



How to Earn Great Money & Make a Positive Impact

**WITHOUT Exhausting Yourself & Your
Resources**



Women's Prosperity Network

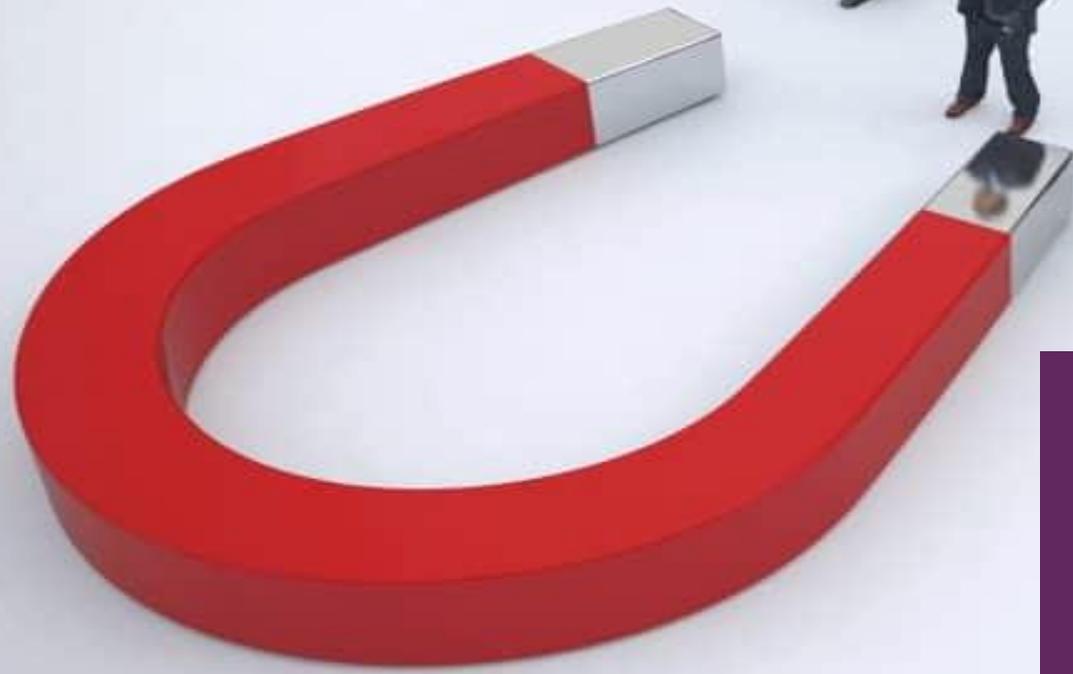


How to Build a Tribe You Can Be Proud Of And That Amplifies Your IMPACT



Women's Prosperity Network

**It All Comes
Down to...**



***How Do We Attract and
Retain Loyal Customers?***

aka Your Tribe

What NOT to Do



Facebook post creation interface. The text of the post is: "I just started my new business. Join my tribe!". The interface includes options for "Create Post", "Photo/Video", "Live Video", and "Life Event". Below the text is a row of colorful stickers. At the bottom, there are buttons for "Photo/Video", "Tag Friends", and "Check in". The audience selector is set to "Public". The "News Feed" option is selected, and the "Post" button is visible at the bottom.



Facebook post creation interface. The text of the post is: "Join my group program to lose weight. It's \$350 and when you buy now, save \$100". The interface includes options for "Create Post", "Photo/Video", "Live Video", and "Life Event". Below the text is a row of colorful stickers. At the bottom, there are buttons for "Photo/Video", "Tag Friends", and "Check in". The audience selector is set to "Public". The "News Feed" option is selected, and the "Post" button is visible at the bottom.

What NOT to Do

Rent an Expensive Event Venue

Create a Facebook Event
*(and believe the people who click
'Going' will actually show up!)*

Seth Godin says:



*...that only works in the movies.
It's build it, nurture it, engage them and
they may come and stay."*





~Seth Godin

Tribes: We Need You To Lead Us

“A tribe is a group of people connected to one another, connected to a leader and connected to an idea.”

For millions of years, human beings have been part of one tribe or another. A group needs only two things to be a tribe:

a shared interest and a way to communicate.”



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*“The secret of leadership
is simple:*

