



52 - Influencer vs Tribal Business Leader. Janet Beckers and I Discuss What Is The Difference & Importantly How It Affects Your Marketing

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Brief Background about Janet Beckers

- She runs a website called RomanceYourTribe.com. One of their objectives is to help coaches and consultants, who are great at what they do, get known worldwide and create group programs so they can help far more people than they could ever do working one-on-one.

Why Someone Needs to be a Tribal Business Leader

- ❖ According to Janet, most of the time you don't realize that you have the traits and characteristics of being a tribal leader. And if you do realize and see yourself as one, you have to step up, own it and strategically do it or else you'll fail to stand out of the crowd.



Why Someone Needs to be a Tribal Business Leader

- ❖ The marketing and approach are very different, a Tribal Business Leader focuses mainly on their clients and their clients goal. Tribal Business Leaders are also not in your face as much compared to Influencers when it comes to marketing since they don't need hundreds or thousands following them if they got the right set of clients. Whereas Influencers tend to be in your face most of the time with their inspirational and aspirational social media posts.

What it Takes to be Tribal Business Leader

- ❖ Janet mentioned that a lot of people will not see themselves as a leader but if they can clearly articulate who it is they serve, what their idea is like and what they stand for. People will naturally see them as the leader, because they can articulate that very well.
- ❖ There are also three main things that you need to be Tribal Business Leader
 - **First** - As a Tribal Business Leader, that shared interest is the transformational journey that you take your clients on, or that your clients go on. So if you're in a business, where you're actually helping people to get from point A to point B, that journey that they go on, is their transformational journey.
 - If you're going to help client whose trying to go from point A to point B, do you know the different steps where they get frustration points all the way along? Do you know what their outcome is that they're aiming for? Can you clearly articulate that? So that's your first thing you really need to do.



- **Second** - Have an idea and a common language.
- **Third** - Developing your own language or framework wherein you can take your clients on a transformational journey and give them results.

Concept of Scare Sighted

- ❖ According to Janet, a lot of people don't follow through the steps because they are scared. Scared of failure and criticism. It's normal but it's also important for you to push through and overcome that barrier.