

HOMework

**Session 6: Community Code**

# Homework: Archetype

- **Who do your customers look up to?**
- **What is the ideal archetype they would aspire to?**

# Homework: Language™

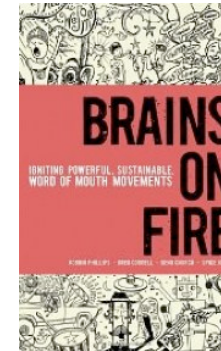
- **Create a name for your people**
- **Create language for your process**
- **Create language for your products/  
service**

# Homework: Decoder Pieces and Parts

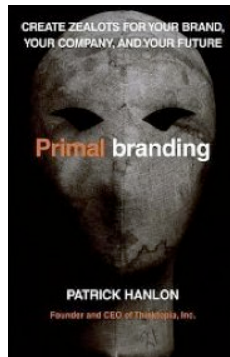
- **Optional: Create 2-4 other parts of the community process (i.e. ritual, creed, artifact, barrier to entry, etc.)**

# Resources

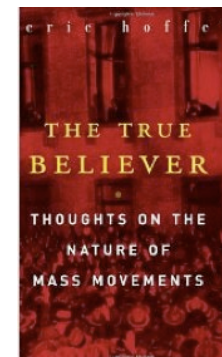
**Brains on Fire**



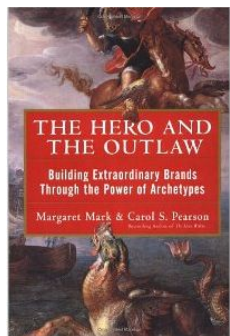
**Primal Branding**



**True Believer**



**The Hero and The Outlaw**



# Online Resources

- **Facebook Groups**
- **Alchemy ([www.alche.my](http://www.alche.my))**
- **NING**
- **Mighty Bell**



MIGHTYBELL

