

Live beginner call #18

Mission

Dentistry clinic

What tribes are your customers already part of? Self care, health-conscious tribes.

- **What are their values?** They value self-respect, self care.
- **How do they want to build their status in that tribe?** By showing their commitment and self love to themselves indicating to others that they are high status.
- **How can you SHOW them how your product aligns with their tribal affiliation and tribe-specific desires?** Showing testimonials from other tribes members or even leaders.
- **Why should they join YOUR tribe?** They should join my tribe because a lot of tribe members already trusted this clinic and so should you.
- **What are you doing that is interesting, remarkable, and important?** Dentology could focus on unique services, such as cosmetic or holistic options.
- **How can you position the leader and group as strong?** Testimonials from high status tribes members, and comparing to worst clinics.
- **What kind of "test phase" can you provide for them? How can you improve the experience?** offering a discount or free teeth checkup.
- **PS-What specific steps can you take to increase your earned status in the tribes you're a part of?** By partnering up or collabing with tribes, other trusted businesses and even influencers.