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1  PASSION
EXCITEMENT  } PEOPLE NEED A REASON TO CARE ABOUT YOUR MESSAGE } GIVE IT TO THEM!

2  BE INSANELY HELPFUL : ASK NOTHING IN RETURN

3  ← UNIFY →  TIE THE COMMUNITY IDENTITY TO THE BRAND

4  COMMUNICATE
- Throw a PARTY for your tribe to TALK to EACH OTHER!
• MESSAGE BOARDS
• FACEBOOK
• #twitter



← DON'T BE AN UNDERPANTS GNOME!
1 2 3
UNDERPANTS ? PROFIT
KILLER TRIBES ? COMMUNITY