

# How to Build a Cult Following



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Part 1

# Are You a Member of a Cult?



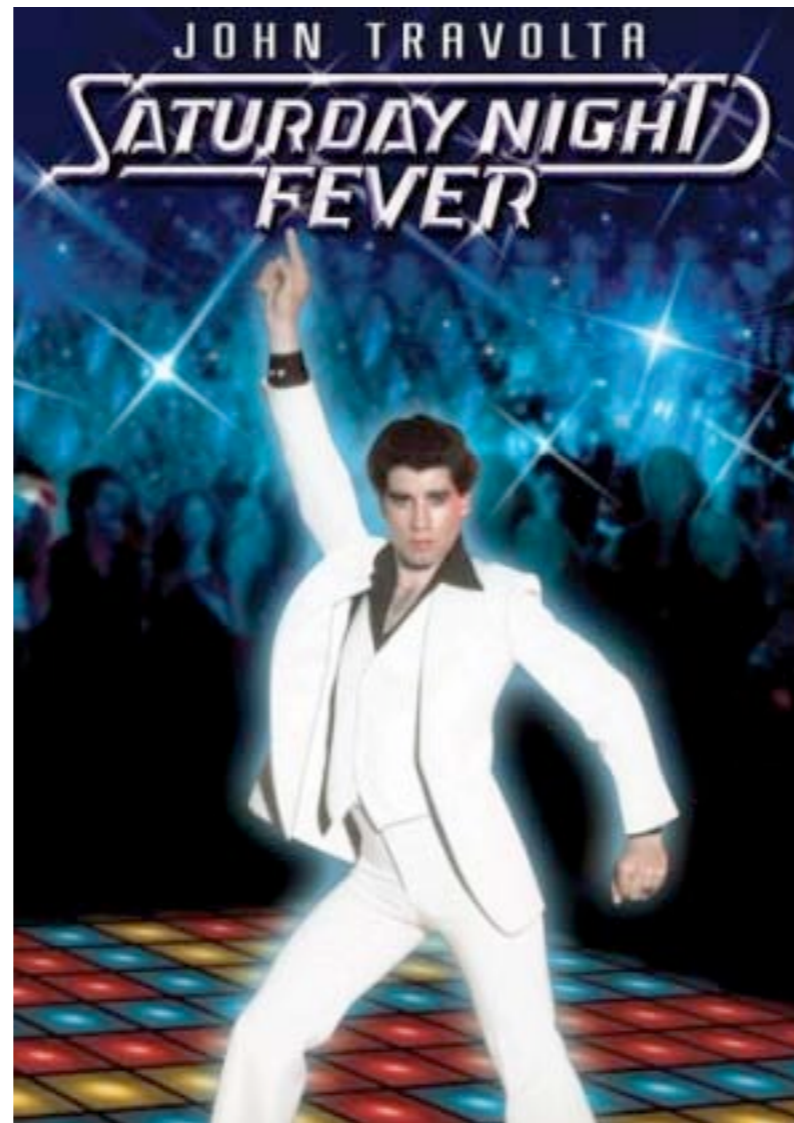
Are you a member of a cult?



Which gadgets make you feel cool?



What does your car say about you



What do you strut in?



When do you not answer the phone?



When did you last get dressed up?



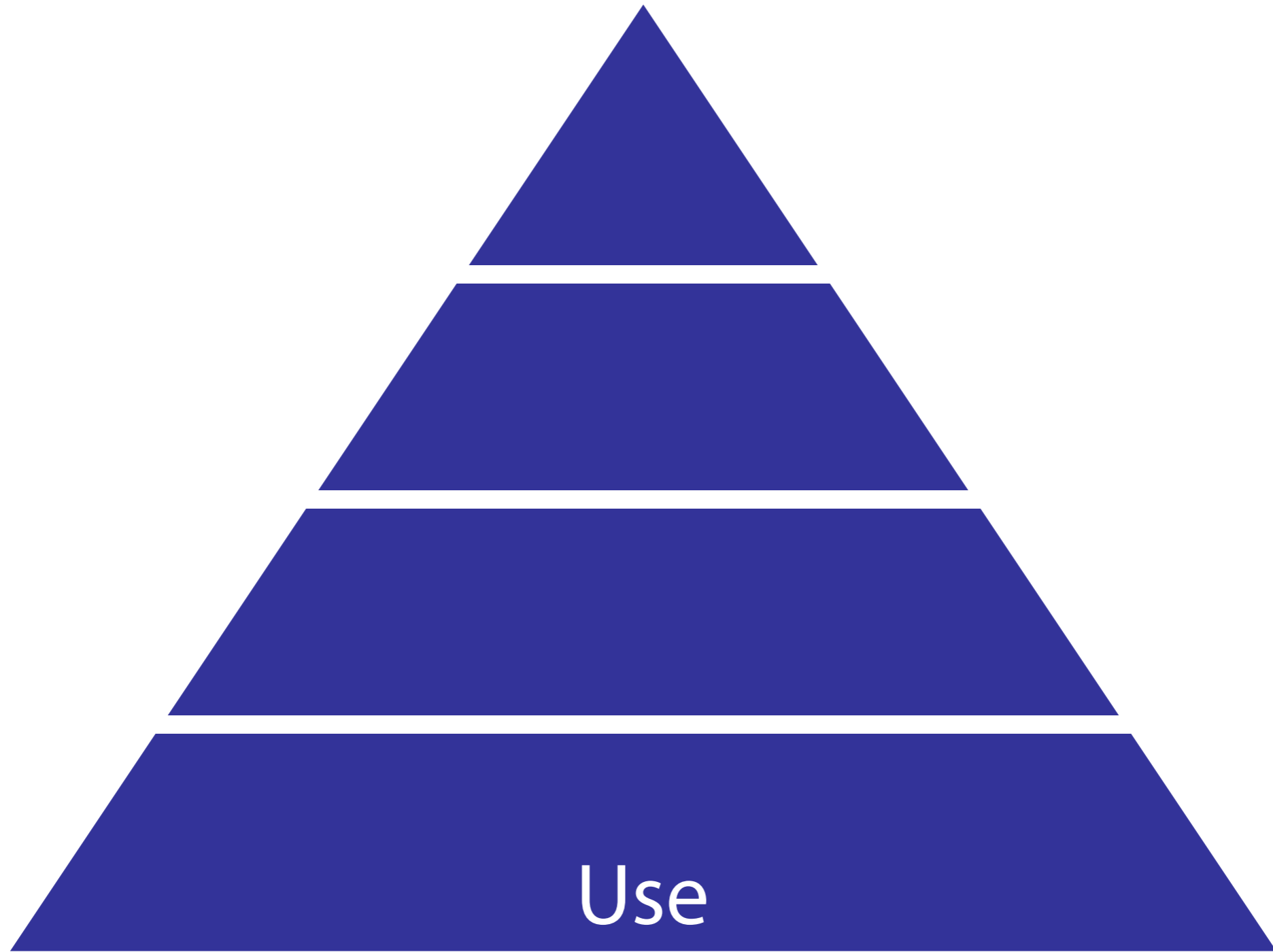
When were you last part of a mob?

