



Episode #214 Transcript

*“Cracking The Code Of Viral Marketing:
Growth Hacking Secrets for Building Shareability
Into Your Brand, Product or Service.”*

By Ken Newhouse

Hey everybody, Ken Newhouse from [FunnelTribes.com](https://www.FunnelTribes.com) and I want to welcome you to the Get Clients Now podcast where the one size fits all marketing model is dumb ... the Client centric business model is King in the Sales Control™ System allows you to build your tribe with certainty.

This is episode #215 and on today's show we're going to talk about what it takes to build and lead a tribe, which is, you know, he's one of the most important elements for having an insanely profitable, highly successful business. Now, if you're like me, you've probably noticed that everything about business and life for that matter is changing at breakneck speed and in spite of all that's changing, there's one thing that'll never change, which is that everyone wants to belong.

The group movement or as an example, an organization people belong to isn't what's really important here. The fact that human beings have an innate need to communicate, to share information and be part of a healthy, thriving culture is what matters.

If you're looking to build a tribe of Ravenous clients, repeat buyers and raving fans. Now, if you remember Maslow and what he noted, he pointed out the fact that humans not only need to feel loved, they need to feel like they belong. Now without getting deep into human or consumer psychology today, I do want to point out of if you're serious about building a legendary brand, if you're serious about becoming the go to expert in the marketplace you serve.

If you're working your tail off so you can become the most respected, most in demand, brand thought leader or personality and your niche. You've got to understand



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and act upon this one thing people need on a deep psychological level to belong to a tribe or community and justice as important to your success is the often overlooked, but obvious fact that brands need people.

You know, as competition grows, and it gets harder and harder everyday it gets harder to create a breakthrough business. It's easy to understand why people who are making big money, the really big money are doing what it takes to build a tribe of loyal, ravenous clients, customers and patients who will follow them faithfully. The people killing it today, especially online.

Understand that tribes are nothing more than a community of diehard fans, brand evangelists and activists that are held tightly together by you, the business owner, the professional, the consultant, the market or the entrepreneur, whatever they're held together by you, which is cool because building a tribe can be difficult and if you'll ask any one of us who made the investment of time and resources necessary to figure this out.

The hardest part of this process, the element of this process requiring the most discipline and common sense is to become client focused with laser like intensity and the people that are having a difficult time building a following or that people who are primarily focused on their business, on their products and their services, which means they're not focused on what their perfect prospects and clients want.

Most taking this path will be the death knell of their tribe. Building efforts. Take it to the bank. That is a fact. Now, let me give you an example so you have a clear picture of what I'm talking about. I'm not a fan of theirs. I don't drink it. Can't really say it did anything for me, but let's take a look at what red bull's achieve. No one can argue the



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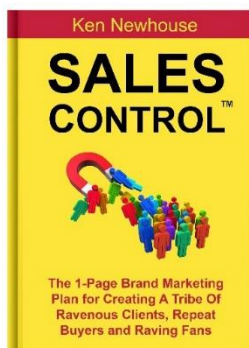
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red bull is built, a massive tribe of loyal fans and followers. Fact, it's a very intriguing process.

So let's take a closer look and see how they pulled it off. For starters, rebel built their brand around a lifestyle, creating a tribe of, I would guess what you call adventures and extreme sports lovers without ramming promotional message after promotional message down people's throats. Red Bull is currently one of the most successful and worship brands on the planet and is now expanding with red bull media to share their expertise on building communities and content, which I think is awesome.

So if building, a loyal fan base like red bull's sounds like what you're looking for. You want to build what's called a tribe. Now, one of the first things I teach new members in the funnel tribes community like right out of the gate is how to build a tribe, a dedicated community that shares their beliefs, their culture and their mission. And then by teaching them how to leverage the power of a tribe, they're able to generate consistent and profitable growth for the brand and they can do that without having to invest tons of money on marketing and advertising.

Before we get started with our training today, I just want to let everybody know that the audio version of my new book: **SALES CONTROL™: The 1-Page Brand Marketing Plan for Creating A Tribe Of Ravenous Clients, Repeat Buyers and Raving Fans** is FINISHED!



