

BUILDING A MAGNETIC BRAND WORKBOOK

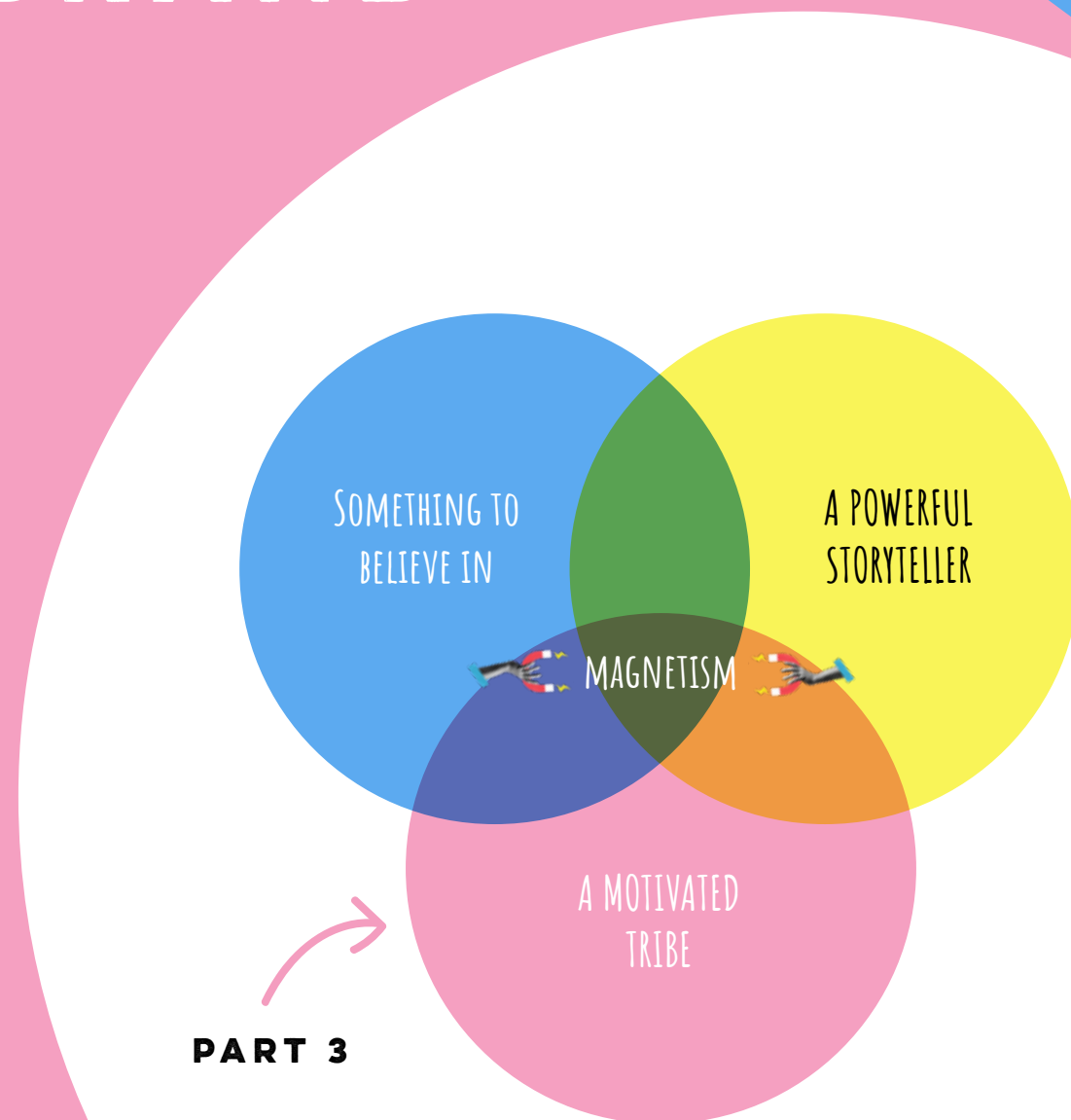
PART 3:

HOW TO

BUILD A

MOTIVATED

TRIBE?