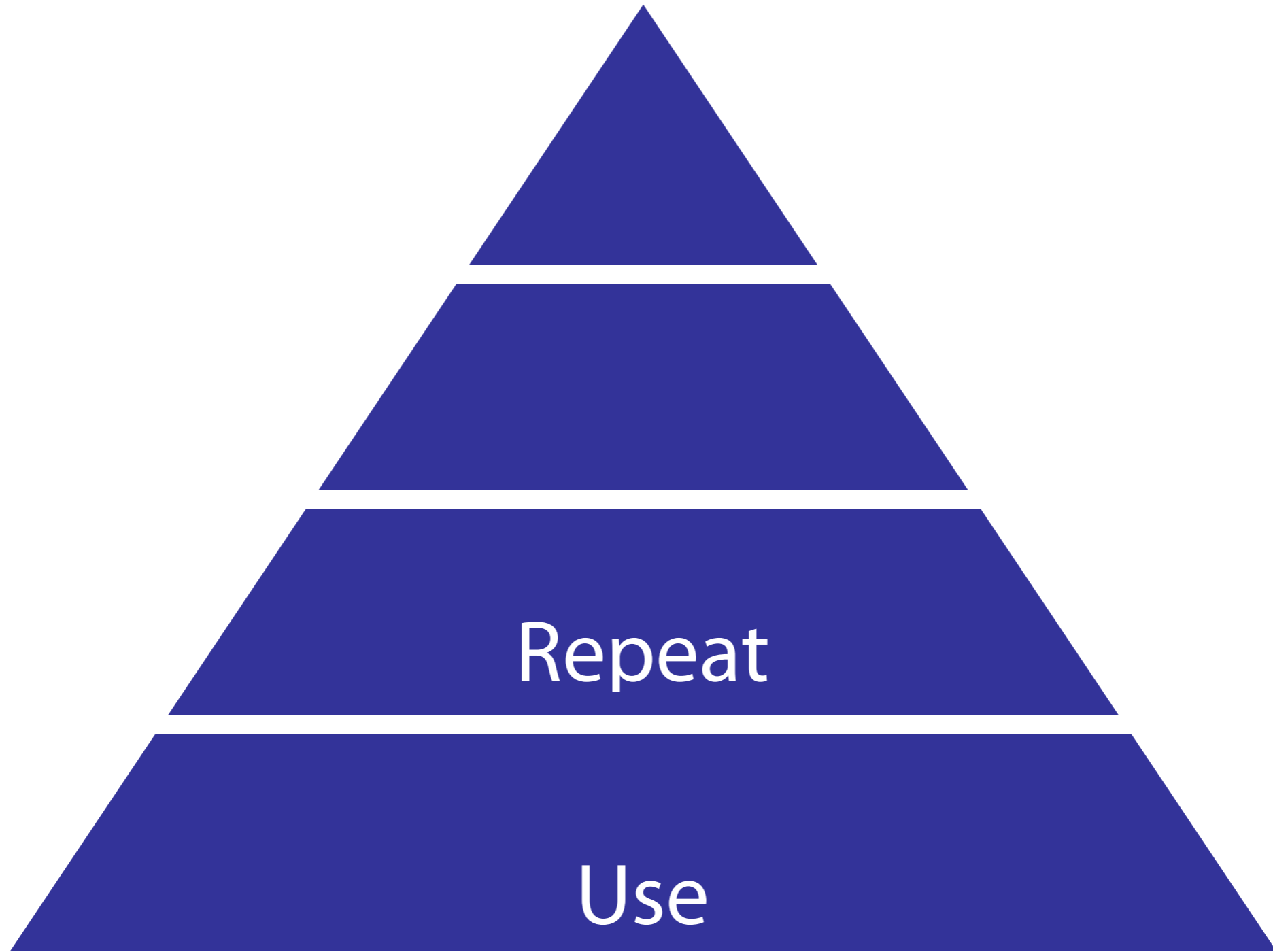


What could you not live without?

