

1. **[HANDS WITH HEART]**

**What Is A Digital Tribe?**

- a. A Digital Tribe is the **group of people whom God has called to YOU, and to whom you are called.**
- b. **[SLIDE 3: PICTURE OF MULTIPLE SOCIAL MEDIA LOGOS]**  
A Digital Tribe is made up of **people from all over the world**, thanks to Facebook and other worldwide programs. There are over **1 billion people on Facebook, all with needs and problems.** They are eager to communicate with other people over the internet. Within that group is a subset who shares your values and connects with your Temperament, Character and Personality. That is your Digital Tribe.

2. **[SLIDE 4: MAN AND WOMAN ON PHONES]**

**Who is YOUR Tribe?**

- a. **Understand what God has called YOU SPECIFICALLY to do and WHO He has called you to.**
  - i. I know we all counsel, but **we are not all called to counsel the same people.** We all have life experiences that allow us to connect more intimately with some people than others. More importantly, God has placed very specific desires in our hearts, and certain areas where we flow in the Holy Spirit that much more easily and powerfully. It is up to you to determine what that specific calling is.

b. **[SLIDE 5: PICTURE OF MAYBE A NET CATCHING FISH IN THE SEA]**

Knowing Your Niche (Basic Marketing 101)

- i. **The temptation is to think that the wider the net, the more fish will be caught. But we don't want every fish in the sea.** We don't want every client out there. We want the ones that want to counsel with us, who understand what we are saying, and are able to receive from us and apply it to their lives.

**[SLIDE OF 1 FISH]**

- ii. However, **the smaller the niche you focus on, the easier it will be to find your perfect clients and truly enjoy your counseling.** Do you counsel with both men and women? Why? Are you called to both? What age group do you feel drawn to? What particular struggles do you find in the people that are drawn to you? Which areas of counseling are you the most passionate about? All of these things will help you determine what your niche is. Ask, seek and knock, because this is God's perfect plan for your life.

**[SLIDE OF WOMAN WITH LOTS OF HANDS AROUND HER]**

c. Knowing Your Target Market (Basic Marketing 102)

- i. **Once you know what your niche is, you need to know who needs your specific services within that niche.** Which services of

your do they need? What keeps them up at night? How is the enemy tormenting them and what does God want to do for them?

[POLL]

**Poll your target market and ask them questions about themselves.** That will help you refine and **redefine your niche** until it is as small as you can make it. Remember, **you can always expand your niche** after a while, but being a **specialist** in the area that you love will increase the chances of you getting clients that you love and who also love and appreciate you.

[SCRABBLE]

**d. 32 Words That Explain How You Will Meet Their Needs**

- i. This is one of the best exercises you can do. Once you know what your niche is and who your target market is, **consolidate it down to 32 words and no more.** It can take you months to get it right as you try it out and see that it doesn't quite get across your point in a way that others understand.
- ii. **The words you use need to be what your Target market would say about themselves.** You will be tempted to say the clinical terms of what you do, but you need to drill down to the emotional and basic needs of your Tribe. I started out by saying I work with Christian women with depression and anxiety, but after I polled the ladies in my group, I heard them say they were hurting, they were lonely, they wished they could get over what happened to them, they wanted joy in their lives and fun relationships, and they wanted to regain faith and peace in their lives. So my final draft is:
- iii. **I help hurting and lonely Christian women heal painful memories, create joyful relationships, and increase their faith and peace. I am like a reconstructive surgeon for broken hearts.** 28 words that get across who I am, what I am called to do, and who I am called to in words that they use to describe themselves.

[KINGDOM BUILDERS ACADEMY]

- iv. **To help you do this, there is a free 30 day program called Kingdom Builders Academy.** Tamara does a great job of giving you everything you need, including templates, transcripts and more to teach you how to figure out your niche, target market and your 32 word description of yourself.

<https://www.kingdombuilders.academy/> - Building Your Brand Bootcamp.

[FACEBOOK SLIDE]

**3. Where Do You Find Your Tribe?**

- a. **Anywhere there are people communicating over the internet, especially in groups and forums.** The number 1 place is Facebook, because it is free and you can create your own groups and control who is invited and the purpose for each group. But you can create Pinterest

Boards, post on Instagram, and post YouTube videos as well. We'll focus on Facebook for right now.

