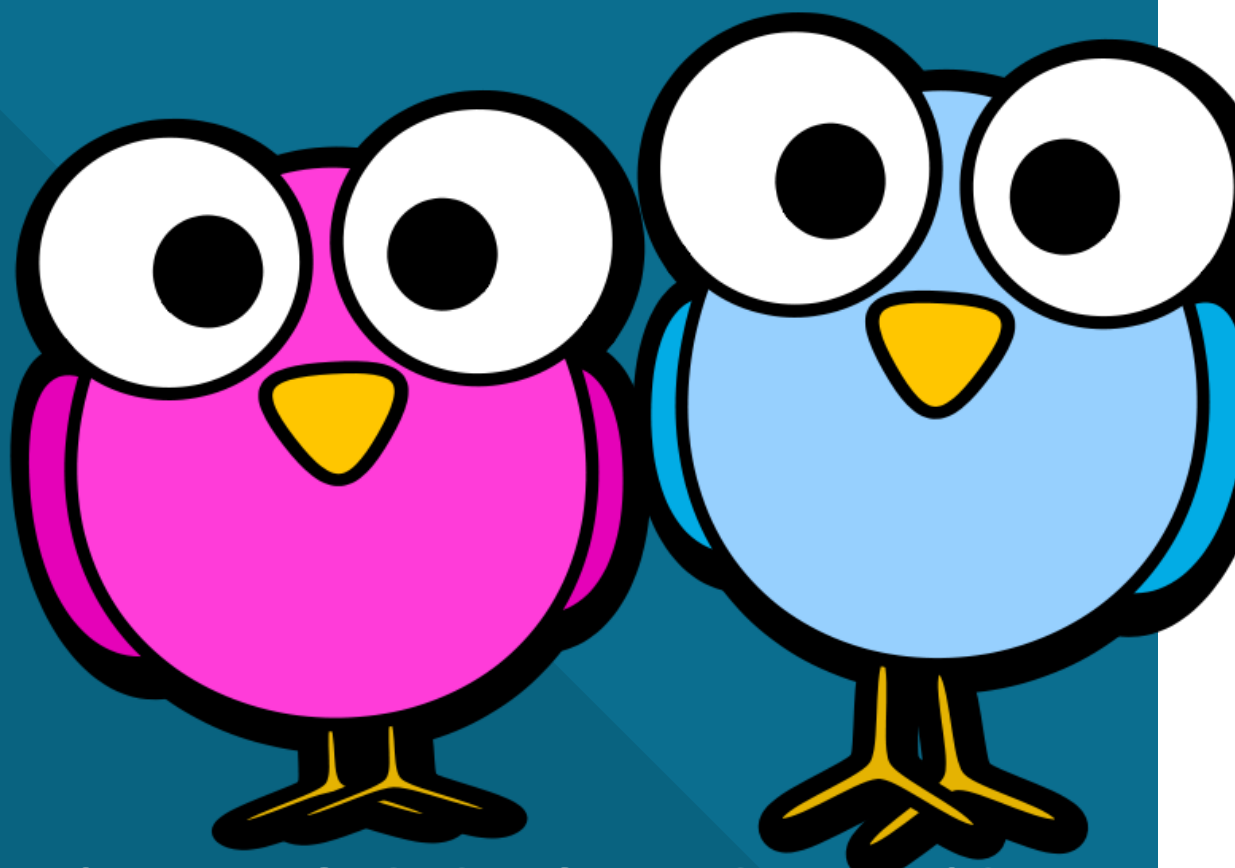


# GROUP CONNECTION DYNAMICS

GET THEM TALKING ABOUT  
YOUR PASSION BUSINESS!



PART OF THE "SUPERNICHE" FRAMEWORK

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# LET'S TALK ABOUT IT.

This is a primer on Group Connection Dynamics.

Why?

Well, in short, we watch, look and listen to *each other* now far more than we do Google... What does that mean? It means we use social "referencing" to help us make our purchases.