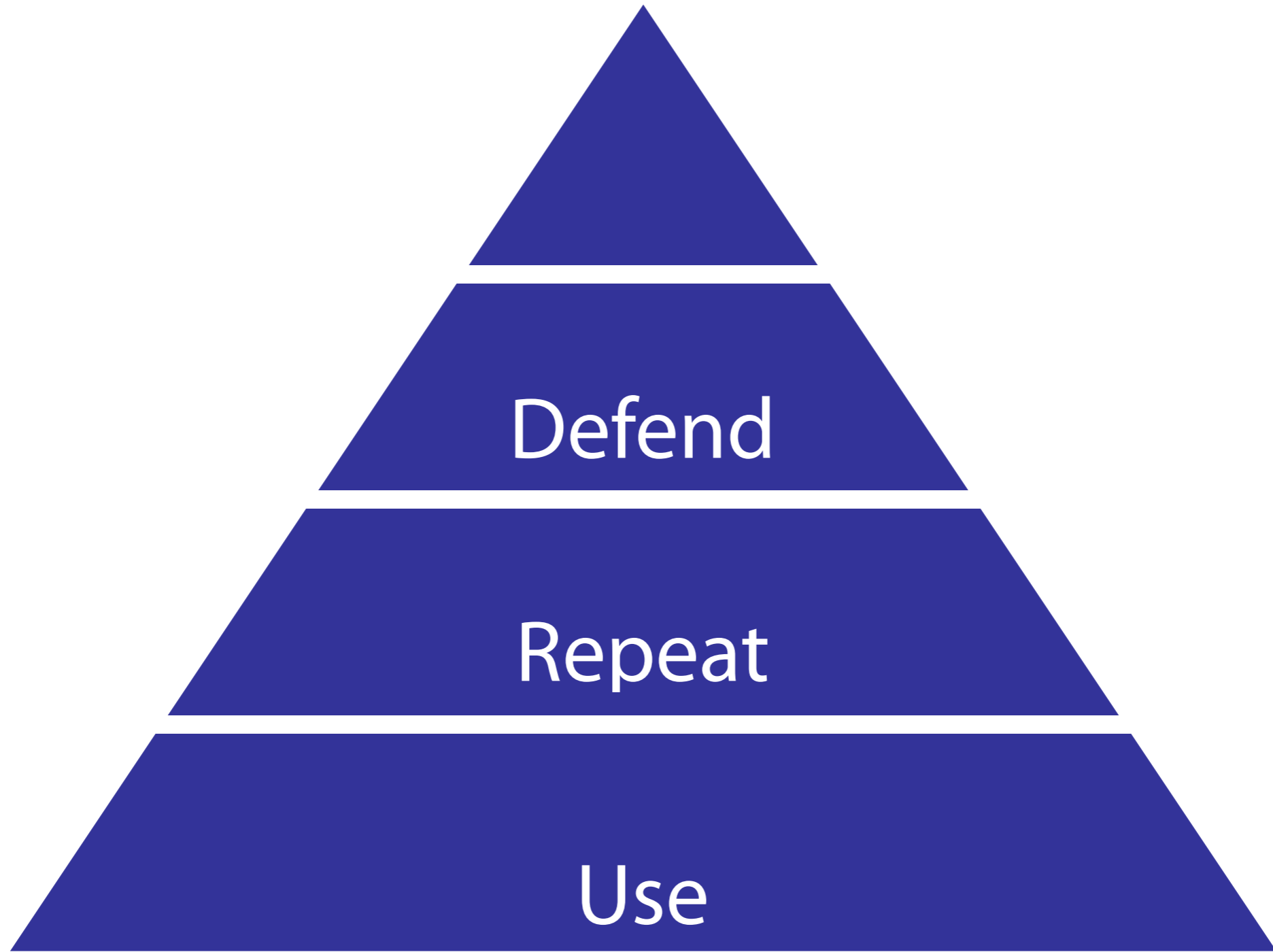


# Cult or Cult-like?

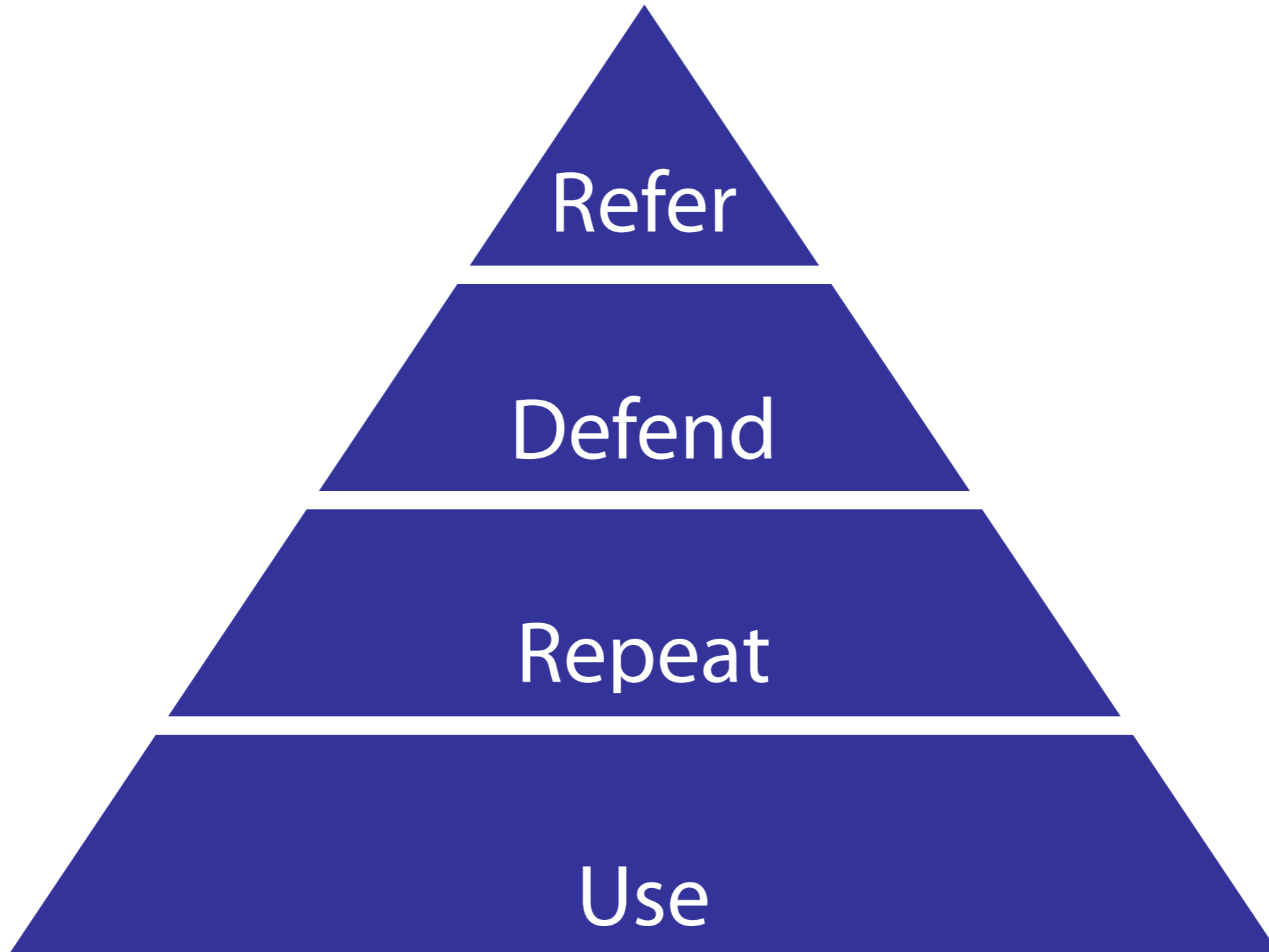




Four Levels of a Cult-Like Following



Four Levels of a Cult-Like Following



Four Levels of a Cult-Like Following



Are you a member of a cult?





# The New Religion

# Mass Marketing



Marketing has changed!

Mass  
Marketing

One-on-one  
Marketing



Marketing has changed!

