



## Instant Bestseller Formula - Week 1 Worksheet

Why is building a Tribe important to you?

Imagine that right now you have built your huge tribe of fans that you have direct access to engage with. What does this mean for your career? What difference will this make? What will it do for future book launches? How will it help your business?

What is the “idea” behind your Tribe?

How can you sum up all of the work you are trying to do into one sentence? It needs to share how you are trying to change the world and the idea that you are asking people to get behind.

## Who should be in your Tribe?

If you are writing about healthy diets and lifestyle, the fast food addict is not in your Tribe. What are the profiles of people that are a good fit for your Tribe? Who are they? What are their hobbies? What are they passionate about? Create some detailed profiles of the type person you want in your Tribe.

## How should you use the Tribe Building Framework?

The next five weeks are going to be spent diving deep into the ideas and implementation of the Tribe Building Framework. However, if you had to put ideas next to each of the six steps, how would you do it?