- b. **If you have never started a Facebook Group before, then join one and get involved.** Become a part of someone else's Digital Tribe and see what it feels like to interact. It may take a few tries to find the right group(s) for you, but you'll know when you find it. You will feel at home with those people (like many of us feel about the NCCA Facebook Group).
- c. **DO NOT SPAM ANY GROUP.** Do not join just to tell people about yourself and get people to join your group. It is more blessed to give than to receive, and you must genuinely get involved in the lives of others digitally, supporting and encouraging them. **Read and watch their posts, comment back genuinely if you feel led,** and let them learn who you are and that you are real and that you care for them.  
**[CHRISTIAN WOMEN WITH DEPRESSION]**
- d. **Then create your own group.** It needs to be **specifically for your niche and your target market and nothing more.** Keep it very focused and keep control over what is said and done in the group. **This is YOUR group and you are the shepherd for it.**

**The purpose of the group is for you to be able to minister to others in small ways so they get to know who you are, what you know, how you minister, and come to like and trust you. When they like and trust you, they will come to you for counsel.** Some people have a daily guide, like Mondays is for What You Have Learned, Tuesdays is for Questions and Answers, Wednesdays if for getting to know one another, etc. Or you can just do it free form. I post a message or a question and try to encourage discussion in my groups and forums.

#### 4. **How Do You Reach Your Tribe?**

**[TYPING TEXT SLIDE]**

##### a. **Text**

- i. **Write posts reflecting what God is saying to you personally. Be transparent and share your own struggles.** You do not have to pretend to be perfect to reach everyone. **They will feel a kindred spirit with you if you are willing to be real,** and show them that you are on your own journey as well, and although you may be a few steps ahead of them in certain areas, you are walking with them as well. **You can post them on Facebook and as blog posts and newsletters on your own website.**

**[SLIDE OF PICTURES OF MY EBOOKS ON KINDLE]**

- ii. **Write short ebooks on any subject that is relevant to the people who are following you.** You can post polls and ask them questions and then create ebooks on the most popular topics. You can then convert them freely and easily into Kindle books, or just keep them as a PDF on your web site. You just have to remember that most people read on their mobile devices now, so it's best to

make the PDF format about 5 x 7 with font size of about 16. To do that, you simply go to File -> Page Setup and change the Paper size to 5 x 7.

- iii. **If you are like me and don't necessarily want to type everything out, then use the voice to text option on your phone and TALK instead of typing.** I record and transcribe my ideas to my texting app when ideas come to me and I'm in the flow. I then email the texts to my email address and save them until I'm ready to put the entire book together. I created a gmail rule that takes any text coming from my phone number and attaches a label on it that says "journal", so they all go in one folder and I can easily retrieve them later.

[fiverr]

- iv. **You can create free ebook covers at Canva.com.** They have templates already made and you can modify them to your liking. **You can also hire people to create graphics and book covers for you through a site called Fiverr.com.** It is a freelancer site with many talented people. I have used them for website graphics, logos, cartoons, animated gifs, voice overs, apps and more. The basic offerings start at \$5 and go up from there. But you can get some very nice work, plus the original files, for starting at \$20.

[EMAILS]

- v. **You can also use your blog posts as Email Newsletters for people who want to receive messages from you.** For Wordpress users, there is a free plugin called Mail Poet that is very handy and simple to use. Most people use Constant Contact or Mail Chimp. MailChimp offers a "Forever Free" version for up to 2,000 email subscribers and 12,000 emails per month. Sending out a newsletter once a week is a good way to keep in contact with your tribe without spamming or overwhelming them. Tell them about upcoming events, any new products you have for sale, and include some blog post that teaches them something new.

[TALKSHOE]

b. Audio

- i. **Offer free phone Classes where your tribe can call in and learn from you, pray with you, or ask you questions you can answer.** You can **post the recording on your own website and offer it as a gift for people signing up for your newsletter or joining your site.** You can go to TalkShoe.com and sign up to do an internet radio show. People call in and you can record the entire session. You can download it and edit it and repurpose it however you like, and leave the other one up if you want. You can also make it private.

[COURSES]

- ii. **If you are a speaker or pastor, then you can take your talks and sermons and post them on your web site** (for free, for sale, or for paid members of your membership site). You can **take your notes and transcribe them into an ebook or a course as well**. Don't let any of your previous teachings, writings or recordings go to waste.