This is your last and FINAL chance to get a FREE Copy of the print version of Sales Control (100% Free!) ... which you can get by going to www.FunnelTribes.com/sales-control-book or by [CLICKING HERE](#) **For Your FREE Copy of *Sales Control:™ The 1-Page Brand Marketing Plan for Creating A Tribe of Ravenous Clients, Repeat Buyers and Raving Fans!***



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I told you guys that have been working feverishly to get the audio portion done and it's actually much more difficult to record a book than it is to sit here and talk in front of a microphone. It's much more difficult no matter what anybody says, but now that it's finished, I'm going to be giving away the print version for free just a little bit longer, and then from there we're going to put it on Amazon and put it up for sale as well as put the audio book on the audible format. [Go here now to get your FREE Copy \(Print Version\) Now!](#)

I'm about to start today's training, but before I do, I want to make a bold prediction. Brands that ignore the writing on the wall and failed to do the hard work of building a tribe. Face the real possibility of going out of business in the not too distant future and for their sakes, I hope I'm wrong, but if I'm right, you're going to want to pay close attention to what I'm teaching here and where it can take you.

Who are you? It's actually a pretty profound question when you think about it and once we get past the demographic stuff, I'm 53 my name is Bob, I live in Topeka. Then we start to get to the juicy stuff and almost always the juicy stuff is about tribes. I'm a bow hunter. I'm a cyclist. I'm a Vegan. I'm part of this local church. Who are you? I am a small business owner. I'm somebody who goes fishing around the world. These are tribal identities.

The name of one of my companies is FunnelTribes. The website is named [FunnelTribes](#) and quite frankly, the subject of tribes is something I could talk about for hours, but on today's show, I'm going to focus on a couple of really important aspects of tribes. The biggest, most counterintuitive one is that you understand this. You can't own a tribe. I can't own a tribe either. Now that seems like it contradicts what I said earlier. Hang



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with me for just a few minutes and you're going to see where this is going. Secondly, you're part of many tribes.

So if you're a navy seal, there's no question that that's a tribe. Their own lingo, their own way of being, their own dreams and desires. But the seals tribe doesn't belong to any one person. The dead had tried, didn't belong to Jerry Garcia. Jerry's gone, but the tribe persist. And while I talk a lot about building your tribe, you can never actually own a try. But if you're lucky, you'll get to lead one for a while.

You can't own a tribe, but if you work hard, you can be their leader. You can help them see things, you can speak up on their behalf and best of all you can connect them. And that part of the magic of the Internet is that the Internet enabled people who felt disconnected to become connected almost like overnight.

So there's FunnelTribes with (Members ranging from) business owners, professionals, consultants, marketers and entrepreneurs and cities around the United States, Canada, and Europe ... making change happen. There's [Meetup](#), which is a vehicle for connecting all manner of tribes of people. As an example, meetup doesn't persuade people to get into trois was, by the way, the beautiful and talented leases Dog Dallas was a Chihuahua.

All right? I know she's a Chihuahua lover, so I threw this in for her, but meetup, it doesn't persuade people to get into chihuahuas. They connect people who are already into Chihuahuas and the thing that connects them is not their dogs. The dogs aren't excuse it. Turns out the people who want to join the Chihuahua Club, and I can tell you from firsthand experience, they're definitely unique people. There's something about



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these people that makes them happy to meet and hang out with other people who love Chihuahuas too.

So I remember being in a bowling tribe in 1979 to 1980 in Ballwin, Missouri. We met at lakeside lanes at 11:00 AM every Tuesday morning during the summer. We are a bunch of hapless kids of all ages who are forced. I think some of us were forced, some of us actually wanted to go bowling. I was one of those weird kids who wanted to go bowling, but we were forced to hang out in person. Now, outside of bowling, the tribe didn't really hang out together very much because we discovered that we really didn't like each other.

Other tribes though, like the Deadheads can engage in more than parallel play. It's family. It's about being seen, being understood. So there are lots of ways we could talk about the idea of tribes without using the word that it's groups of people who share a psychographic. It's groups of people who are in search of a certain kind of forward motion.

But tribes as a shorthand is incredibly powerful. You know, if you read the Old Testament, one of the things you're gonna read about is a prohibition against usury, which is charging interest. Now, if you read a little deeper, it didn't say that you couldn't charge interest or usury to anybody.

It said that you can't charge interest to anyone in the tribe because people in the tribe, our family, you know when you loan your sister a few bucks or even help her buy a house, you don't charge your interests because it's family, but outsiders, outsiders, you're welcome to charge interest too because pushing people away has the action of



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bringing the tribe closer together. Tribes are defined as having insiders, which means that there are outsiders.

You know what their core level human beings don't really act like a tribe. It's only the subgroups that we call tribes because it's the subgroups, the insiders versus the outsiders, the lingo, the shared dreams, the ICU that we're all looking for, so it's like 1998 and while I'm waiting for my flight, I pull up my Mac laptop.

It's my first one. I see someone coming toward me and then she sits down, and she pulls out hers. She looks at me and then gives me the little head shake. Why? What do we have in common? Exactly. What we have in common has nothing to do with being scammed into buying something we saw from an ad.

