

TRIBE GENERATION

Holistically building your mission based business with your soul aligned tribe who are excited to work with you!

by Mingling Chuang



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OUR COMMITMENT

In this guide, you'll learn the exact steps to build your tribe, nurture relationships, and generate interest for your services with your soul aligned clients with ease.

And this process will help you connect and engage with the people who want to support around the work you do (aka buy from you).

Part of the reason we created this process was because we wanted to help more mission-based businesses who are here to make a REAL IMPACT and TRANSFORM LIVES connect with the people who need them the most.

We are a stand for connecting humanity in a powerful way.

And we want to help you, as a mission-based leader, get your content seen and noticed by your soul aligned clients, so they become interested in buying from you.

Because nothing is more frustrating than putting your heart and soul into what you do and the words you share without having your tribe see it.

So we designed the Tribe Generation Ecosystem to increase your visibility with the right soul aligned clients.

The guide will walk you through how you can build your tribe yourself and how you can make money doing what you love by implementing the Tribe Generation Ecosystem into your business.

BUT...

If you are ready to build your tribe, increase your income without having to spend hours on LinkedIn or Instagram, doing it by yourself, [BOOK A CALL](#) to speak to us about building and managing the Tribe Generation Ecosystem for you.

This way, all you have to do is focus on your zone of genius – coaching, working with your soul aligned clients, and creating content for your tribe – while your tribe grows.

Want more info about what how we can help you build the Tribe Generation Ecosystem? [Go to page 22-24 to learn more.](#)



THE SHIFT IN MARKETING & SALES

Marketing and Sales is constantly shifting and changing.

But as the Earth Ascends to higher dimensional frequencies, the old way of marketing won't work anymore, especially for mission-based leaders whose mission is to help transform people's lives and humanity itself.

Because people are waking up.

They are beginning to feel misaligned with the old tactics of marketing and sales – causing them to feel disillusioned by brands who use those methods.

They are thinking twice about buying from brands that don't align to their values and push them to purchase because they feel something is off.

For many years, the focus of marketing and sales was to make money.

- ➔ Focusing on converting as many clients as possible inside of evergreen funnels, regardless of if those clients are a fit.
- ➔ Using persuasion techniques to close sales, especially when the person has objections.
- ➔ Creating scarcity triggers to prompt FOMO and incentivize people to buy.

While these tactics worked for some, it created fear-based pattern loops that often brought in wrong clients who weren't the right fit and created even more issues because those clients weren't ready to do the work to achieve their goals – buying the program or service out of fear or scarcity.

And for those of us who are heart centered, mission-based leaders, these marketing and sales strategies probably didn't work because it wasn't aligned to our values.

If this is you, you aren't alone.

Energy and frequency are the key to the new way of marketing and selling.

And the purity of your intention behind how you show up will be how you magnetize the precise soul aligned clients to you.

Because people can feel and sense the intention behind your words.

They can feel if you are focused on the money and making the sale or if it is you truly care about them and helping to transform their lives.

The more you sink into being of divine service and to fulfill your soul's mission, the more abundance you begin to receive – including your precise soul aligned clients who are ready to pay top dollar to work with you.

The new way to market and sell is starts with TRUE CONNECTION!



Connecting through...

Your essence.
Your words.
Your energy.
Your frequency.
Your heart.

THIS IS WHAT ATTRACTS AND MAGNETIZES YOUR PRECISE RIGHT CLIENTS TO YOU.

I've had a client book her first \$3.5k speaking engagement off of one post she wrote on LinkedIn, which kickstarted her paid speaking career and she now charges anywhere from \$4-6k per speaking engagement and is about to sign a deal for \$10k.

I've had numerous other clients sell out their 1:1 coaching or group programs through referrals and networking in an aligned way which had one of them go from charging \$150 per hour to making \$12k in 10 weeks.

I've also had clients increase their prices from \$3.5k to \$7k and receive pay in full clients with no objections because their clients were energetically aligned.

And I've personally had people reach out ready to hire me as their coach after they've read my posts, watched a free training, heard me speak on a podcast, and connected with me in one connection calls - closing \$15k+ in sales each time.

The reason why my clients and I have been successful is because we are aligned to our mission first.

We believe in our mission, focus on providing value and service, and we care about connecting to others.

Because of this, our soul's essences shine through the words we speak and write and in the content we create.

As a result, we are building a tribe of soul aligned people who connect with us on a deep level.

For us, money is not the focus. It is the byproduct of being in service and focusing on truly connecting with our precise clients first!

I only share some of the numbers to show what's possible for you if you focus on your mission, align your energy, and activate your voice in a way that authentically shares your soul's essence.