**[EARBUDS AND PHONE]**

- iii. **You can also always use the audio recorder on your phone or tablet to create audios.** There are **free audio editing programs** if you are interested in trying that, or you can get someone else to patch all of the recordings together for you. I have **guys at our Recovery House who can do it for you for only \$15/hr.**

**The best way to do any stand alone audio or video recordings is to record one paragraph at a time.** Think about what you want to say, turn on the recorder, and then speak naturally. If you make a mistake, delete it and start over. When you finish that one thought, save that audio. Then move to your next thought. That way, you can easily and simply take the files and put them all together to create one cohesive recording with minimal editing. **(And the best place to record is your walk-in closet - it muffles all other sound, except when someone flushed the toilet.)**

**[VIDEO WHAT IF LOOP]**

c. Video

- i. **Record short videos and post them to Facebook.** I just use my phone and record 2 - 3 minutes on a particular topic. Then I **post it to my own page and share it to any groups** I think it applies to. I also **post them to my website, to youtube, and send them out as an email newsletter.** REPURPOSE, repurpose, repurpose.

**[ZOOM]**

- ii. **Host video classes and record those as well.** With Zoom.us, it is easy and very inexpensive to host large audio/video classes online. **The free version lets you have as many 40 minute sessions as you want with 3 or more people, and unlimited 1 on 1 sessions.** For \$14.99 a month, you can have unlimited video classes with up to 100 attendees as well as individual sessions. You can co-host a class and the other people can be seen on the recording as well. You can also share your screen. You can download and edit the recording and re-post it. **AND you can get an inexpensive green screen for \$40 that attaches to the back of your chair, and Zoom will let you put up any picture you want behind you!**

**<https://thewebaround.com/>**

**[FACEBOOK LIVE]**

- iii. **You can also do live Facebook video events.** All you need is a phone that has a camera and a Facebook account. It is free and it

couldn't be easier.

**[JOINT CONFERENCES]**

- iv. **What is a way to be seen as an expert in your field before a lot of people, that gives people a chance to see you in action, and get a feel for what you are passionate about?** Joining with others to create an official “conference” or event gives everyone involved the opportunity to promote it to their respective followers, giving everyone exponentially increased visibility in front of people who are interested in what you have to say.

**[WOMAN WITH BLANK OVER HER HEAD]**

**5. What Do You Say To Your Tribe?**

- a. Whatever God is leading you to say. **In every season of your life, God is revealing Himself to you in new ways.** Sometimes He is sharing things solely for your benefit, but often, **He is revealing things to you so you can share it with others so they can be changed into His image.**

**[DEVOTIONAL]**

- b. **If you have morning devotions,** write a few paragraphs to summarize what that passage means to you, and then **write a few action points or related questions for people to answer.** Post it to your Tribe.
- c. **If you have heard a recurring theme in your client sessions,** that is a good point to discuss. Always invite discussion to encourage interaction and create opportunities to minister to them where they are.

**[WEBSITE]**

**6. Where Do You Lead Your Tribe?**

- a. **To your website.** You need to have a place where you can **publicly post information about yourself** and what you have to offer **so Google can find it and post it.** You decide **what type of site** you want. It can be like a **static online brochure** about you, or it can be a **Membership Site** where people can come and interact with you and/or other people. You can **also include a store** where people can purchase things from you, such as **classes, ebooks, audios and videos, counseling sessions, the APS,** and so on. Whatever it is, it needs to reflect who YOU are, not anyone else.

**b. Your web site will be made up of several aspects:**

- i. **Static pages which tell about you and your services.** These do not change very often, so **Google doesn't pay too much attention** to them after a while. They are necessary for people to learn about you, but they don't really help you be found on Google.
- ii. **Blog posts are constantly changing content that "feed" Google's robots that determine your web site's Google Ranking.** The more you post, the more the Robots come to your site and digest the content, so when people put in a search term in Google, what you have written is available for them.

**Posts that have audio and video on them are also called Podcasts** (this comes from the first iPods in 2004 which were used

to download and play audio blog files.) **The content here is whatever God is leading you to say, and whatever you believe your Digital Tribe needs to hear to be healed.**

iii. Beyond that, you can have **forums, groups, a store, chat - the sky is really the limit nowadays.** If you already use **Wordpress**, a free program for creating web sites, there are endless amounts of plugins and themes that do just about everything. You can find something that fits your business model and temperament.