Who else is using your Passion Business?

And most importantly, what are they *saying* about it?

You see, now that you have your Superniche (YES!) and you know where you are going to reach the *early adopters*, we want to make sure that these people help you GROW your Passion Business by talking about it *for* you.

In this case, we are going to use a case of a sole practitioner, freelancer, or sole trader.

But the same concepts apply if you have a business partner or team...

SO, now we are going to cover a few terms...

# TERMINOLOGY

A few words that we'll use!

**VERTICAL:** "Top down" connection, from you to your Superniche. How you talk to your people.

**HORIZONTAL** - Sideways connection. Your Superniche talking about your Passion Business to each other! Either to other clients ("inside") or those who don't know about you yet ("outside").

**RESISTANCE** - This is the resistance we might have in talking about your Passion Business to someone who isn't part of it yet. We often don't talk about a new product or service we use straight away.

**OFFLINE CONNECTION** - Word of mouth, showing, telling, illustrating

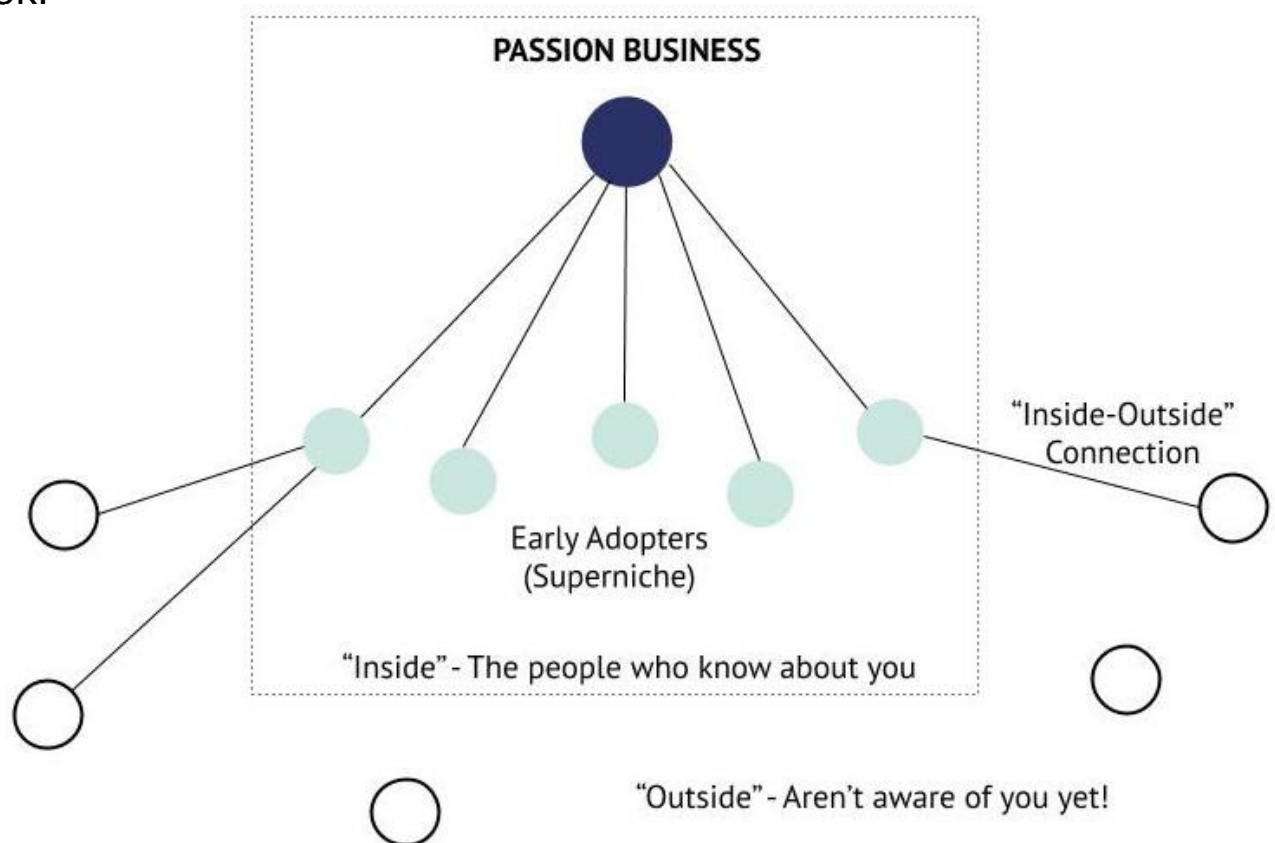
**ONLINE CONNECTION** - An extension of offline group dynamics, but using social media, forwards, sends, comments, posts, messages