TRIBE GENERATION VS. LEAD GENERATION

There's a lot of buzz about lead generation.

And there are many methods teaching people how to get leads.

But the "lead generation" process is an outdated method.

Many people see leads as \$\$\$\$ – people who they can sell to.

It's all about the numbers, stats, conversions.

They create content to try to "get sales" in return.

What's missing is the heart and true connection.

As mission-based leaders, "lead generation" strategies are misaligned.

Because we care about helping, serving, and transforming the lives of our precise right clients who are ready to change.

Instead, we must start focusing on **TRIBE CONNECTION**.

Tribe connection is all about connecting to your soul aligned clients who are looking for you.

These clients are ready and willing to do whatever it takes to shift and transform.

And they are seeking the right person to show up.

All you have to do is to powerfully share your message from your heart and lead with service.

From there, BOTH parties decide on whether or not to continue the exploration process to potentially work together.

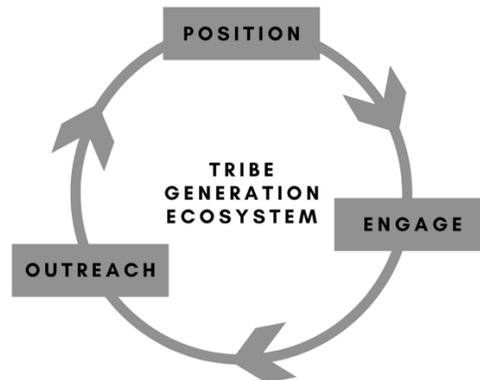
At the end of the day, it's not about making the sale. It's about making an **IMPACT**.

In each conversation you have, whether it's on zoom or over email or messenger, you can make that impact in the way you communicate and connect.



THE TRIBE GENERATION ECOSYSTEM

There are three main parts that are essential to building a powerful Tribe Generation Ecosystem where you attract the precise soul aligned clients.



Implementing this ecosystem helps your soul aligned clients identify you as the coach, healer, speaker, leader they are looking for to help them transform.

It also shortens the Know, Love, Trust and Buy process because it has the potential to build the connection between you and your soul aligned clients faster.

My team and I primarily implement this Tribe Generation Ecosystem on two social media platforms – LinkedIn and Instagram.

And since implementing this process, we've added \$100k in revenue this year over the previous year from the Tribe Generation Ecosystem alone.

But more importantly, the clients who have worked with us are our soul aligned clients and have had received transformative results.

POSITION

The first part of the Tribe Generation Ecosystem is to position yourself.

Positioning yourself means that you powerfully are sharing your mission, your voice, your value, and your service in a way that captures attention.

This includes your bio, images, and the content you create.

There are many parts to positioning yourself, but one of the keys components is the energy and frequency in which you share who you are and what you do, and your message, especially when creating content.

Doing this piece helps you to differentiate you from other competitors.

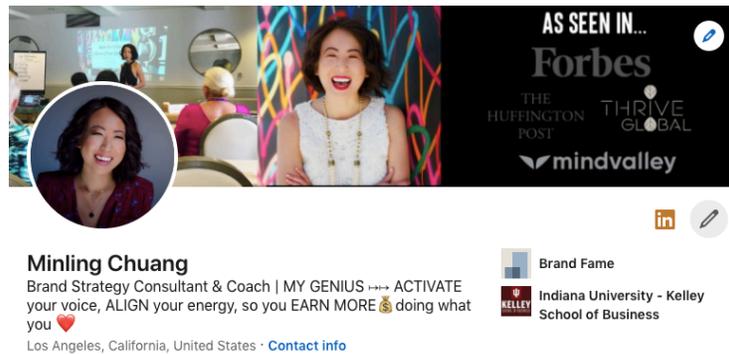


And all the content you create must authentically support this positioning.

For example, my bios mention that I am a Mission & Brand Activator. And that I help my clients align their energy, activate their voice, so that they can make money doing what they love.

Unlike other coaches, I specifically work with both energy alignment and helping my clients to authentically show up and express themselves with their voice so that they attract the precise clients who are ready to work with them.

You can check out my [LinkedIn](#) and [Instagram](#) Profiles to see how I position myself with my bio and the photos I use.



Then, the content I channel, write, and post, especially on Instagram, supports the ways I am unique.

My content is never cookie cutter information people can get from someone else. It is always channeled from my soul and unique to my message.

There's also a vibration and energy behind each post and it deeply connects with my soul aligned clients.

And because of this, my soul aligned clients gravitate to me and want to work with me.



[Here's a post I wrote on Instagram](#) around true magnetism that caught the attention of a soul aligned client who became one of my private 1:1 coaching client after reading this post.