BUILDING A MAGNETIC BRAND WORKBOOK

There are three ingredients to creating a magnetic brand. You need to:

- Give people something to believe in
- Tell your story through a powerful storyteller
- Motivate your tribe to help you grow

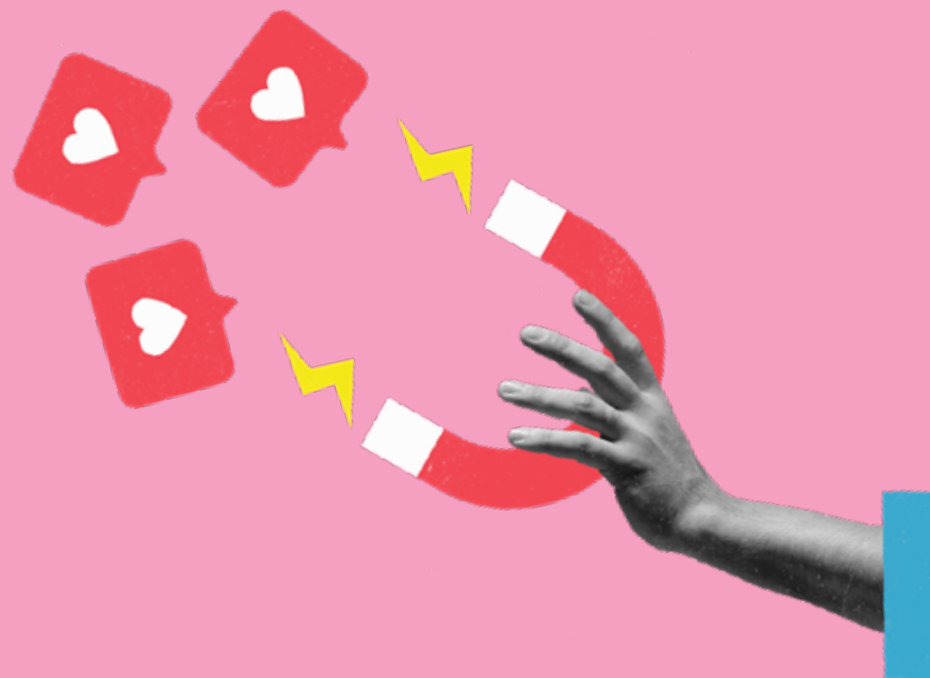
PART 3: HOW TO BUILD A MOTIVATED TRIBE

This workbook helps you start to figure out how to start attracting your tribe/

There are 5 activities in this workbook

- Who's in your dream team network?

LET'S GO!



WHAT'S IN YOUR DREAM TEAM NETWORK?

So for this exercise, we have to go back to thinking about what you believe in. If you haven't done that exercise yet, go back to part 1!

Think about what people and companies you defined as your brand's friends; your fellow pirates fighting for the same cause.

Depending on your business, these could be local groups, or big organisations. Think about who your ideal customer is and how many of them you need to make your business work. If you only need 10 customers a year, your network won't need to be as big as if you need to sell 100,000.

Anything between 25 and 100 is a good start, because even if you end up with 10 network points, if each one has an audience of 1000, that's a potential 10,000 people who might want to join your network too - you get the picture.

We're looking to build our network with companies, organisations, groups who sell to or contain the type of customers who might buy our products. It could also be a podcast or a publications or blog. They need to share your values, but also be potentially interested in buying your product. So if you're an ethical clothing brand, you might include an organic home grocery delivery brand in your network.

Now write them down in the bubble. Add in their audience size. Move onto a separate piece of paper if you need to (or a spreadsheet). Are there any clusters of people or groups that are standing out?

Great, now move on to the next exercise.

Example:
Tony's Chocology
84k Instagram



WHAT DO YOU HAVE TO TRADE?

If you're doing great, ambitious things, and you have charisma on your side, the chances are a lot more people than you think will help you out. But, it doesn't hurt to have a few incentives up your sleeve. This is your chance to dig around in the cupboard under the stairs and figure out what you have that someone in your network might need.

If you're a startup, you probably don't have much cash to buy audiences (via advertising / paid posts etc.) - but you will have other things.

- It might be access to knowledge or skills that you have.
- Or access to the product or service you are selling, for them, or their audience.
- You might be able to help them be more 'insert quality here' to support their strategy. E.g. they might need to become more relevant to a younger audience, which you can help them with.
- Perhaps you have brand ambassadors on board that you can share?
- Maybe your content is awesome and they'd benefit from sharing it?
- Or maybe partnering with them gives them some kind of strategic advantage.
- If you already have an audience, can they benefit from you sharing info with them?

Fill out the sheet opposite with all your ideas, which you can use in the next section.

| PRODUCT OR OTHER PHYSICAL THINGS | FRIENDS OR CONNECTIONS WE CAN SHARE | SKILLS & EXPERTISE | OTHER WAYS WE CAN PROVIDE ADVANTAGES |
|-------------------------------------|--|--------------------|---|
| | | | |

THE REJECTION CHALLENGE

Ever heard of rejection therapy? We're going to use it here to start to put some pins in your network map.