*Do what you believe in.
Paint a picture of the future.
Go there.*

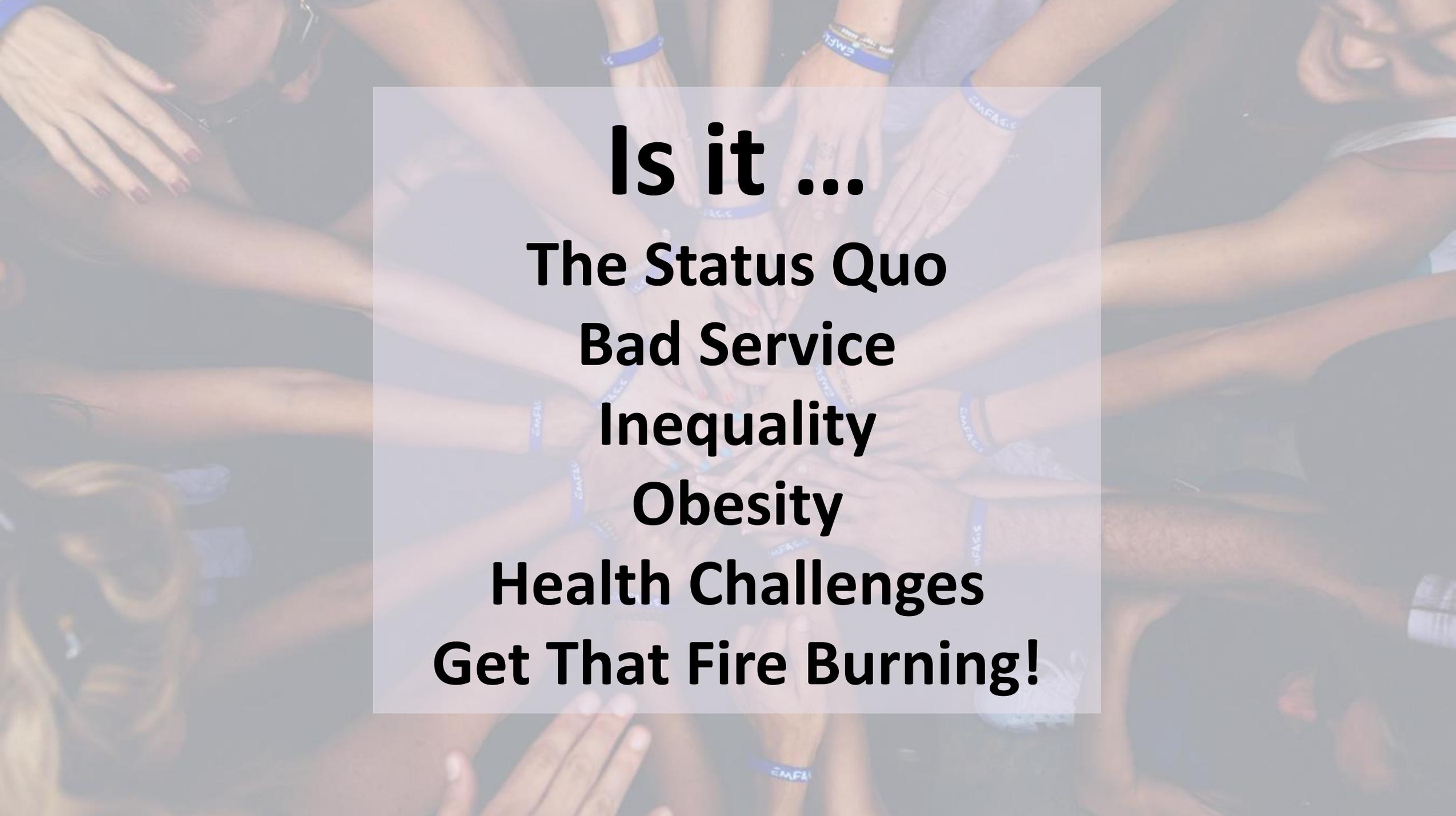
People will follow.”



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**What is
YOUR
Shared
Interest?**

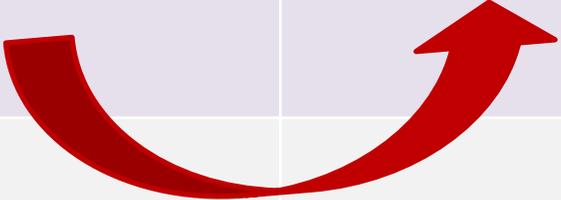
**Common
Cause?
What are you
seeking to
change?**



**Is it ...
The Status Quo
Bad Service
Inequality
Obesity
Health Challenges
Get That Fire Burning!**

Examples	Shared Interest (Vision or Mission)	Common Cause

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<p><i>Why does that problem exist?</i></p> <p><i>Systems, Government, Socialization, etc.</i></p>		<p><i>Create Your Messaging Around the Common Cause</i></p>





Uganda Scholarships Sponsored by WPN Members



Janet Kodet
Age 19
Dream: Business Executive
Sponsor: Debbie Montgomery



Ivan Modi
Age 14
Dream: Engineer
Sponsor: Janet Grillo



Elijah Mukisa
Age 8
Dream: Mechanics
Sponsor: Sheril Jalm



Ian Ezra Sworo
Age 7
Dream: Counselor
Sponsor: Nancy Matthews



Lomino Luise
Age 6
Dream: Leader
Sponsor: Suzanne Baker



Phillip Takwana
Age 13
Dream: Engineer
Sponsor: Marty Ward



Grace Achan
Age 22
Dream: Teacher
Sponsor: Tasha Chen



Gale Anton Ddumba
Age 7
Dream: Politician
Sponsor: Lisa Soloway



Sanya Rogers
Age 19
Dream: Teacher
Sponsor: Marty Ward



Sharif Ngobi
Age 20
Dream: Doctor
Sponsor: Susan De Robertis



Rinah Besiga
Age 17
Dream: Doctor
Sponsor: Marty Ward

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Betsy Clark (Coach)	Embrace Your Inner Strength	

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~Seth Godin

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Next Week: Part 2
A Way to Communicate

Prep for Next Week:

Create Your Messaging Around the Common Cause

- What is your shared interest?
- What is your common cause?
- Write down 3 (*or more*) ideas for content that speaks to the common cause. Statistics are great for this.

Discuss in breakout session after sharing your celebration and intention for the week