 **minlingchuang**
Tallinn, Estonia

 **minlingchuang** TRUE MAGNETISM COMES FROM YOUR SOUL NOT FROM FORMULAS 📖

There's a lot of buzz in the online market about attraction marketing & magnetizing clients.

Most of those programs teach formulas or copywriting scripts to help you convince people to buy from you.

They don't teach you the inner game of magnetism.

Inner magnetism starts by embodying the wholeness of who you are.

And the energy and frequency behind your words is what matters. ⚡

When you allow your soul essence to shine & be fully expressed ...absent of the programs of Fear, Self Doubt, Low Worth, etc.

...You are magnetic.

You aren't trying to prove anything - you are unapologetically ...

I've also received a number of inquiries for my private coaching from [this other Instagram post](#).



 **minlingchuang**

 **minlingchuang** SPEED IS NOT THE INDICATOR OF SUCCESS, HOW DEEPLY YOU EMBODY YOUR TRANSFORMATIONS IS 🔥

There's great emphasis placed on how fast you reach certain income goals, especially on social media.

Because of this, you see "gurus" showing off material wealth as a way to attract others into their programs by creating a sense of FOMO.

As we ascend into the New Earth and shift into higher levels of consciousness, success is not measured by material wealth, but by our level of EMBODIMENT and INTEGRATION. 📖

Because transformation is eternal while wealth can be fleeting.

There are people who have wealth, but not happiness.

And others who have wealth, but can't enjoy it because of the subconscious patterns & beliefs that they aren't worthy or fears around losing money.

When you go deeper into the subconscious & shift your programming, you create a new, more meaningful and abundant life for yourself. 📖



ENGAGE

The second part of the Tribe Generation Ecosystem is to engage with your soul aligned clients in an authentic way.

In the age of technology, people are craving human connection.

Everyone wants to be seen, heard, and appreciated.

When you engage with your potential soul aligned clients, you are creating trust and building bonds.

My team and I like to authentically connect with our soul aligned clients by commenting, liking, and sharing their content.

And there are two key principles we follow when we engage and connect with potential soul aligned clients on LinkedIn and Instagram.

First, our connection has to be authentic and genuine. We only connect with the people we feel aligned to.

Because you are building a tribe of people around you, it is important to connect with people you feel most aligned to.

The ones who share similar values.

The ones who you are excited to support.

For me, the people I am most excited to engage with are other mission driven souls who are coaches, healers, leaders, speakers.

They are out to make a true difference and impact.

They have incredible wisdom to share with others.

They are high vibe and are a stand for the transformation of humanity.

Second, when we engage with our soul tribe's content, we want to make sure they feel seen, loved and valued.

Because of this, we aren't commenting for commenting sake. People can feel when you are not genuine.

Instead, we cultivate authentic interactions by putting effort into responding to people's posts with thoughtful messages.

Here are a few examples of comments we've written on posts and people's responses to our comments.



 mentioned you in a comment: @minlingchuang yes yes yes yes yes 4d
♡ Reply

 liked your comment: Wow! That was quite a journey! I totally agree that you're never really late you just need to get it started. There's so much you can do and even most successful people that we know have become successful by the time they were at old age! Age is really not the big deal here. Taking action to get that started is what's important! 🙌 4d

 mentioned you in a comment: @minlingchuang I love how you put this, Minling!! 13h
♡ Reply

 liked your comment: Totally agree with you! Sometimes, it's just you who's stopping you from achieving your full potential. ✨ 13h

 mentioned you in a comment: @minlingchuang sure does!! Just like you learned I'm guessing!! 🙌🙌 5d
♡ Reply

 liked your comment: Love this! Helping them build that confidence at an early age really makes a huge difference! You're an awesome mama Tamara! ❤️ ✨ 5d

 mentioned you in a comment: @minlingchuang for sure! We operate at our best when we're rested 4d
♡ Reply

 liked your comment: Totally agree with you Sade. 🙌 Getting enough sleep helps you become more focused and productive! 4d

 mentioned you in a comment: @minlingchuang thank you for taking the time to comment sweetheart ✨ 4d
♡ Reply

 mentioned you in a comment: @minlingchuang yes girl!!!! Of course ❤️ 13m
♡ Reply

 liked your comment: Exactly! Growth happens outside of our comfort zone. Thanks for this great reminder! 🙌 14m

 liked your comment: That's totally amazing both for you and your client! Cheers to that! 🙌 58m

 mentioned you in a comment: @minlingchuang thank you! ✨💖 58m
♡ Reply

Today

 liked your comment: This needs to be heard more often! 🙌 Disrespecting ourselves is like allowing others to disrespect us too. We cannot establish healthy boundaries if we keep on doing this. 45m

Engaging with your soul tribe is a great way to build connection and create reciprocity.