**STATUS** - We communicate or act largely for status shifts or stabilisations. ESPECIALLY with horizontal communication or inside to outside.

**SELF LEADERSHIP** - Or "sufficiency." The idea that "I am enough" - a self leadership quality. This allows us to confront the tension involved in sharing an aspect of your Passion Business - "telling someone else about it." When we tell someone they should join or check out your Passion Business, there is a leadership quality that is required.

# THE GOAL

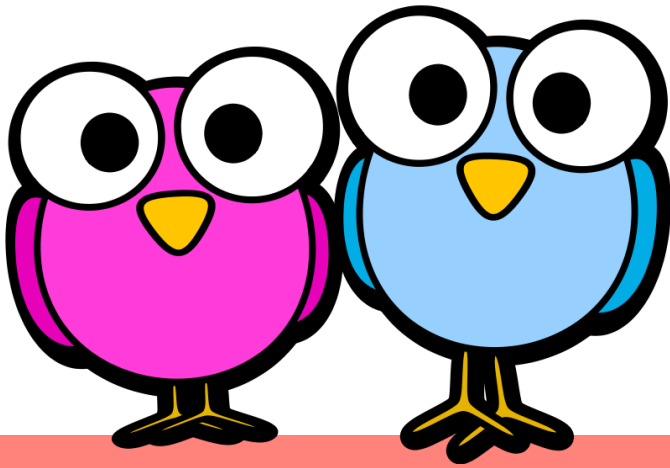
To grow, people are going to need to know you exist. It really, really helps if people talk about your Passion Business. This means connection from "inside" your business to "outside" of it. Let's take a look.



## THE CHALLENGE FOR YOU NOW

So, you've nailed your Superniche and you've reached the early adopters! Congratulations, you're in business! And you have "inside" connection!

Now, let's look at a few strategies to get "Inside-Outside" connection. Let's get the early adopters talking about your business *for* you!



## THE THREE STEPS

OK, so what does it take for them to talk about your Passion Business. Well, since you've got your Superniche, you know the emotions they want to feel, and you are working on making your business remarkable.

Now, we focus on **three** areas.

### 1. HELP CREATE LEADERS

Good leaders don't create followers, they create other leaders.

When we help our Superniche become more powerful versions of themselves and develop Self-Leadership qualities, then *it is more likely they will talk about your Passion Business.*

Why?

Because they have confidence, or "sufficiency" - and from this position, they are ready to tell people on the outside about what it is you do.

If we lack "sufficiency," we are hesitant to talk about it to anyone.

## 2. FOSTER "INSIDE" CONNECTION

If possible, what are some creative ways you can start to connect the people who you already work with?

As we foster lateral, "inside" connection, we strengthen the "bond" that exists as a result of your Passion Business.

The stronger this bond is, *the more inclined* they are to talk about your Passion Business to outsiders. This is because with that bond, they are part of a "crew." And crews like to talk.

This side to side connection is important, and if it's not possible with the current model of your business,

## 3. GIVE THEM A T-SHIRT

OK, so you have great inside connection, you're creating Leaders in your tribe and you are ready for them to spread the word...

How are they going to do it??

This can happen one of two ways:

**PASSIVELY** - they can "wear your t-shirt" so to speak. Something they wear, a sticker, or even their "transformation" that they have experienced. Literally as they walk around, they are advertising for you.

