with a personal introduction to Donald Trump – along with a brilliant pitch you've prepared – you're in!

That's how the Influence Ladder and Tribal Marketing work hand-in-hand.

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_____ **Today's Date**

My Influence Ladder for _____:

(Print as many pages of this Influence Ladder for each individual you need access to directly to help you promote your book.)

My _____ Title: _____

My product/book focus: _____

I want exclusive access to:

_____

I know him/her directly, and have his/her phone number:

YES **NO**

If YES, write number down here: _____

If NO, keep going down the influence ladder to see how you can reach the top to get connected with your Influencer of choice.

Who do I know knows _____ directly?

If you don't know someone who knows your Influencer directly… keep on brainstorming.

Who knows someone who has a direct connection to my Influencer?

_____

_____

What social network(s) would be most appropriate to pursue a social connection to reach my Influencer of choice for getting the word out?

_____

_____

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How can I ask questions to connect appropriately to my Influencer?

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The New Media Marketplace Takes Tribal Marketing Online

Up until the last few years, Tribal Marketing has been primarily an offline strategy. The first decade of Internet development with the mass media mindset did little to foster culture that was healthy for Tribal Marketing online.

It would appear at first glance, with rapid Internet and technology development that individualism is on the rise. While that may be true in some cases, the rise of the New Media Marketplace has already reversed this trend.

Every month, millions of new people are joining memberships to participate in online social networks. The individualism and isolation that many felt with the Internet in the nineties is quickly eroding.

The New Media Marketplace is radically different than mass media and the initial online environment molded by mass marketing.

Interruption marketing is dying a slow, ugly death. You need to connect, communicate, and converse with your target audience. That target audience cannot be approached with the mass marketing mindset.

All this positions Tribal Marketing not just as an option for effectively connecting with your target audience online. It's the only effective strategy, if you want results without breaking the bank.

But the impact is not just effective with exclusively offline or exclusively online Tribes.

The New Media Marketplace now makes this easier than ever before to create a click-and-mortar crossover. *(Click-and-mortar = Combining a Brick and Mortar Business with the Internet using online strategies in conjunction with offline strategies.)*

New Media makes it possible to leverage Tribal Marketing online and offline synergistically.

Previous to the New Media Marketplace, various sub-groups would have their primary interaction offline.

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Now, people are looking for products and services that not only deliver solutions, but also link them to others – to a community, to a Tribe.

People are looking for products and services that not only solve problems, but also connect them to others with similar interests.