Because you engage with your soul tribe's content, they will be more likely to reciprocate and view or engage on your content as well.

They start to become curious about you and what you do so they consume other content you've created.



And with the right positioning of your message, they'll start seeing you as someone they potentially want to work with because they connect with you as a person and your message.

Over time, these soul aligned clients become more open to your programs and services, especially if it's in alignment with what they are looking for at the time.

An added benefit to engaging with soul aligned clients is that the number of views on your content increases as well.

Social media platforms also like to reward people who engage with other people's content and also receive engagement on their content.

When this happens, those platforms will also share your content to other relevant audiences (e.g. put you on the Explorer page of the hashtags for Instagram) and help you increase your followers and exposed to your message to a wider audience.

Here's an example of one of our recent posts where over 1k people saw our posts through hashtags. ([See the post here](#) and the photo below for the insights)

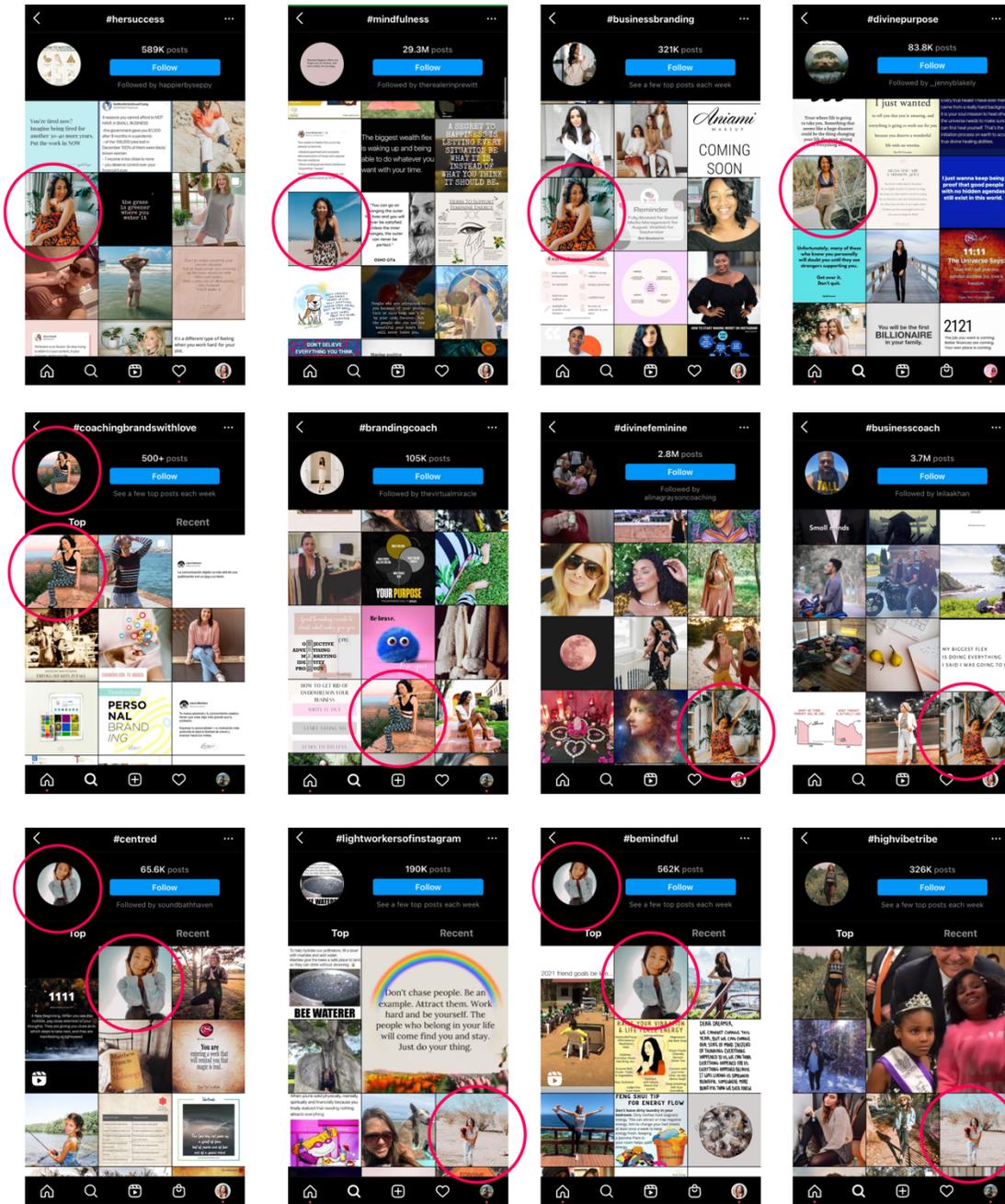


We strongly believe the consistent engagement with our tribe has helped us get to the ranked higher in the hashtags we use.

