**Challenge #8: Channels** (Reaching your Tribe)

How you reach your tribe is through the various points of contact between you and the customer. The channel is not only where and when the customer buys your product; it is an equally important tool in *how* you deliver information about the problem and your solution.

**Task:** It is time to think about *how* to most effectively reach your tribe.

**Idea:** Write down or draw your idea, explain what is the most effective channel to reach your tribe. And explain how you will implement a new tactic to build a more effective channel between you and the customer as the leader of your tribe. To do this successfully, look back at the previous challenge and use that information to better understand what your customers do (activities/interests), which allow you to identify where they gather. It is easier to sell to customers where they are than where they aren’t.

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**Worksheet: Tribe Behavior**

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| --- | --- |
|  | TRIBE Behavior |
| My Tribe believes in: | As a result, I can find them in the following places: |
| **My followers have the following characteristics:**  **Values / Interests / Opinions / Attitudes /**  **Activities / Social Status/**  **Lifestyle** | **Knowing what they believe in and how they behave allows you to find the best channel to reach them.** |
| **My followers have the following characteristics:**  **Values / Interests / Opinions / Attitudes /**  **Activities / Social Status/**  **Lifestyle** | **Knowing what they believe in and how they behave allows you to find the best channel to reach them.** |
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| **My followers have the following characteristics:**  **Values / Interests / Opinions / Attitudes /**  **Activities / Social Status/**  **Lifestyle** | **Knowing what they believe in and how they behave allows you to find the best channel to reach them.** |

**Action**: What did you do to develop a more effective channel?

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How much time did you spend working on the idea? \_\_\_\_\_\_\_\_\_\_\_\_\_

**Outcome:** Explain what you thought would happen and what actually happened.

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How much money did you invest? \_\_\_\_\_\_\_\_\_\_

How much money did you make (profit)? \_\_\_\_\_\_\_\_\_\_\_

Return on Investment: profit/investment X 100% = \_\_\_\_\_\_\_\_\_\_

*Profit is total cash minus the investment*

Rate your results on this scale:

☹ ☺

**Reflection: Describe the** who, what, when, where and the why that was happening with your idea?

**Start by describing who, what, where and when:**

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**Now, think about why and how:**

What challenges did you encounter?

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How did you respond to the challenges you encountered?

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Why did you respond to these challenges the way you did? What were you feeling and thinking? How did these thoughts and feelings impact your actions?

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**Class Discussion**

The class discussion is designed to provide feedback to your colleagues about their ventures and to get feedback on your venture. This is an integral part of the entrepreneurial process. This time it will be interesting to learn about how others re-imagine the solution to a problem. Jot down things that are working and things you want to change.

Jot down notes or draw images of the information that is being presented and think about how you can help them with their venture.

**Self-efficacy:** After the class discussion think about how you would do it better next time?

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**Use this space to jot down your thoughts about how you**

**will do it better next time/sketch it out:**

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**So, Feedback**

**What?**

**Systemic Effective**

**Thinking Selling**

**IDEA**

**Exploiting**

**Networks**

**Knowledge, Customer Channels**

**Skills, & Abilities Segments**