**[APPOINTMENTS]**

iv. You can also put in appointment calendars so they can **make appointments online**, as well as let them **purchase counseling sessions and the APS.**

**[FREEBIE]**

c. **To draw people to sign up for your newsletter or join your membership site, you need to have something to offer**, like a special video or audio of a class, or an ebook. It doesn't have to be long and complicated, just something that will really help them. You can even record it on audio and offer an audiobook version.

**[LAND1]**

7. **Domains: Choose names for your web site to draw people from search engines.**

**[PENNY HAYNES]**

a. **People think that they just have to get their own name and create a domain with it, and people will find them.** Not so. **People don't yet know you**, so how would they ever find you? **ON THE OTHER HAND, if you have not reserved the domain name for your own name, someone else can take it and use it.** They may not have the same integrity as you, and you don't want people confusing the two of you.

**[CWWD]**

b. **People will search for solutions to their problems.** They will ask **questions of Google.** They will search for counselors, coaches and therapists. So you want to **have at least one additional domain pointed to your web site that describes what you do**, not just who you are.

c. **You can have multiple domain names.** Long ones with keywords that people search for, and short ones for your emails and for people to remember and type in quickly.

**[WHY DON'T I HAVE ANY FRIENDS]**

d. **If you have created ebooks, audios or any products, grab the domain name with its title** and point it to the page on your web site where you are offering it.

e. **Create internal links inside of your blog posts** that link to these domains.

f. **You can even create separate small web sites for each of your products and then link back to your own website, and vice versa.** Search engines are looking for **"meaningful" links**, meaning they **fit the**

**content** of the article and web site overall. **So you can sign your name on your blog posts and hyperlink your name back to your named web site.**

- g. **Find other people who are not in competition** with you who want to cross promote with you, and you can **write posts for each other, linking back** to your own web sites.

**[MISSION]**

**8. The main point of having a Digital Tribe is to be able to fulfill your calling with as many people as God calls to you.**

- a. **By building a Digital Tribe, you will be able to minister to people on a daily basis.** Once you determine how often you will post helpful messages to your Tribe, **it is possible to create your content in 15 minutes and take 5 minutes to post it online.** Spend another **10 minutes** at some point in the day **interacting** with others in your group and other groups. So, **in only 30 minutes a day, you can be promoting your counseling practice, fulfilling your calling, mending broken hearts, and drawing clients that you enjoy to you.**
- b. By breaking up all of these elements into small, bite size pieces, you can do this on a continual basis. **2 - 3 minute videos take about 10 minutes to make** if you have a couple of unsuccessful attempts before you get a good version. **Taking one verse from your devotional** and writing a few paragraphs with some questions or action steps **takes about 10 minutes.** After a while, you will get in the swing of things and it will be normal for you.
- c. **You are not limited geographically with the internet options we now have.** You can counsel with people **all over the world** with **Zoom video (don't use Skype because it is not encrypted)**, or even by phone when necessary. Don't limit what God wants to do in your counseling ministry, and the **best way to draw clients you will enjoy working with is to let them get to know you before they become clients.** They will know whether or not you are for them, and that will save everyone a lot of heartache.

**[JOINT CONFERENCES]**

- d. **Now if all of this is too much for you to think about, and just want someone else to help you build a digital tribe,** RPM Ministries Inc, our church's 501c3 and the parent of Good Shepherd Recovery House for men has started, in partnership with United Way, **a business that will walk you through creating videos and hosting online conferences and promoting your counseling ministry far beyond your local circle.** And unlike promoting on Facebook, **everything you post on this site will help you with your Google rankings and be searchable on the internet.** It is a 2 sided business - Joint Conferences helps you host and participate in online conferences to promote your ministry and let you be seen by a lot of people.

**[FREE ONLINE CONFERENCES]** Then we will also promote your event



on Free Online Conferences. **ALL OF THE PROCEEDS from this business goes back into Good Shepherd Recovery House to employ indigent men so they can afford their recovery program and help take care of their families.** If you'd like to learn more about easily and inexpensively promoting yourself as an expert in your area to gain more clients and followers, then please see me at the back table.