Rejection therapy was invented by Canadian entrepreneur Jason Comely as a way to challenge and overcome your fears. It has been adopted by other entrepreneurs as a way to push themselves outside their comfort zones and make things happen they didn't think were possible.

The point of the challenge is to go into it **looking for nos** in order to build your confidence to ask in the first place.

But what often happens is that your bravery is rewarded with a yes!

How do you do it?

Make a list opposite of all your target kindred brands or network partners. These will make up the points on your network map.

In the next column add in what your "ask" is - do you want to be on their podcast, join them at an event, grab a spot in their newsletter, share a video on social media?

Next add a priority, low, medium or high.

Set yourself the challenge of asking one of the people / brands / groups on your list a day and keep a record of the responses, no's are as welcome as yes's!

| NETWORK PARTNER | WHAT'S THE ASK? | PRIORITY | RESULT? |
|-----------------|-----------------|----------|---------|
| | | | |

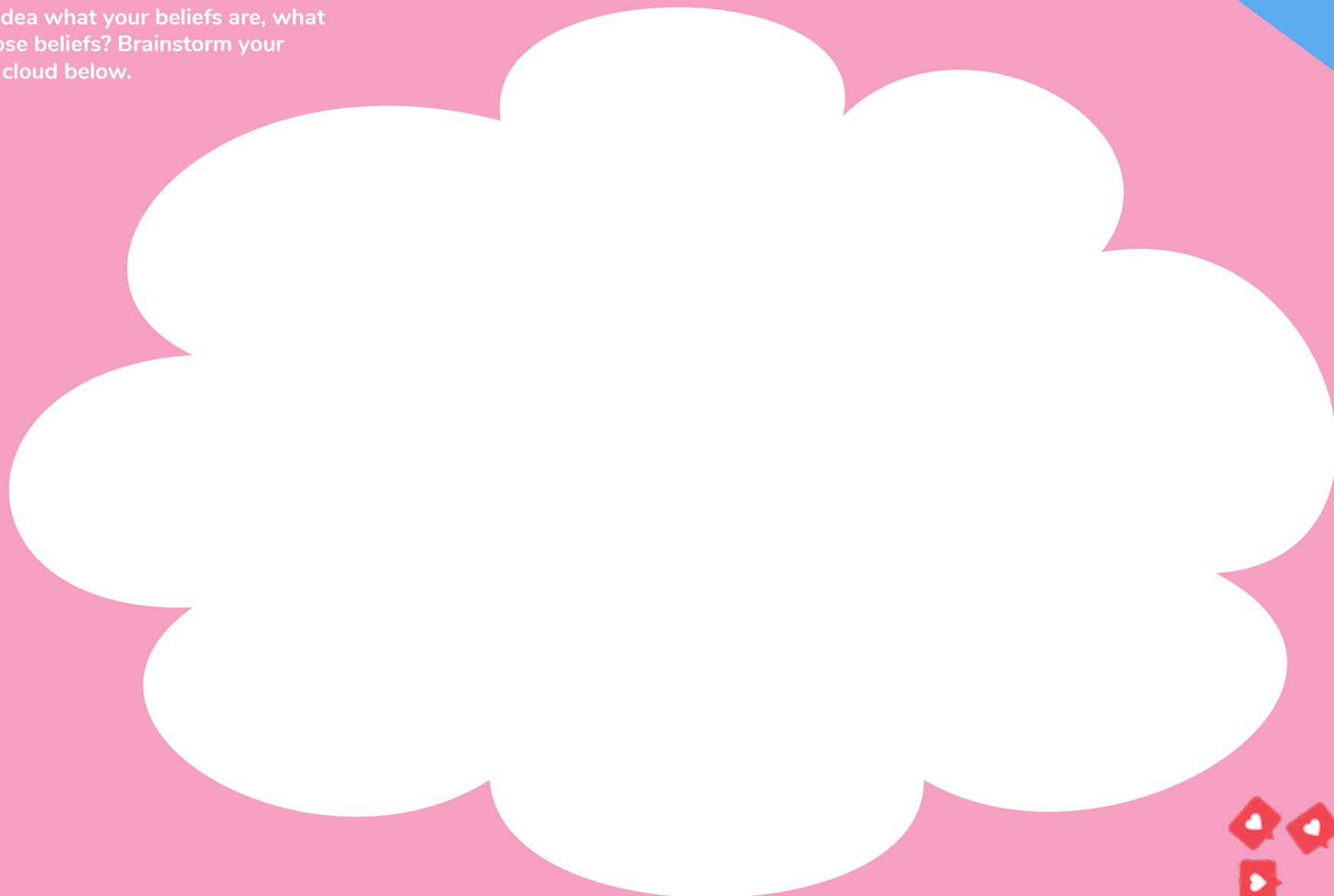
WHO ARE YOUR ENEMIES?

