Build a Following Checklist

Cause: Make it about the cause, not the entrepreneur.

Play to Your Strengths: Let people see what you are good at.

Be a Magician: Spend 90 percent of the time getting others engaged and building suspense. Only 10 percent should be the trick. Let their imaginations run wild. Build the storyline behind the product.

Be Humble: Don’t brag or show off.

Be decisive: Know the answer to every question.

Show Courage: Be strong and patient when things aren’t great.

Celebrate: Celebrate even the small wins.

Compensate Correctly: Give people what they are owed.

Transference: Be like a parent or brother.