



Source: <https://freedym.com/member/branding/build-a-raving-fan-base-with-marie-forleo/>

Notes: Written by Sam Choo

Title: How to Build a Raving Fan Base and Make an Impact in Your Market - Your Five Step Formula.

(a 45 minutes recorded seminar)

Description: Marie Forleo has built a multi-million dollar business and one of the most loyal fanbase's online. During her talk at DotComXpo.. she reveals how she built her tribe.

These are the 5 steps that make her millions and impact million of life.

PROOF THIS WORKS

She had over 1.7 million views on Youtube, with avg 100-300 comments per post. She was featured in Entrepreneurmag, on Forbers and interviewed by Oprah.

The access to "our community" is just as valuable, if not more than the product they purchased.

Our students pay it forward by sponsoring tickets to the program for other women they don't know and could not afford.

GAME CHANGER.

How would you behave if you were the best in the world at what you do?

Do you want to be mediocre?

Of course not. You want to be the best.

You have greatness in you.

STEP 1: CLARITY OF VISION

A vision is not just a picture of what could be, it is an appeal to our better selves, a call to something

more.

What is your vision?

- * We want to be part of something beyond ourselves.
- * Why are you in business beyond self interest?
- * What do you believe in?
- * You can't fake this. You've got to step up open your heart and lead.

Do this now: Write this down.

- * What VISION of the world are you committed to?
- * Why are you in business beyond profits?
- * Communicate it and demonstrate it on a daily basis.

Google alert it. Talk about it. It has to come from the heart.

STEP 2: POSITIONING.

"Nothing will kill your business faster than being lost in a crowd of sameys."

Be unique.

Read the book, 'Blue Ocean Strategy'

Generate a new demand in an uncontested market space by driving innovation, value and opening up to new customers.

Strategy Canvas.

How are you different from the market?

Why should people buy from you?

eg how are you different from the other SEO experts in the market?

- * What are the industry norms? What does everyone focus on? How can you pivot and be different?
- * Think in terms of pricing, customer service, delivery, structure, branding, design, guarantees, etc
- * What pisses you off about the industry. What do you want to happen in your industry? What innovations are inspired from your heart.

How she does it.

She has a lot of dances during the break.

She has fresh food on the plate.

Don't do the same way as everybody.

Do this now:

- * Make a list of 10 things done in your industry you think should be different, and do it!

STEP 3: GENEROSITY

"You make a living by what you get. You make a life by what you give."

Her main goal in life is not to maximize profit, but to maximize impact.

Our goal is to give away the highest quality free training, better than most other people's paid program.

Example of giving: scholarship, paid trips, tickets to events. Pass on opportunities.

What can you give away in your business?

Ask yourself, would you be impressed with how much you give to your market?

On a scale of 1 to 10, 10 being outstanding, how much do you surprise, delight and deliver?

What is your intention when you are giving? Is it to give or is it really to get?

Do this now:

* Brainstorm 5 ideas to give more to your market

* Plan at least 3 unadvertised surprise for each paid offer

STEP 4: CONNECTION

Stop thinking about leads. You are dealing with real human beings who have hopes, dreams, tears and frustrations.

People want to be heard and acknowledged.

Create clear customer service policies for your staff. No email ever goes unanswered.

People can feel whether or not you really care. Check yourself before you wreck yourself. If you are upset, do not reply immediately. Chill first.

Every channel you open up for communication must be monitored.

Don't get swept up in having too many open channels or you will risk destroying your brand.

If you have a blog or create videos, don't just end with "tell me what you think"

People want to be challenged to act.

When I create a video about how to write better "help wanted" ads, I challenged my audience to write a short ad in the comments so as a community, we could critique it together.

Write down 3 actions you can take to create deeper, more meaningful connections with your audience now.

STEP 5: COMMITMENT

If you want a raving fan base and you want to make an impact, you must demonstrate your commitment to your team.

Only work with A players, and treat them like gold.

We have health care, paid vacations and an amazing working environment.

Keep your customers best interest at heart always.

Do this now:

List 3 specific ways you can demonstrate deeper commitment to your team.

List 3 ways you can demonstrate a deeper commitment to your customer's best interest

REVIEW

1. Clarity of vision
2. Positioning
3. Generosity
4. Connection
5. Commitment

RESOURCES

I hope you enjoy the notes of the video presentation which was available exclusive on Freedym. There are over 200 video tutorials by experts, with one new video added every day.

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If you like to subscribe to Freedym, get a 7-day access for just USD\$1 at <http://samchoo.com/freedymfriend>

If you like to **learn how to build your own tribe**, I am conduct a 30-day online coaching program. Join me at <http://buildyourtribe.sg>

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