



Build Community & Grow Your Tribe

STAND FOR SOMETHING – HAVE A CAUSE

MY CAUSE:

1. Social Media

Engage, engage, engage! Actively leave comments for other people, share relevant and valuable information, private message important information to colleagues and friends. Join groups and leave thoughtful comments for other participants.

List ALL of the ways you can engage regularly with your fans and supporters and with other people through social media:

2. Speaking/Events:

When you stand for something and want to promote your cause, speaking and hosting events are a great way to get the word out. Figure out where or what groups you could speak to. Brainstorm some event ideas you could create to spread this message even further.

What groups do you know that you could speak to:

_____	_____
_____	_____
_____	_____

What event ideas do you have that you can host in the next couple of months:

3. Strategic Partners:

There are people out there that already have the following or the status that you are trying to achieve. There is likely a way to partner with them so that you both can leverage your lists. You could promote their work on your list and vice versa. Choose strategic partners that have already achieved a status you are working towards. Also, look for partners that stand for similar things and have similar causes. But ALSO look for those partners with a slightly different stand, mission and passion driving them. These partners tend to be a better complement to you and your work.

List names of people you want to partner with (think big!):

_____	_____
_____	_____
_____	_____
_____	_____

List people you already have a connection with and of those you could partner with right away:

_____	_____
_____	_____
_____	_____
_____	_____