What we have in common is that people like us do things like this and that means we believe that we're safer with each other, that we've got each other's back that were part of this, that we're part of something together. So when you think about what it is that you do, and an important question you need to ask is, are there tribal elements? Can you amplify them? What do they mean? So if I compare it, Lulu Lemon and I included Lulu lemon because of the champs hand as the champion as my 15-year-old daughters.

You guys know. But Hannah is a Lulu lemon maniac. So if I compare Lulu Lemon, which is 100% a tribal business, not a clothing business, let's be clear, when Lulu Lemon works, it is a tribal business. When I compare that to, I don't know, somebody who is say a garbage collector or somebody who wants to teach you how to organize your closet. One is tribal, one is not. But you can make it tribal. As an example, and this



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is kind of a weird example, but if you wanted to teach juggling, and now I'm not a juggler, but I always wanted to be a juggler.

But if you want it to teach juggling, you can go out in the world today and say, Hey, I'm a juggling instructor or come follow me. Or you can go to the group of people that want to connect around the circus lifestyle and say, I'm here to do this together in the park.

We'll see each other. And one of the ways you'll gain admission to the higher levels within the tribe is by having me as your shepherd, as your Sherpa, as the person who is taking you along. So we see the growth of funnel tribes using code words using shorthand, talking to the tribe that's already there, that's ready to go, that's listening and waiting for someone to say, I see you and I hear you.

So I'm sitting here doing this podcast and if you were actually watching me live on say, a video live stream or something, and I held up my hand and I did the Spock gesture, you know where he makes that little v shape with his fingers, I guess where he says live long and prosper, you'd either get it or you wouldn't get it. The being able to know the tropes and the handshakes and then offer the people in the tribe a chance to level up, to go to the next level, right, to go to the next spot.

People like us do things like this, reflecting back to them with generosity because that's what the tribe wants. So if you have a little bit of a doubt about how all this works, let's look again at the Grateful Dead. I'm not a Grateful Dead fan, okay? But what they did was extraordinary from the position of leading a tribe and they did it and they're still doing it now for over 50 years. So let's try to understand what the long strange trip actually was and how it works. Let's take a look at the taping culture. No other rock



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groups said, go ahead, take the shows, so why did the grateful dead allow you to tape their shows?

Because you don't charge interest to the family? Because if the family is trading the concerts, talking about the concerts, identifying what happened at the concerts, it's bringing the tribe, it's bringing the family closer together. Think about this. The grateful dead had only one top 10 record one and yet for 10 different years they were the number one grossing live act in America.

How do you reconcile those two things?

No hits, biggest concerts because the concerts where the way the tribe came together that when the grateful dead reunited, and John Mayer join so they could work together to make a movie. This is family work even though the members of the family change that.

What you get to do when you work with the tribe is define what it's like to be one of us. What do we wear? What are the rituals? Well, that's a good question to ask because as we look at your brand, that's what you can do. You can step up and stand up and say, follow me now. I'm not talking about management. In fact, there's a big difference between leadership and management.

Management is telling other people what to do to do it faster and cheaper than India yesterday. But leadership ... leadership is saying to people over there, that's where we want to go. Now, I'm not sure how to get over there and let's go and listen. Make no mistake about it. People are dying for you to do that. They are hungry for the connection that you can make between them, and they're desperately in need of someone to



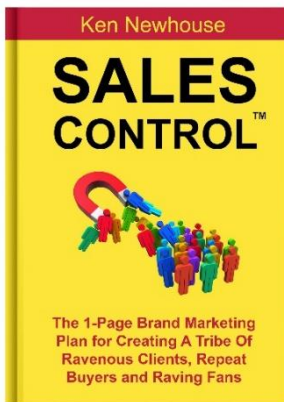
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establish the precepts and the systems, the processes, and the hierarchies of what it means to be part of your tribe.

Except if you remember, it's not your tribe, it's theirs. Go lead your tribe, right? We'll see you guys on the next episode. Bye. Bye.



Remember, for a limited time you can still get my NEW book **“SALES CONTROL: The 1-Page Brand Marketing Plan for Creating A Tribe Of Ravenous Clients, Repeat Buyers and Raving Fans”** [GO HERE NOW --- Click Here for Your FREE Copy](#). Simply enter your first name and email address and you'll have instant access to the book. No hidden shipping or processing fees! This is a 100% FREE offer while I'm running my marketing test. After the test is complete, you can purchase the book for \$19.95 on Amazon or \$24.95 on Audible.



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