**ACTIVELY** - They *actually* talk about it. In this case, what *specific* language are they going to use? What terminology *specific* to your Passion Business can you introduce them too?

Literally, what cool words or concepts can you create?

# NUTS & BOLTS

OK, so we've covered the three main areas of Group Connection Dynamics. You're likely wondering how to actually do this?

Perfect. Here we go:

## CREATING LEADERS (ACTIONS)

Action leads belief.

This means that when *actions* are highlighted - in particular in front of others, we tend to not only continue to do that action, but also we *believe* we can do a good job. Our sense of self-belief goes UP.

The quick answer then, is to pick a platform, and showcase the excellent work your early adopters are doing. Here are some examples:

1. Showcasing GREAT client results on your social media (with permission of course!)
2. Recognising their great work on *their* own favourite platform!
3. Highlighting their results in a monthly newsletter.
4. Finding ways to highlight their actions to other clients. Elevating them within your own business *and* connecting them!
5. Letting your client *contribute* to your community through writing a guest post or article for you!

Remember, this *isn't* about testimonials, social proof or anything for *your* business.

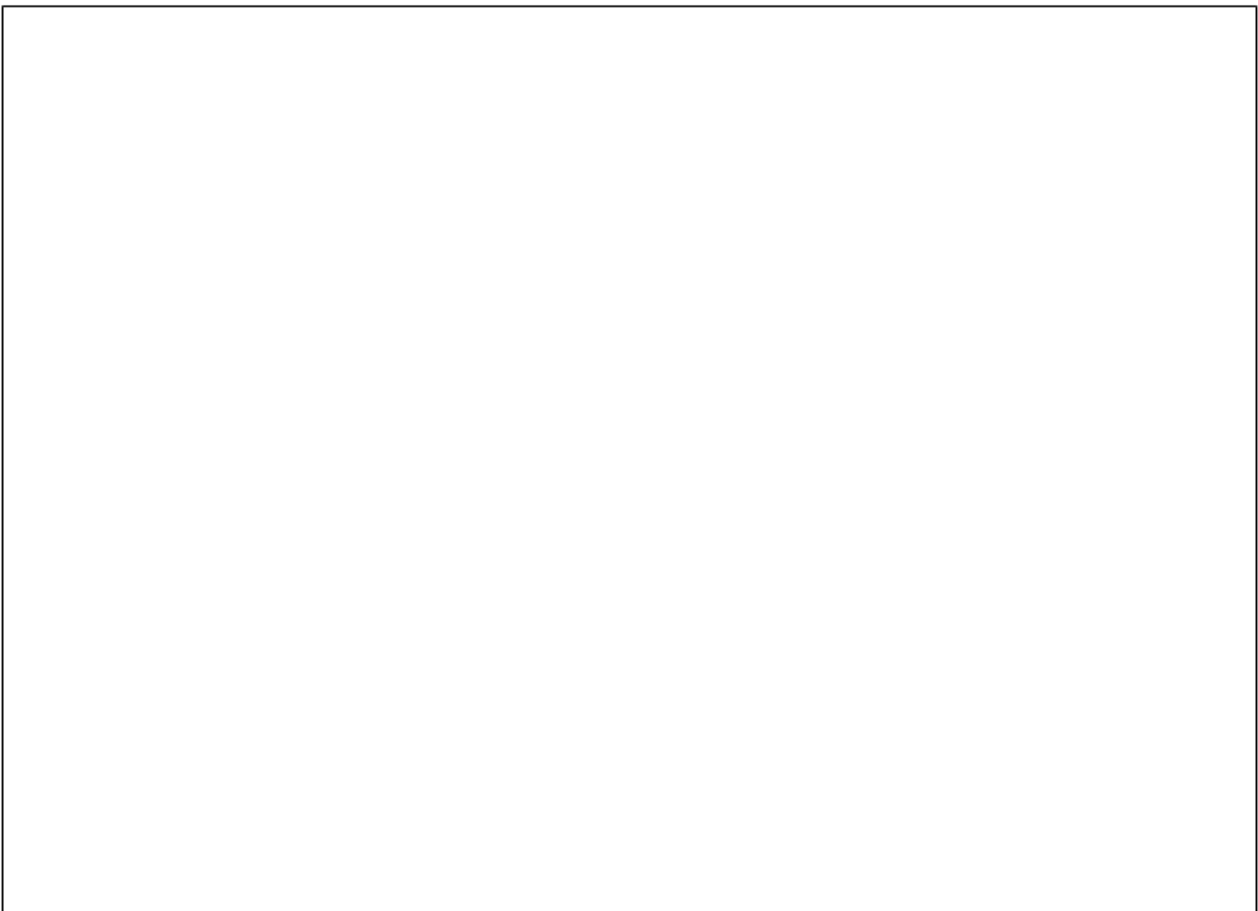
This is elevating them as a great leader!