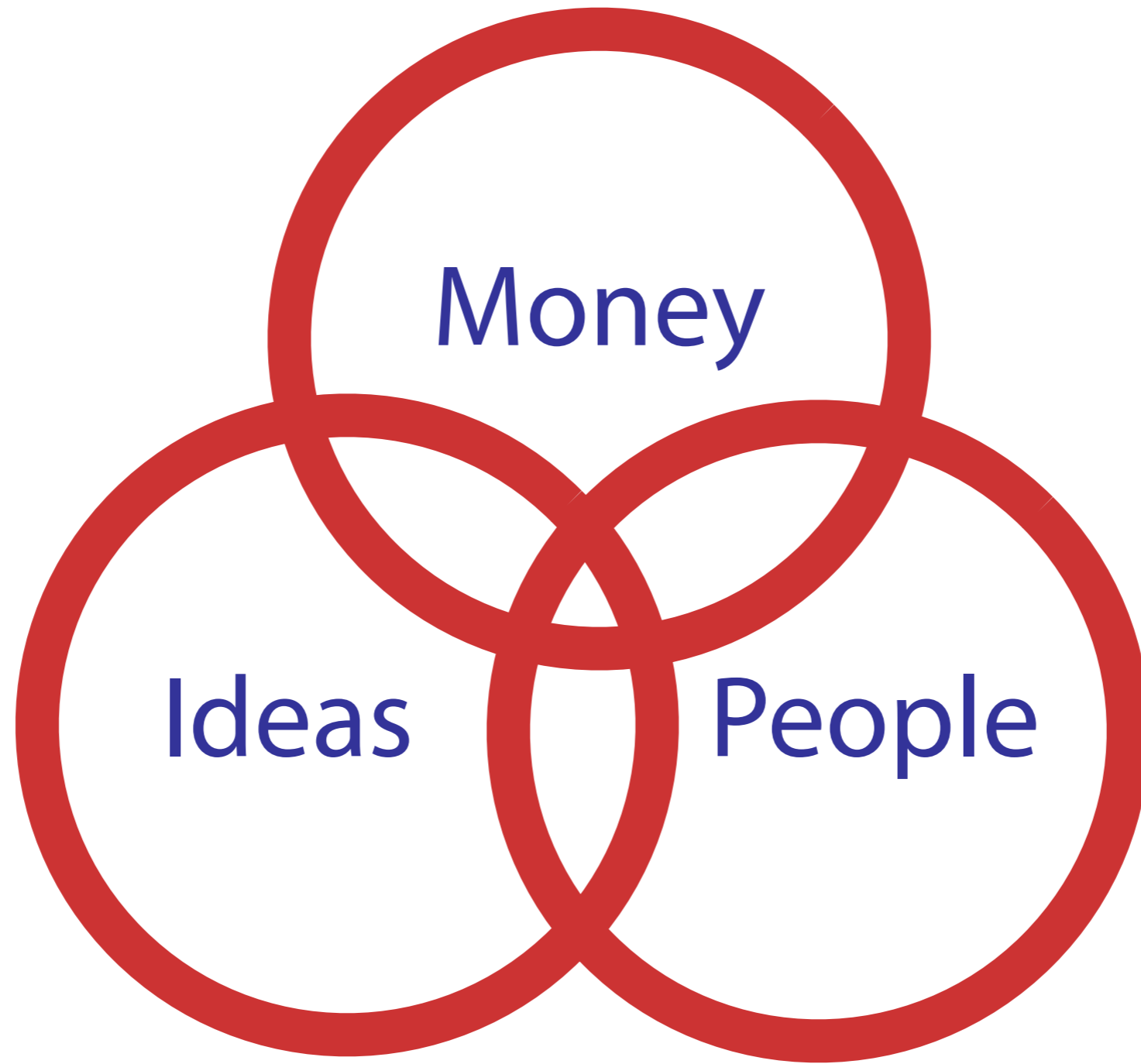
Mass  
Marketing

One-on-one  
Marketing

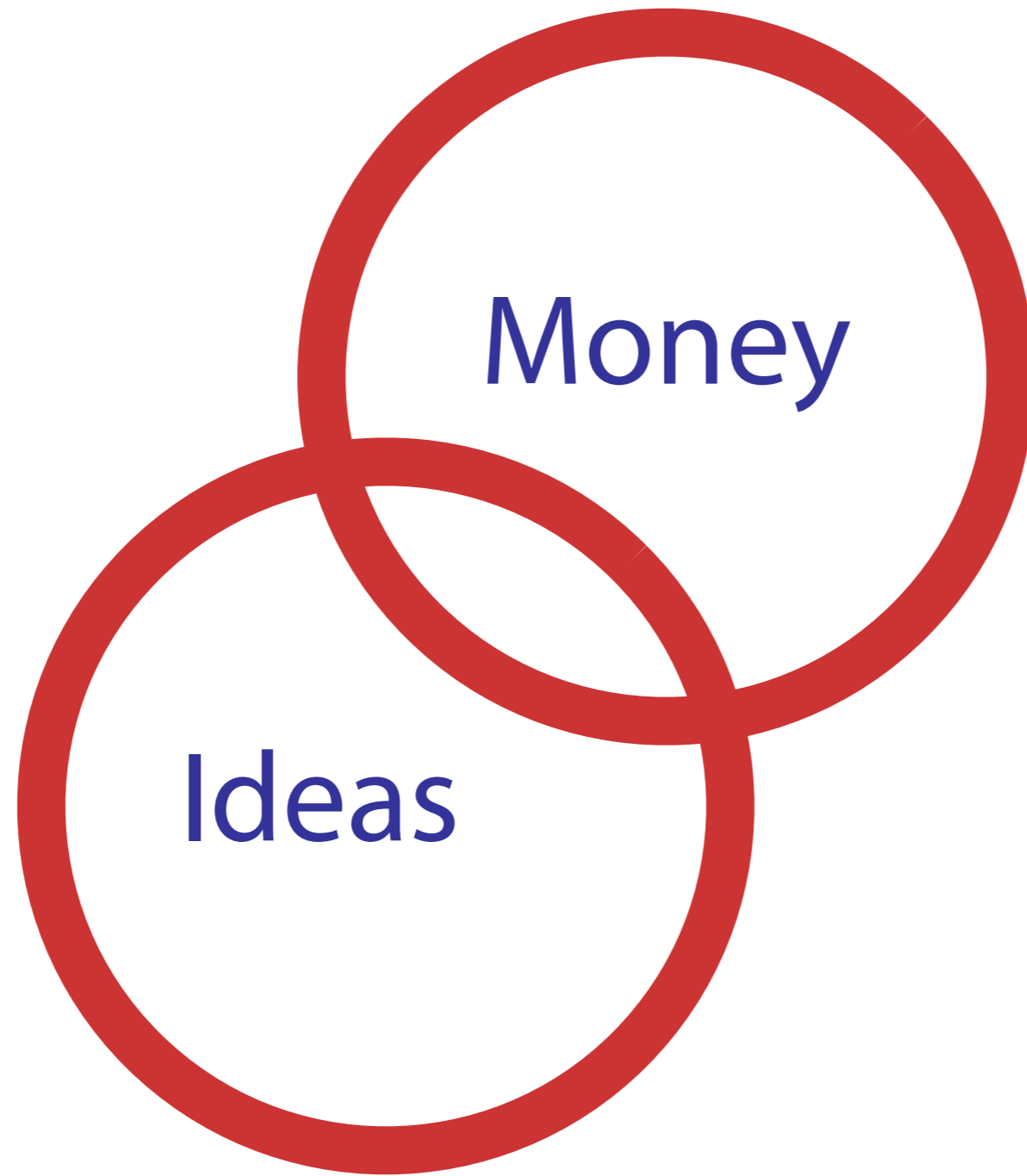


