

A top-down view of a desk setup. In the upper left, a portion of a silver laptop is visible, showing the keyboard and trackpad. To its right is a white ceramic cup filled with coffee. In the center, an open spiral-bound notebook with a white cover and a teal pen resting on it. In the lower right, a pink frosted donut with white sprinkles sits on a teal saucer. The background is a light beige surface.

MY TOP  
8 TIPS  
FOR CONNECTING  
WITH  
*Your Tribe*





## My Top 8 Tips to Connect with Your Tribe

Engaging and connecting with your tribe should not be just a series of rigid activities. Allow your ideas to be as fluid and responsive as the community that is driving you. Always be on the look-out for “clues” to what they need next. Notice what they get excited about, what they complain about—and add what they need.

Here are my top 8 tips for engaging and connecting with your tribe:

### **1. MIX AND MATCH YOUR CONTENT PRESENTATION AND STYLE**

Liven up presentations by using different types of media—for example, provide slideshows, videos, podcasts, photographs or audio files.

Add slides and photographs to live speeches or webinar presentation, post videos for your Facebook Group, create infographics to help your tribe remember key points.

### **2. MAKE YOUR CONTENT AS INTERACTIVE AS POSSIBLE**

Send out polls and short surveys. Add live stream content into your mix. Share reminders and posts when your live streams are about to start. As for photo submissions. Ask email questions. Use platforms with a raw immediacy factor, such as Periscope, Instagram and Twitter Vine.

### **3. USE CONTESTS TO SPICE UP YOUR COMMUNITY LIFE**

Sometimes contests people find the most fun are the simplest. Try mixing a few into your community platforms and presences. Hold affiliate contests, photo contests, “Best Title” contests and “Flash” contests (where people have to take photos on the spot and post them on your Facebook Page or in your Group).

### **4. INTERACT, YOURSELF!**

Follow your most active followers. Engage daily and faithfully. Comment on their posts and feeds, ask them questions that make them look legitimately good, acknowledge and celebrate their successes—and let them know you are there for them.

### **5. GET THEM OUT OF THEIR COMFORT ZONES**

Do it to challenge your community—but also make sure that those who take the risks gain a real reward—both a small, immediate one and a long-term, bigger reward. Show them it is possible. Use stories and examples. Most importantly, get them to engage in exercises and mini-challenges to show them it is possible to achieve their bigger goals or dreams.



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### 6. PROMOTE YOUR COMMUNITY MEMBERS

Whenever a member of one your connection platforms reports and achievement, celebrate and share it. Feature her on your blog (if she's a client, it also makes a great success story for your coaching!)

Don't do this indiscriminately, however: A simple "Like" or "Congratulations" is acknowledgement enough for many people. Interview someone if there is a strong, fresh angle to present that will interest your community—or if it is a great demonstration of what they (with a little hard work and action-taking) can achieve too.

### 7. SPICE UP YOUR HEADLINES AND SUBJECT LINES

Get into the habit of spending time on your Headlines and Subject Lines. Track which ones work. Identify what makes the successful ones work—is it the right keyword? Tapping into an emotional pain point or joy point? Giving a simple command on what to do next?

Look for the principle behind successful Headlines and Subject Lines, rather than slavishly copying the actual words. What made these ones resonate with your tribe?

### 8. CREATE FACEBOOK-ONLY SPECIALS FOR YOUR TRIBE

They will feel appreciated if you reward them for their Facebook involvement by offering them a discount code or special deal.

[www.NextLevel-VA.com](http://www.NextLevel-VA.com)

Let's Get Connected on

[Facebook](#)

[Twitter](#)