# CREATING LEADERS (ACTIONS)

Now it's time to turn to *your* Passion Business.

What **three** things can you do to start to create leaders out of your amazing clients or customers?

How will *each* of these activities shine a light on their accomplishments and help them step into a powerful position to then *talk* about your Passion Business? Fill it out below.

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# FOSTERING "INSIDE" CONNECTIONS (ACTIONS)

In "Tribes," Seth Godin teaches us the power of "tightening" the connection *within* the tribe.

It's a key step that can help strengthen the bond and tendency to talk about your Passion Business to an "outside" audience.

Here's what we need:

1. If your current Passion Business model allows it, start to create group environments. Meetups, group sessions, discussions, platforms to share and connect. They don't need to be everyday, but they need to happen.
2. If this can't happen in person, create an online platform - a Facebook group, a Slack channel. Something that allows them to connect with each other.
3. From here, start to *encourage* this lateral connection. Help them start the conversations... When you see it kick off, then quickly *showcase this great behaviour* to the rest of the group.
4. Prompts - if you don't see organic discussion, how can you prompt it? Remember humour, curiosity, surprise are all great starter emotions.

Bringing your clients together is a fantastic way to grow inside connection, which is going to help them to strengthen the bonds, and talk about your business to outsiders.

Plus, it's fun!

