

Creating a Micromovement

From *Tribes: We Need You to Lead Us* by Seth Godin (2008)

Five Things To Do

Godin suggests that successful micromovements tend to follow a few consistent practices. The steps below outline how leaders turn an idea into a growing movement.

1. Publish a manifesto

Give it away and make it easy for it to spread. A manifesto doesn't have to be printed—or even written—but it must clearly express the tribe's beliefs. It becomes a mantra, a motto, and a shared way of looking at the world. A strong manifesto unites members and gives the movement structure.

There are many examples of manifestos online, but a simple outline might include:

- Clearly state your purpose
- Highlight your collective values
- Share your vision for the future
- Invite people to take action

Post the manifesto front and center on your website. Pin it to the top of your social media pages. Share it as a downloadable PDF. Most importantly, make it authentic and reflective of your style and identity. Create multiple versions of the manifesto—short, medium, and long—to fit your different platforms.

2. Make it easy for your followers to connect with you

People need a clear path to the leader. This could be as simple as an email address, a blog, or a video channel, or as interactive as social media conversations and online communities. Accessibility builds trust and reinforces the leader's role within the tribe.

3. Make it easy for your followers to connect with one another

A movement grows when members feel connected not only to the leader but also to each other. Create spaces—online or in person—where people can meet, share ideas, and recognize fellow members of the tribe. Encourage interaction and shared experiences that strengthen the group's identity. Great leaders figure out how to make these interactions happen.

4. Realize that money is not the point of the movement

The purpose of a movement is the idea itself. Money can support the effort, but it should not define it. When leaders focus too early on monetizing the tribe, they risk weakening trust and slowing the movement's growth.

5. Track your progress

Show that the movement is moving forward. Publicly tracking milestones—growth, participation, achievements, or impact—helps reinforce momentum and gives members a way to see that their efforts matter. It also creates opportunities for followers to contribute and move the mission ahead.

A micromovement doesn't begin with scale. It begins with clarity, connection, and a shared belief about how the world should change. When leaders consistently communicate that belief and make it easy for others to participate, small groups can grow into powerful communities.

Six Principles That Make Movements Work

Once a movement begins to take shape, certain principles determine whether it grows stronger or slowly fades.

1. Transparency is your only real option

People eventually figure things out. In the age of screenshots, comments, and constant communication, inconsistencies are exposed quickly. If leaders hide information or act one way publicly and another way privately, trust erodes fast. Being open and transparent with followers builds credibility—the foundation every movement depends on.

2. The movement must be bigger than the leader

A person alone is not a movement. An author and a book, for example, may attract attention, but a movement changes how people think or behave. The most successful movements transcend any individual leader and are driven by a larger purpose that others can carry forward.

3. Healthy movements keep growing

Healthy movements expand their reach and deepen engagement over time. They attract new members, strengthen relationships, and refine their message. Growth doesn't have to be rushed, but stagnation eventually drains energy and momentum.

4. Movements become clearer when contrasted with the status quo

People understand movements more clearly when they see what the movement stands for and what it stands against. Contrasting your ideas with existing norms and/or opposing viewpoints helps clarify the purpose and direction of the tribe.

5. Clear boundaries strengthen identity

This may sound counterintuitive, but boundaries strengthen identity. A tribe becomes meaningful when members know who it is for—and who it is not for. Exclude outsiders. Clear boundaries focus the mission and deepen loyalty among those who belong.

6. Build your followers up rather than tearing others down

Movements gain strength when they encourage and empower their members. Criticizing opponents might attract short-term attention, but long-term momentum comes from giving people confidence, purpose, and a reason to participate.