Community  
Marketing

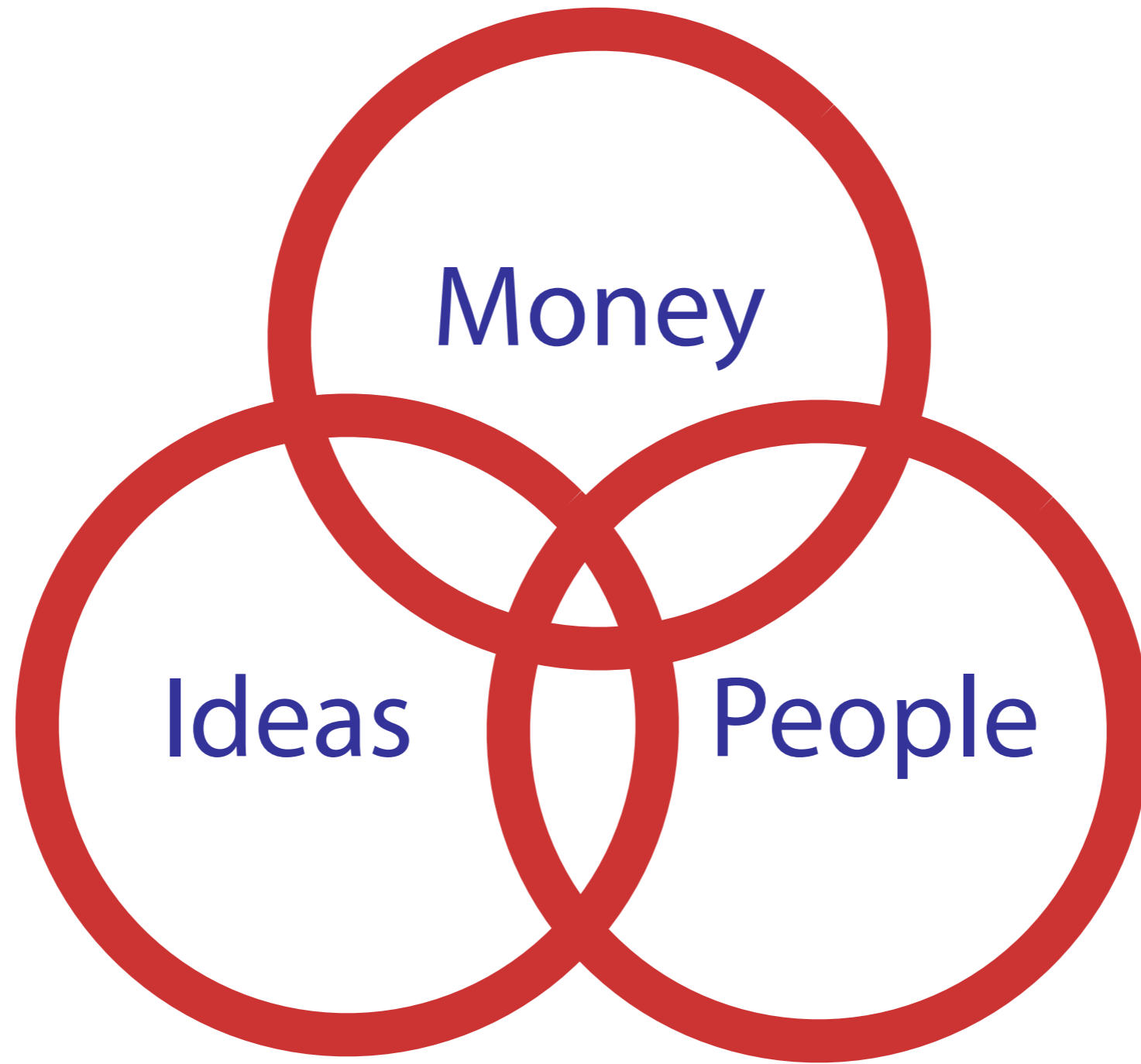
Marketing has changed!