Who are the people / brands who hold the opposing view to you? Who would never be a brand ambassador?



WHAT ARE YOUR VALUES?

Now you've got an idea what your beliefs are, what values represent those beliefs? Brainstorm your values in the values cloud below.



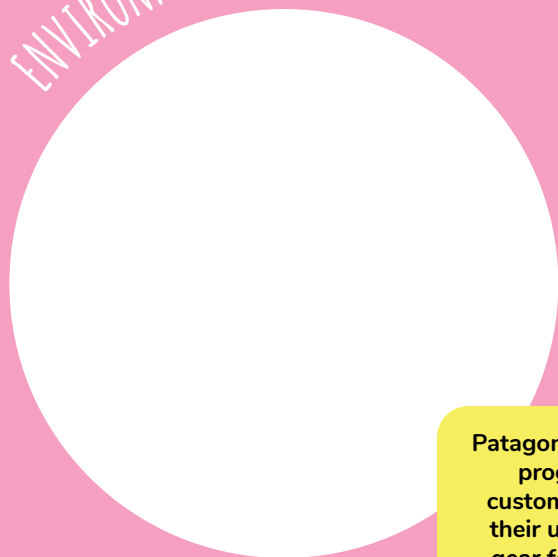
HOW WILL YOUR BRAND BEHAVE?

Defining your values is great, but the meaning people take from your brand comes from their experiences with it, not from words on a page. So now you're going to put your creative hat on, and have a think about how your brand could behave in different areas, so your customers' experience matches your beliefs.

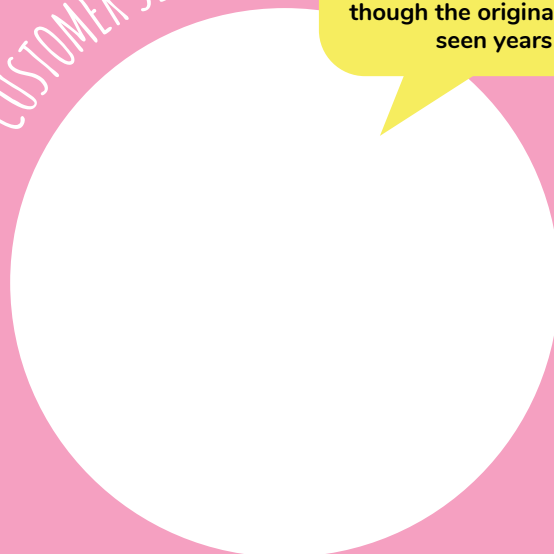
We've given you some examples for inspiration. ✨

Write your ideas in the white circles.

ENVIRONMENT

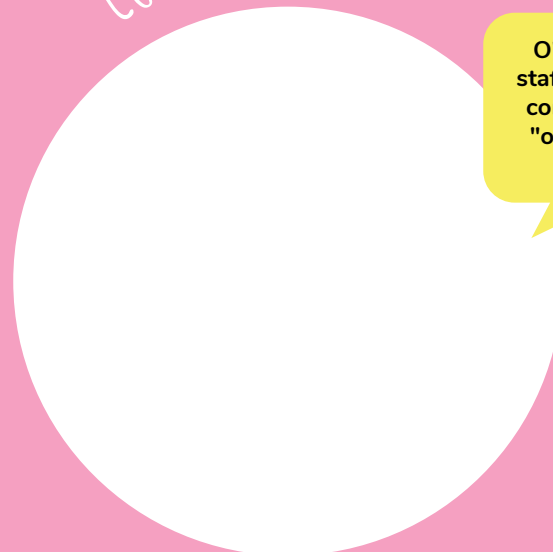


CUSTOMER SERVICE



L.L.Bean - Lifetime Warranty:
L.L.Bean is known for its lifetime warranty. They once famously honored this warranty by accepting a decades-old, worn-out backpack and replacing it with a brand new one, even though the original backpack had seen years of use.

CULTURE



O'Neil encourages its staff to go surfing when conditions are good or "off the hook" as they would say.

PLACE

Red Bull's offices are known for their energetic and adventurous design. They feature elements like slides, skate ramps, and climbing walls, fostering an environment that embodies the brand's values of energy, excitement, and adventure.

Patagonia's Worn Wear program allows customers to trade in their used Patagonia gear for store credit.



WELL DONE!

Hats off to you for making time to think about how to charge your brand magnet. What now?

Or have a go at mapping out your brand with our [interactive Miro boards](#) that will help you put all the pieces of your brand jigsaw together to build a truly magnetic brand.

If you need some more help, drop us a line at hello@palmerand.co