Here are some of the hashtags we've ranked in the top 15 (some even number 1 for the week), which helped us increase our exposure and followers.

And many of these were for popular hashtags with hundreds of thousands or even millions of posts, meaning they are popular hashtags people search for.





OUTREACH

The third part of the Tribe Generation Ecosystem is to reach out to your soul aligned clients and start a conversation.

Many experts teach attraction marketing. However, it's only one piece of marketing.

Attraction marketing is a passive approach to marketing and typically take longer to build up the Know, Love, Trust, and Buy process.

This approach relies on your soul aligned clients to take initiative to reach out to you.

But often times, they don't take that action for one reason or another (e.g. they get busy, they forget, they are shy to reach out, etc.).

And because of this, you both miss out on an opportunity to work together, which prevents you from fulfilling your divine mission and them from having their life be transformed.

That's why outreaching to soul aligned clients IS very important.

Implementing this strategy has helped us receive 6-10 call bookings per month from LinkedIn and 4-5 call bookings per month from Instagram.

Whereas if you were just relying on attraction marketing only (with no ads spend), the number of calls booked per month would be significantly lower.

Similar to other marketing strategies, there's an aligned way and a misaligned way to do outreach.

There are many people who do outreach or hire people to do outreach for them, but they end up doing it in a misaligned way where it feels like spam to the recipient.

This is because they are focused on the numbers and the sales.

To them, they don't show that they care about the people they are messaging and are only focused on the results.

You can tell this based on the messages that are sent out to people they are prospecting. The messages generally are sales focused and trying to convince someone of buying before getting to know the person they are outreaching to.

Doing it this way doesn't build any trust. In fact, it turns people off.

Our process is all about connection first.

When you focus on the creating true connection through your outreach, you receive a higher response, especially with soul aligned clients.



There are many times I've gotten onto calls and the person I'm talking to tells me that they typically do not reply back to outreach messages, but for some reason, they really connected with me, loved my energy, and were excited to be on the call.

The messages you send out must be true to you and done so with connection in mind.

Templates and cookie cutter approaches to outreaching won't yield results.

I've seen many people try the outreaching strategies, only to receive zero results in booking calls.

People can feel the misalignment in energy.

When you send the messages, send it with the right intention and craft your message from your heart.

These connections can lead to a wide variety of opportunities.

Some could turn into speaking engagements, others could refer other clients to you, and others may be your perfect soul aligned clients who sign up to work with you or buy your products.

I've had all of these scenarios happen to me.

In fact, one connection didn't become my client after our conversation, but we had such great rapport that she recommended me to someone rebranding their business and became my consulting client. And this new client then recommended me to another person who became my private coaching client.

With outreach, there must be non-attachment to the outcome.

You can't message or try to sell every time you have a call with the people you outreach to.

Be open to where the conversation goes.

And the other benefit of the outreach messages is that it supports the number of viewers on your content.

People you connect with in messages have a higher tendency to look at your other content and follow you.

Plus, with Instagram, their algorithm favors people who have DM conversations. It starts showing more of your content to the people you are in DM conversations with if they are following you.

THE POWER OF THE TRIBE GENERATION ECOSYSTEM

Now that you know the 3 main pieces of the Tribe Generation Ecosystem, let's talk about the power of integrating all of the pieces together.



The reason this strategy works so effectively because you are building a tribe and true connection with all of the parts working together.

You can't just do one part and expect results.

And you can't only do this once.

It's an ongoing system that will build momentum over time as you cycle between Position, Engage, and Outreach.

If you engage or outreach without positioning yourself correctly, people won't be interested in talking to you.

Same is true if you only focus on positioning but are not exposing yourself or outreaching to the right soul aligned clients on a consistent basis. You may have great content, but no one will book a call with you because the right people aren't seeing your content.

Having all 3 pieces maximizes your chances for the right soul aligned clients to see you AND be MORE likely to be interested in working with you or buying your product.

You want position yourself by creating soul aligned content 2-3 times per week so that you have fresh content. And engage with the right soul aligned clients and outreach to them on a weekly basis to make you stay top of mind.

As a reminder, the caveat is that everything has to be done in a heart centered way because people can pick up if you are not genuine about your posts, engagement and outreach.

This strategy is highly effective (if done right) because it shortens the Know, Love, Trust and Buy factor.

Rather than using ads or bringing people through a funnel, which takes a longer time for people to build that trust and bond with you before purchasing, the Tribe Generation Ecosystem process allows you to form a relationship in a shorter period of time.