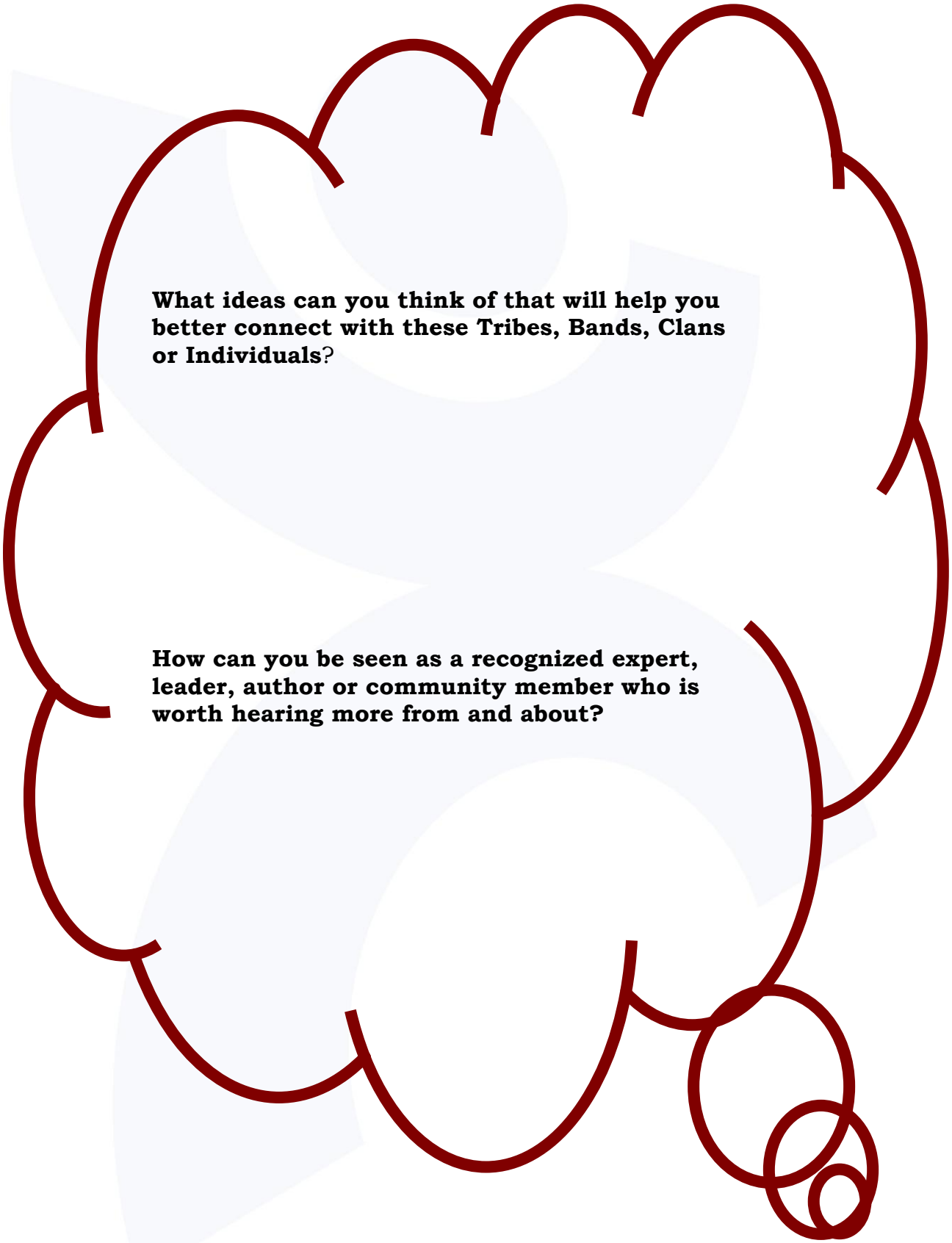
All this is very exciting when you understand Tribal Marketing, and it should be, because it works with the changing marketplace. It makes you a partner with consumers, not a marketing antagonist.

The even better news is that making these Tribal Marketing connections is easier than you might think when you know how to work with the New Media Marketplace.

What Tribes, Bands, Clans or Individuals do you know (or already are connected to) that fits in with your niche or industry?

	Name:	**Topic/Niche:**	**Leader:**	**Contact Info:**
TRIBE:				
Band:				
Clan:				
Individual:				

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My Playbook: _____

Today's Date: _____

Topic of my Book: _____

Brainstorm the following catalyst questions:

1) WHO do I want to persuade, influence and connect with for this book?

Leading Bloggers in my niche who would be a good match for helping me get buzz:

_____

_____

_____

Blogs I need to regularly visit / comment on and trackback to:

_____

_____

_____

Leading Authors in my niche or industry:

_____

_____

_____

Influence Leaders who already have trust established with my target audience:

_____

_____

_____

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2) What media connections must I make to get my book, product or service known on a local, national and worldwide level?

Media Influencers in my niche/industry or area of interest:

Newspaper Reporters:

Magazine Editors:

TV Journalists / Reporters:

Radio Hosts:

Internet Radio Show Hosts:

Podcast Stars:

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My wish list of contacts:

	My Wish List of Contacts:	My Easy List of Contacts:
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

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3) The beginning of my Power Rolodex:

My sphere of influence – now and in the future:

	Power Influencer:	Phone:	Email:	Influence Ladder Contact:	Personality Style:
1	Oprah	888-888-8888	Gail@Oprah.com Magazine editor connection to Oprah	Michelle – used to produce for Oprah	Steady / Influencer
2					
3					
4					
5					
6					
7					
8					
9					
10					

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∞ **MY INNOVATION CORNER!** ∞

My Notes and Ideas
from this PLAYBOOK:

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Your Coaches Bio

Deborah and John Paul Micek



Featured in the Wall Street Journal, columnist for ***Entrepreneur*** Magazine and ***Honolulu Star Bulletin***, Radio Show guest for the TV Reality series, *The Apprentice*, and Life Coach for the award winning TV reality show, *Dream Makeover Hawaii,* Deborah Micek has been using both online AND offline marketing since the beginning of the century to build a powerful brand and international coaching firm.