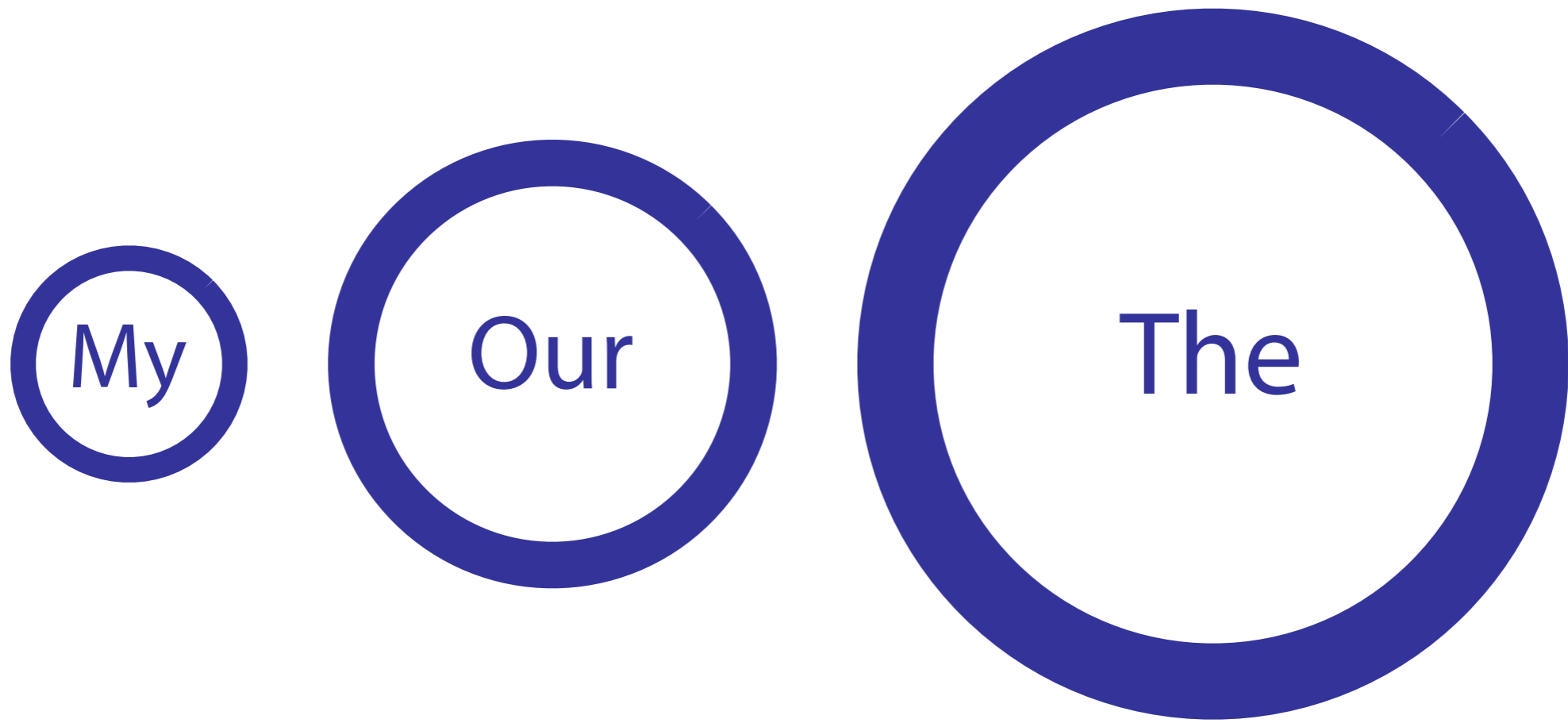
Three Essential Things Every Business Needs to Build



Are you missing something?



Three Essential Things Every Business Needs to Build



# Changing Worlds

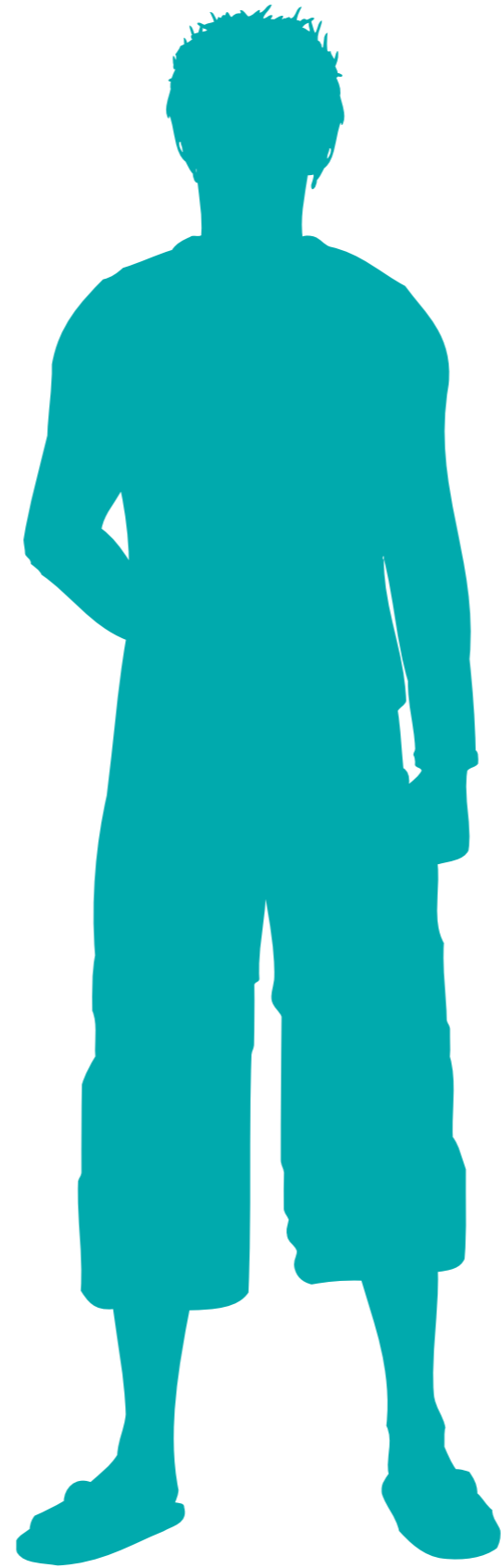
Community Marketing changes the scale of your BIG idea



Part 2

# The Elements of a Cult

What are the key  
elements?