Real conversations help to build relationships faster because people can get a better sense about each other when talking over the phone or in a video chat on zoom, which is another benefit of this ecosystem.

In my business, strangers have become clients in a span of a few days (from initial engagement to conversations on zoom) because they felt a bond with me and were ready to take the next step.

As with all sales and marketing, not everyone is a right fit to work with you or buy your product or service.

However, when you do have a conversation to someone who is your soul aligned client and feels you are the right fit as well, they tend to immediately sign up for your offer. And in a shorter timeframe than if you used ads to market your business.



HOW TO GET STARTED

You might be wondering how you get started in implementing the Tribe Generation Ecosystem.

First you want to become very clear on your unique position and message.

Here are some questions to ask yourself.

- ➔ *What value do you provide your soul aligned clients?*
- ➔ *How are you uniquely different from your competitors?*
- ➔ *What benefits or transformative results do your soul aligned clients receive by working with you?*

From there, you'll craft your bio for your profile and the outreach messages you'll send in order to articulate your unique value, differentiating factor, and the transformative results you provide.

You'll also want to provide a way for your soul aligned clients to book a call with you.

My team and I typically send our messages with a link to a landing page with our past client success stories that includes a link to schedule a call.

Throughout this positioning process, it is crucial you create unique heartfelt content that is in alignment with your overall positioning and messaging.

Make sure that your content is not cookie cutter steps but tells a story and showcases your essence. People want to feel your energy, not just learn steps.

Another important step is to identify who your soul aligned clients are. The more specific you are, the easier it will be to find your tribe on LinkedIn and Instagram.

On LinkedIn, my team sets the search criteria using Sales Navigator and finds aligned souls for us to connect with.

On Instagram, my team determines which hashtags we'll want to focus on and use the hashtags to find soul aligned souls we can connect with.

Next, it is important to start engaging with your soul aligned clients.

We like to keep a list of people we are connecting with, so that we make sure we are always maintaining engagement with our tribe.

During this process, you'll want to periodically check your soul tribe's profiles and like, comment, or share their post.

You want to engage with heartfelt messages, not simple cookie cutter responses.



Remember, people want to be seen, valued, and heard.

And we make sure to follow them (on IG) or send a request a connection (on LI) to stay in connection and to increase the chance they will also follow back or connect with us.

The more you engage, the more others will be interested in engaging with you and look at your content.

This is how you build your tribe over time. It's all about building relationships first.

Doing this will create a tribe that LOVES you, your message, and your essence.

Lastly, when you send your outreach message make sure you send it in a soul aligned way.

The intention and energy in which you send out the messages also matters because people can feel if you are genuine or not.

The intention must always be around building relationships and connecting vs. selling.

You want to be genuine and get to know the person before trying to sell anything.

Of course, each interaction can be an opportunity for you to sell if it is the right fit for both parties. But making sales your sole goal will affect the number of people who book a call with you because they'll feel that energy and be turned off by it.

On the other hand, if you come in with the energy of connection first and non-attachment to the outcome, you'll have a better chance with sales or creating other opportunities in the long run.

Focus on how you can serve them and what is highest and best for them vs. your personal gain.

When you do this, you come from an authentic place of true connection and service. And people will feel your genuineness and heart. They will be more open and receptive to buying from you or share other opportunities with you.

Additionally, when you implement the outreach messages, be prepared for people to say no, they aren't interested.

We also received no's all the time. This is part of the process. Not everyone will be interested. Nor will it be the right time for every person.

It is important not to take the no's personally. The no doesn't mean anything about you or your service or your offer.

We always kindly thank them and let them know we are looking forward to staying connected.

And they go into our engagement list so that we stay connected.



Please note that LinkedIn has a different structure than Instagram. On Instagram you can directly message people, even if they don't follow you or you don't follow them.

With LinkedIn, you'll either send an InMail Message (you'll be able to send up to 15 messages per month using Sales Navigator) or you'll need to first send a connection request and wait until they accept before sending your outreach message.

You are also limited to sending out 100 connection requests per week so make sure you look for the most aligned clients and focus on them first.

With Instagram, you are able to send about 20-25 DM messages per day for a new account. We typically like to stay in that range, so we are not flagged by Instagram as spam.

Typically, we receive approximately 6-10 booked calls per month on LinkedIn and 4-5 booked calls per month on Instagram with this process.

On the calls with your potential soul aligned clients, you'll be having a conversation to determine if working together would be a good fit on both sides.

Remember, you aren't convincing someone to buy from you on this call. Instead, it's an exploration of possibilities and how you could potentially be in service to support their journey.

Have fun with the conversation and enjoy meeting someone new to your tribe!



