



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



~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.”

Seth Godin says:



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





*“The secret of leadership
is simple:*

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

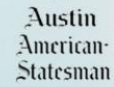
People will follow.”

Maruxa Murphy

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