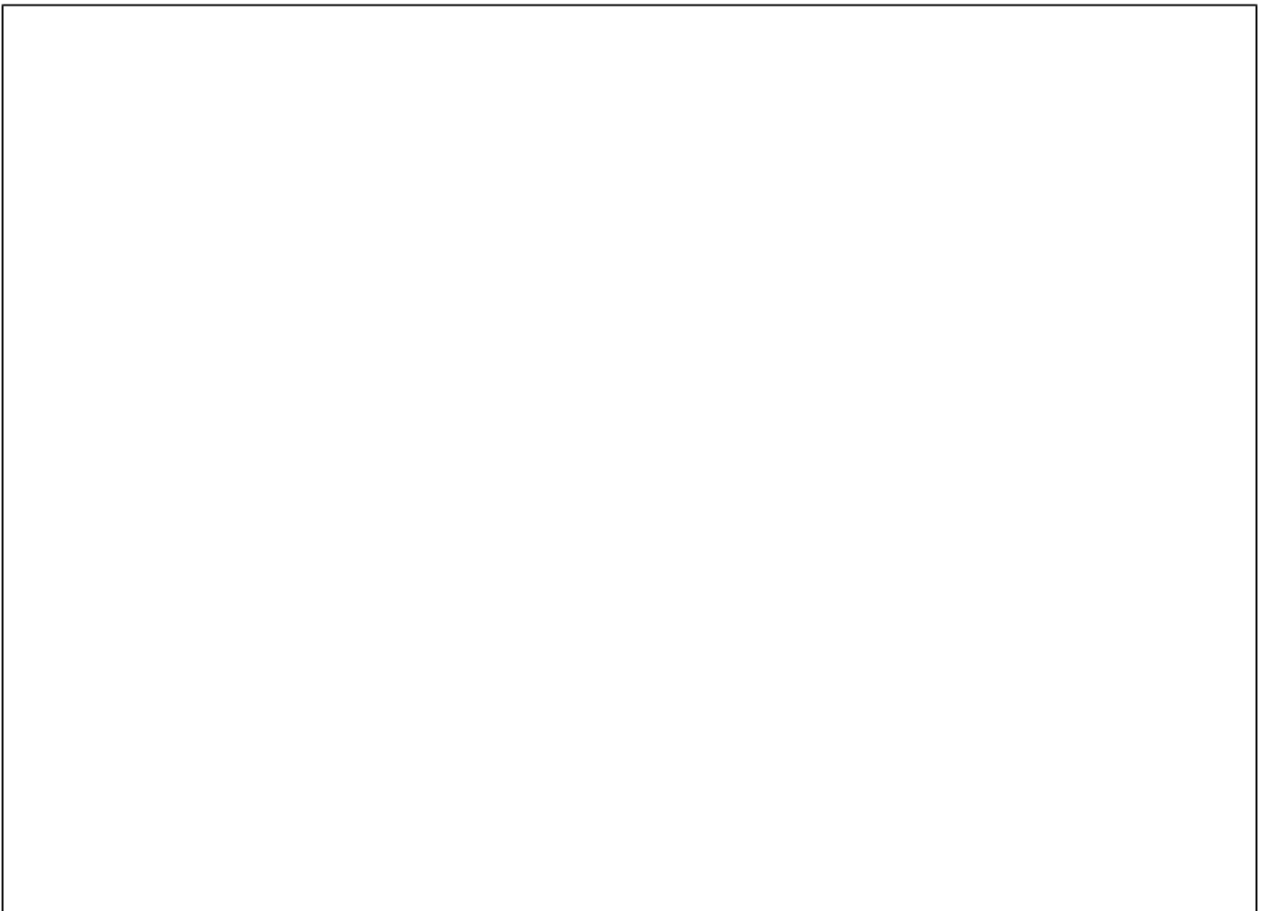
# FOSTERING CONNECTION

## (ACTIONS)

Now it's time to turn to *your* Passion Business.

What are **three** ways you can build or strengthen "inside" connection?

Write them out below.

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## GIVE THEM A T-SHIRT (ACTIONS)

If your Superniche is going to talk about your Passion Business, they are going to need some tools to do so.

We are going to lump "Passive" and "Active" together here, because, well, you really want it all.

Here we go:

1. T-Shirts, drink bottles, key-rings, car stickers.
2. Specific "language" or words that are unique to your Passion Biz.
3. Entire "concepts" that you created.
4. Transformations - as your Superniche "transforms" through working with you, they will become your biggest asset.  
Transformations are usually pretty obvious, even if they don't "talk" about them. After we transform, we literally walk through the world differently.
5. Books, articles, gifts, insights that you give to your Superniche. A book sits on a coffee table, or an office desk. It's the perfect conversation starter.
6. A "hashtag," concept, slogan or idea they can share.

The thing is, we need this stuff to be intentional.

We don't print off a random T-Shirt for the sake of it.

We need to remember that this comes off the back of creating a Passion Business that *elevates the status* of the Superniche.

*What do they really identify with? What upgrade or transformation do they really want to share?*

It all ties together: You dial in your Superniche, you create Leaders, you connect them to each other and then you give them tools to talk about you to the outsiders.

# GIVE THEM A T-SHIRT

## (ACTIONS)

Now it's time to turn to *your* Passion Business.

What are **five** items, words or concepts that are *unique* to your Passion Business can you give them that they can share?

Write them out below

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**KNOW YOUR  
SUPERNICHE,  
HELP THEM  
TRANSFORM,  
CONNECT AND  
TALK ABOUT  
ABOUT YOUR  
PASSION  
BUSINESS FOR  
YOU.**