Authors of the first published book on New Media, (often referred to as social media) "*Secrets of Online Persuasion*" Coach Deb & John-Paul Micek rank among bleeding edge experts and trend setters – all while keeping things simple for their clients.

With her degree in Psychology, Deborah started RPM Success Group ® Inc. in the year 2000 with her partner John-Paul Micek, after running and selling several multi-million dollar companies. RPM Success Group ® Inc. became the only coaching company focused on the science of persuasion for small business owners to grow their business and the psychology of building your brand from the inside out.

Co-creators of the world's premiere new media marketing software system, Blogi360.com gave this couple the ability to give their clients the unfair advantage to beat large corporations with big budgets. Now, Coach Deb & JP are living the ultimate business owner's lifestyle; leveraging new media to work with clients from 13 countries - all from the most remote island chain in the world.

You can review their full bio and journey from New Jersey to Hawaii at: http://RPMsuccess.com Connect with Coach Deb by following her on Twitter: http://Twitter.com/CoachDeb Follow JP http://Twitter.com/JPmicek Tune into their new TV show via their blog: http://TribalSeduction.com

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How Can Your Business Be Immune to Any Recession and Prosper Wildly, Like Never Before, Starting Right Now?

"*People buy who you are before the buy what you're selling!*" say the mass-affluence experts and popular authors, Coach Deb and John-Paul Micek – coaching thousands of entrepreneurs from 13 countries all from the most remote island chain in the world on the North Shore of Oahu in Hawaii.

"*Don't you dare believe that people are not spending.*" The mass-media mental illness of fear and lack need not infect you.

Imagine you own a store on a busy street in a part of town that is losing visitors and shoppers. Major employers in the area are shutting their doors. The sun has seemed to stop shining. As you look out on your surroundings you see a world in decay, and your dreams of success diminishing day-by-day.

Yet only 10 blocks away from your back door, out of sight, there's a new community booming with new office buildings and lots of jobs. A shop owner there is looking out on streets bustling with the activity of workers and tourists during the day; and at night with the residents of the shiny new, luxury condo-towers towering between the community and the crystal blue ocean behind them. The warm yellow sun reflects off the mirrored skyscrapers making the golden bricks of the streets and the jeweled walls sparkle.

This is exactly the position so many business owners and marketers are in today. What they can't see and are unaware of is killing their profits. Yet opportunity is not far if they simple change their field of vision. It's not *literally* a place a few streets away. Instead it is your own online and off-line world you have the power to create with a **very simple, but a 180-degree inside-out**, sales and marketing mindset.

The Tribal Seduction™ Marketing-for-Life Course takes you by the hand and makes creating this your new world of opportunity, and your 180-degree shift in marketing mindset **a paint-by-numbers system**. Starting with scientifically validated behavioral and motivational assessments, built upon the *Persuasive Selling Platform™*, designed to be **timeless** – this is the fastest, surest path to prosperity even in tough times; and the best way to make big bucks in the good times.

Stop Dabbling and Start Doing!

The Tribal Seduction™ Course does what NO other marketing course, system, or guru has ever done before – it starts with YOU and works its' way out to wealth, happiness and a new way of doing business.

In the Course we provide you exclusive INSIDER INFORMATION fully supported by asset-extraction and application formulas, action strategies and real-life examples (NOT theory); so – while others suffer, whine, gnash their teeth – you'll create and enjoy your own shining city of success.

Visit TribalSeductionCourse.com to get the full story and invest in forever changing your marketing future now