

Romance Your Tribe Online: The Five (and a half) Steps To Create a Tribe of Loyal Fans Who LOVE Your Brand

Janet Beckers

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In "Romance Your Tribe Online", multi-award winning entrepreneur Janet Beckers takes you step-by-step through the 5 (and a half) steps to create a tribe of loyal fans online who LOVE your brand. Combining trademark down-to Earth strategies and sense of humour, here are just a few of the things you will learn: • Know EXACTLY who your most profitable clients are and how to attract them with the unique Profitable Avatar Quadrant Exercise. • The strategic steps, in the right order, to position yourself as the expert in your field, even if no-one has heard of you. • The 4th Win Test that will revolutionise the way you do marketing • 9 Different business models that work online and how to choose the best one for you • How to look like a rock star, on a budget, with clever use of social media and video. • The formula to get high profile Joint Venture Partners to promote you for free • How to automate your online business, even if you are technically challenged. Includes checklists, action plans and case studies of best practice all sprinkled with quirky anecdotes, mindset strategies and motivation tips.



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