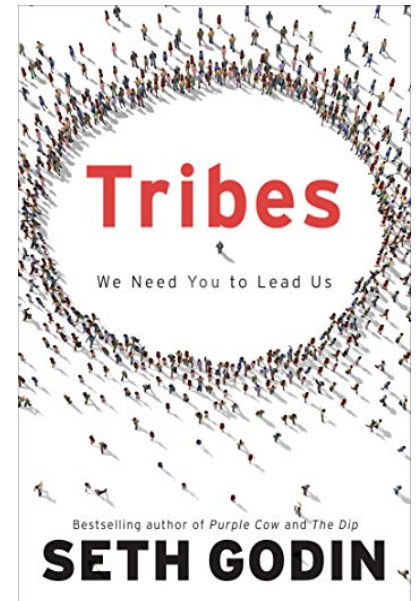


# Tribes Book Summary (PDF) by Seth Godin

Ready to learn the most important takeaways from Tribes in less than two minutes? Keep reading!



## Why This Book Matters:

Tribes highlights the influence of people who come together for a greater good, identified as social “tribes, as well as how we can utilize tribes for progress in our businesses and our lives.

## The Big Takeaways:

### 1. You belong to a tribe now.

1. If Tribes are all around us as families, friend groups, churches, businesses, etc.

### 2. Your viewpoints can't cater to everyone.

1. A strong tribe has a concentrated focus.

### 3. Anyone is capable of leading a tribe through things like social media.

1. Social media platforms are fantastic tools for tribe-building, for they allow for communication amongst people, not just to people.

4. **If your cause means something, others will believe in it.**
  1. The reason behind your cause will be the number one motivator for people to follow.
5. **Focus on the strength of the relationships within your movement before your focus on growth.**
  1. A tribe is built off of a strong bond between people. Once others see the authenticity, growth will come organically.

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