IMPACT OF IMPLEMENTING THIS ECOSYSTEM TO YOUR BUSINESS

Implementing the Tribe Generation Ecosystem can have an incredibly positive impact on your business.

Like I mentioned earlier, implementing this system increased our revenue by \$100k in the last year (not including the revenue from other marketing methods).

We've been able to see a huge increase because we focus on relationship first and providing transformational results for our clients.

This has allowed us to receive referrals from soul aligned clients brought through the Tribe Generation Ecosystem and repeat business from some of these soul aligned clients as well.

We've also structured our business to include products and services to have higher ticket prices, which allows us to provide better experience and generate higher revenue.

It is important that if you implement the Tribe Generation Ecosystem, you have a product or service that you feel 100% confident in delivering at a higher price point.

There are two benefits for doing this.

First, you'll attract higher caliber clients who are committed to doing the work because they are paying a premium for your product and services, which leads to their transformative results and your ability to make a bigger impact

And second, you'll be able to easily increase your revenue and receive a higher ROI for the investment (time and money) into implementing the Tribe Generation Ecosystem.

Here's an example of how you could build your business with the Tribe Generation Ecosystem

Let's assume you have a 3-month program with 3 monthly payments of \$2500.

Let's also assume on average 1-2 soul aligned clients sign up for your 3-month program per month after having 6-10 booked calls from the Tribe Generation Ecosystem (10%-33% close rate).

Let's also assume it takes about 1 month of setting up to get everything ready and building relationships before booking calls.



Here's an example of what you could potentially earn each month.

Assuming you book 1 client per month:

1 Client Per Month	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	TOTAL
Client 1	Set Up	\$2,500	\$2,500	\$2,500			
Client 2			\$2,500	\$2,500	\$2,500		
Client 3				\$2,500	\$2,500	\$2,500	
TOTAL		\$2,500	\$5,000	\$7,500	\$5,000	\$2,500	\$22,500

Assuming you book 2 clients per month:

2 Clients Per Month	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	TOTAL
Client 1	Set Up	\$2,500	\$2,500	\$2,500			
Client 2		\$2,500	\$2,500	\$2,500			
Client 3			\$2,500	\$2,500	\$2,500		
Client 4			\$2,500	\$2,500	\$2,500		
Client 5				\$2,500	\$2,500	\$2,500	
Client 6				\$2,500	\$2,500	\$2,500	
TOTAL		\$5,000	\$10,000	\$15,000	\$10,000	\$5,000	\$45,000

As you can see, in month 4, you'll have the potential of earning anywhere from \$7.5k to \$15k. And in Month 5 and 6, you'll also have the potential to earn more if you continue using the Tribe Generation Ecosystem and continue to have 1-2 soul aligned clients sign up to work with you those months.

Your revenue could even be higher than the examples, if you have higher priced programs and/or if you have MORE than 2 soul aligned clients who sign up to work with you per month.

Additionally, if your soul aligned clients renew their package for another 3 months or longer, then you'll also earn additional revenue.

This is how you can build more consistency into your business through the Tribe Generation Ecosystem.



TIME COMMITMENT TO BUILD YOUR ECOSYSTEM

As with all systems, it takes time to build your ecosystem.

The first area to make sure you have completed is the positioning aspect. You'll want to make sure that you have a clear and concise message for both your LinkedIn and Instagram Bio.

You'll also want to make sure you craft your outreach messages that you'll be sending out during this process, so it is ready to go when you begin building your Tribe Generation Ecosystem.

And you'll want to create content that reflects your expertise and message through posts and videos. This way, when your soul aligned clients see your engagement or outreach messages, they'll be able to get a sense of how you'd potentially be able to help them through your content.

We typically like to take a month to set everything up properly. And ongoingly, we like to create 2-3 content pieces a week to share.

When it comes to engagement, it is best to spend about 1.5 hours per day. This time is dedicated to reading, commenting and liking your potential soul aligned client's content. Because it's important to respond with heartfelt messages vs. cookie cutter messages, you'll want to take the time to really read their content and craft your messages.

In addition to this, you'll want to allocate another 30 minutes each day to research and find new potential soul aligned clients to engage with. This will help you to continue building your Tribe Generation Ecosystem.

After consistently engaging with any potential soul aligned client for 1-2 weeks, you can start sending your outreach messages (on IG) or connection requests (on LinkedIn) to your potential soul aligned clients.

Because LinkedIn requires a connection before you send messages, you may have to engage more with the potential soul aligned client before you can send a message.

And you'll want to make sure you respond to the messages you receive in return in a timely manner.

The either outreach process takes about 1 hours per day to complete between both LinkedIn and Instagram.

The key to creating a successful Tribe Generation Ecosystem is consistency. Consistency of time and energy each day to show up for your potential soul aligned clients.

