



How To Build A Group Of  
Passionate People That Will Buy  
From You Again and Again  
Presented by Jane Gardner

## **6 STEPS of *How to Build a Group of Passionate People that will Buy from You again and again* from the book *eTribe*.**

In a nutshell, *eTribe Marketing* is about building an online group of passionate people that will buy from you again and again.

### **1. You need PASSION**

It's important to have passion about what you are selling as you will be happier when you are selling and there is also an emotional element to selling.

### **2. You need to TARGET your Audience**

Targeting is important because it's not just important anymore to get to the masses. It's more important to *connect with specific people*

### **3. You need to ENGAGE your Audience**

You want to get engaged with your audience in conversation. You want to engage with people in your specific area that have the painful problem or need to fulfill because you want to know what they think of your competitors so you can differentiate yourself from your competitors.

### **4. You need to PRESELL**

The real goal of any preselling is to make sure that you're in the minds of your target audience. In other words, you're asking the right questions and you are having the right discussions and answering people and making them laugh and making them feel good.

## 5. You need to SELL in a different way

eTribe selling is selling in a way that's not selling. You just need to connect with people in a way that helps them feel confident and that they can trust you and in a way that lets them know that:

## 6. You need to SELL a Beta Test Offer

This is million-dollar advice on building an eTribe again and again and again in a simple way that doesn't cost you a lot of money. You're testing the small things that they should automatically connect to it. If it doesn't work then move on to something else but at least you'll have proof every step of the way that there is a market there.

You're not making things from thin air. You're looking at who's already selling, differentiating and creating opportunity for yourself. You're doing that not only on one platform like programs and products but you're also doing that on four platforms through advice, through services and through special events. This method to build your tribe from not only a point of passion but from a point of ethics and a point of helping people. A method of selling that will build a group of passionate people that will buy from you again and again!

**Now, listen to the chapter audio downloads that will come every day.**

**To find out more about getting the book:**

[eTribe](#)

[\*How to build a group of passionate people who buy from you again and again and the eTribe workbook, check out the book here!\*](#)