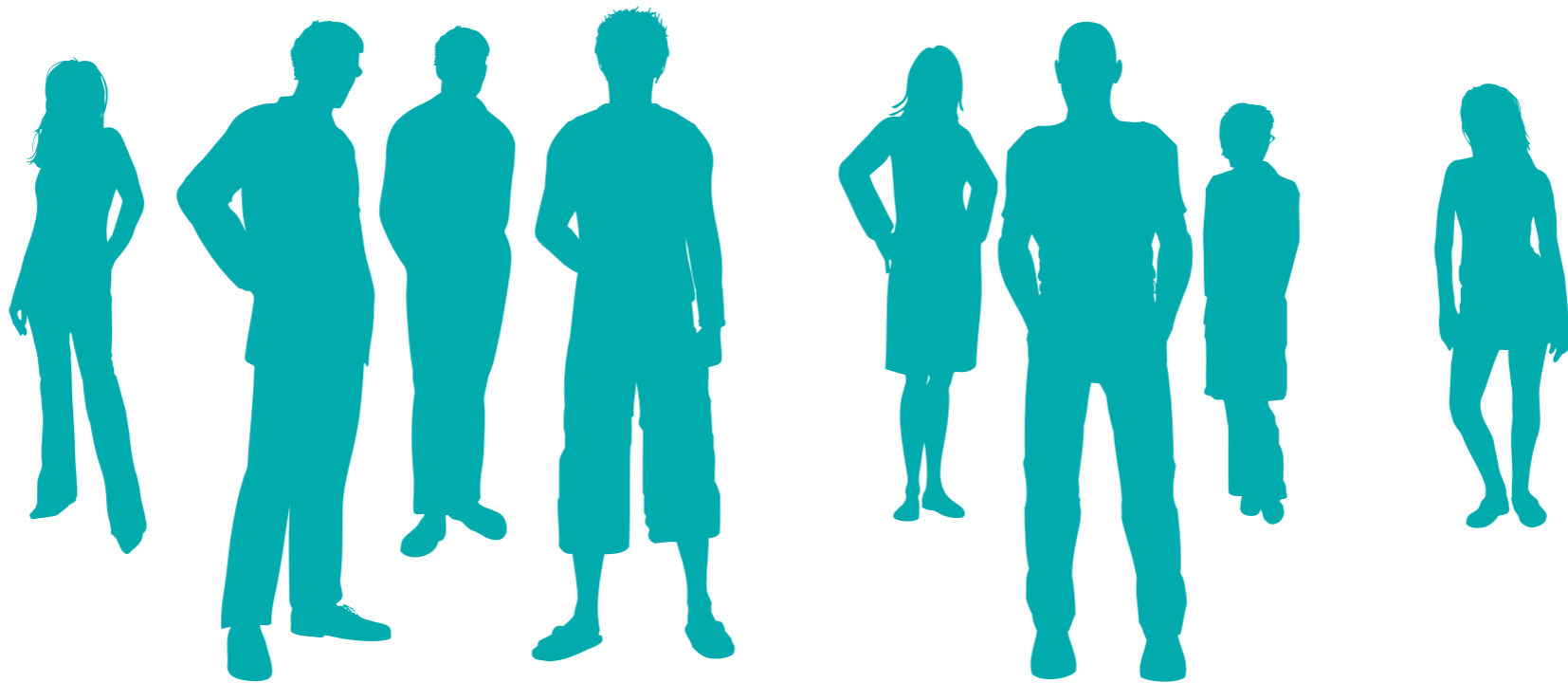
# Meaning

# Ideology = Manifesto





# Belonging



# Interaction



Meaning + Belonging = Identity



Which eggs do you buy?



Part 3

# How to Build a Cult Following



**1 Initiate Me!**



## 2 Make Me an Expert!

A teal silhouette of a person standing and holding a megaphone to their mouth, with their right arm raised in a gesture of triumph or announcement. The silhouette is positioned on the left side of the slide.

# 3 Teach Me How To Refer You

Who to Refer? What to Say? 2 for 1



4 Be Part of My Life - Everyday!



# 5 Include Me, Exclude Others!

Invitation, Knowledge, Price, Availability, Beliefs...



Part 4

# What's Next for Your Cult?

**STOP**

**trying to please**

**everyone!**

*Dare to be*  
***DIFFERENT!***

# 1: Write your Ideology





## 2: Define your People goal

# 3: Take One of the 5x3 Actions



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Melbourne 19 August 8:45am - 4:30pm



\$450 +GST

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# Workshop: How to Design, Build and Sell Your Ideas

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