This is not a one and done process because you are building and maintaining relationships. And it takes effort to do this.

However, you'll be able to receive the rewards when your soul aligned clients sign up to work with you.



WANT US TO IMPLEMENT THE PROCESS FOR YOU?

You have a passion for what you do, and you are here to make a real impact on people's lives.

And you are raising the consciousness of humanity through your work.

If you are ready to build your tribe, increase your income without having to spend hours on LinkedIn or Instagram, doing it by yourself, [BOOK A CALL](#) to speak to us about building and managing the Tribe Generation Ecosystem for you.

As you can see, there are many pieces to setting up and managing the Tribe Generation Ecosystem in order for the system to run smoothly and effectively.

You can either take the time to create and manage the ecosystem yourself or you can outsource the process to our team.

By outsourcing to our team, you'll be free to focus on what you do best while we can handle the rest!

Who we support:

We are selective in the clients we support, only bringing on 2 clients per month and clients who we work with.

That's because we believe in giving personalized attention to make sure the Tribe Generation Ecosystem runs smoothly.

AND, more specifically, the types of clients we call in are ones who...

- Are here to make a positive impact on the planet
- Activate higher levels of consciousness inside of their clients
- Believe in building relationships (not just making money)
- Have a strong mission and desire to transform humanity
- Are a stand for equality and birthing a New Earth where every person is free

What we'll help you achieve:

Our team will work with you to help you consistently book 6-10 calls per week with potential soul aligned clients.

And our team will help you build a relationship with your tribe on both the LinkedIn and Instagram platforms so that you gain raving fans who are interested in booking a call with you in the future.



How we'll support you:

Our team will be there to guide you through the process AND do a lot of the work you probably don't want to do or are too time consuming as you grow your business (e.g. researching target market, engaging with your tribe, setting up your systems, tracking the key metrics, etc.).

The first thing our team will work on is helping you to position your business so that you are seen as the expert.

This includes:

- Full review of both your LinkedIn and Instagram
- Report with our assessment and recommended changes and adjustments
- Professionally written bios for both LinkedIn and Instagram
- One Case Studies Landing Page development that is integrated with your Calendly
- Outreach message creation and flow of messages
- Hashtag research to find potential soul aligned clients on Instagram
- Sales Navigator research to find potential soul aligned clients on LinkedIn

Then we work on both engagement and outreach to ensure that you are connecting to your soul aligned clients and build a relationship with them in a heart centered way.

This includes:

- Weekly research and refinement of finding the right soul aligned clients on Instagram and LinkedIn
- Weekly engagement on both LinkedIn and Instagram (likes and comments on their posts)
- Boosting your posts with organic likes on Instagram (up to 2 posts per week with 50 more likes than the starting likes number)
- Hashtag vault of 3 customized sets of hashtags (30 hashtags in each set) for you to use on your posts for Instagram
- Weekly outreach with customized outreach messaging on both LinkedIn and Instagram to the identified soul aligned clients
- Monitoring, tracking, follow up, and responding to inquiries with each of the soul aligned clients being contacted
- Weekly CRM sheet with updates on booked calls
- Monthly report outlining all of the key metric improvements during the engagement



Requirements:

Because we value building true relationships, we have certain criteria and requirements for the people we support with the Tribe Generation Ecosystem.

These are the requirements:

- You must be an expert in your field with at least 1 year of experience.
- You must have a high-ticket program or service with a proven track record for success for your clients.
- You must have experience and are comfortable with sales conversations and conversions.
- You must be mission driven, heart centered, and get your clients transformational results.

READY TO START?

[BOOK YOUR CONSULTATION](#) to speak to us directly and discuss how we can support your business specifically.



ABOUT MINLING



Minling Chuang is a Mission and Brand Activator for Mission Driven Entrepreneurs. She is the founder of Brand Fame and the creator of the Tribe Generation Ecosystem.

With over 10 years of experience in branding and marketing, working on top brands such as Nestle Toll House, Lean Cuisine, Toyota, Sumitomo, and UBM, Minling's brilliance is helping her clients – from entrepreneurs to small businesses – strategically evolve their brands in the market and position them so they become irresistible brands.

While at Nestle, Minling even launched a \$54 Million product for Lean Cuisine that won Product of the Year.

She is passionate about bringing together her 10+ years of branding and marketing experience and personal development knowledge together to help her clients find the essence of who they truly are by aligning their energy and activating their voice so they can make the money they desire doing what they love.

Minling holds an MBA from Indiana University and a BA from the University of Southern California. She has also been featured on Forbes, Mindvalley, The Huffington Post, Thrive Global, BuzzFeed, numerous podcasts, and spoken at various conferences.

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