



Handout #3

Communicating With Your Tribe

Your Tribe are people who have been through similar wounding experiences as you have. You are able to help them because you have done enough inner work to have developed special abilities and Superpower that vibrate at a higher level than they are at. This allows you to help pull them up.

1. Referring to your previous writing exercises, briefly describe your Tribe:

a. They are...

b. They are deeply concerned about...

c. They struggle with...

d. They are frustrated by...

e. Common issues/diseases they tend to have...

f. They are inspired by...

g. What is the #1 thing they have looked for help with from other professionals and NOT found adequately yet?

2. What is the biggest recurring belief your tribe has that keeps them stuck? Examples: I am not enough, I don't deserve money, only bad people have money, all the good ones are taken, etc.

3. Aversions – What they want to get away from

Write down 3 – 4 things your tribe wants to solve, heal or escape from. This is how they have been feeling so far

- a.
- b.
- c.
- d..

4. Cravings – What they want to experience (write as emotional feelings/sensations – be as specific as possible for your Tribe

Examples: Loved, connected, joyful, abundant, clear, pain-free, etc.

- a.
- b.
- c.
- d.

5. What is the #1 top of mind problem your Tribe members think and obsess about the most – this would be something frequently buzzed about in the medias. Examples: Weight loss, looking younger, chronic pain, stress/anxiety, asthma, worries about the state of the world, etc. Note: These are often “the tip of the iceberg” of the actual core issue they need help with.

6. What could be your unique offering to bring them from where they are to where they want to be (refer to Handout #1). Be sure it uses your Superpower. How can your skills and your abilities help move them out of woundedness into wholeness and fulfillment?

7. Marketing Copy

Now, take a stab at writing a paragraph of copy you write to your Tribe in which you:

- A. Describe who they are what their primary “pain” is in just a few words, using emotionally connecting words of impact to them
- B. Acknowledge their frustration or disappointment in NOT yet finding a satisfactory solution
- C. State where they want to be
- D. How you are uniquely suited to help them get there
- E. The name of your unique system you will uplift them with
- F. Call to action

Don't try to make this polished or a final draft! Just have fun and know your worth!!!

For example, here is something Darren might write about his offerings:

Are you a holistic health professional or healer tired of working too hard for too little, with too many clients disappointed by insufficient results? *(their pain and frustration)*. If you would love to discover the Quantum secrets of consistent, masterful results and client attraction I can help you. *(where they want to be)* The Quantum Catalyst Healing and Coaching system will put your work and income on a higher level, as it has done for so many other professionals. *(your system and how it will help them)* Click the link below for a complimentary coaching and energy upgrade session in which you'll experience the benefits for yourself. *(call to action)*

8. Education-Base Marketing you can create to deliver this message