



## The Final Week July 9-15th

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Name	Posting		Online Persuasion					General		Total	
	Consistency	Quality	Digital	Auditory	Visual	Emotional	Kinesthetic	Tribal Sed.	PR		Navigation
Tisza Major Posner	8	6	3	0	2	4	2	2	0	6	33
Julie Ferenzi	3	7	6	0	5	5	5	0	0	6	37
Theresa Lussier	10	8	6	0	5	5	2	4	4	5	49
Mary PopeHandy	10	9	8	0	7	8	2	6	1	5	56
Kevin Tomlinson	8	8	8	0	8	9	3	8	0	6	58
Jackie Colson Miller	10	9	9	9	10	7	8	7	4	5	78
Ines HegedusGarcia	10	10	9	9	10	9	8	9	3	10	87

**Consistency:** sticking with a regular posting frequency. Not necessarily set days of the week, but a reliable frequency of at least three times per week.

**Quality:** Judged on direct value to the audience, creativity, and adaptation of general topics to geographic area

*On the following 5 Online Persuasion aspects, we judged contestants based on how well their sites satisfied each of the engagement styles. The better your content matches each style, the more likely you are to capture and keep that person's attention. A balanced approach got extra points.*

**Digital:** People w/ a primary Digital style prefer to see material that is organized w/ bullets, ordered lists, step-by-step overviews, etc.

**Auditory:** People w/ a primary Auditory style take in info and are more comfortable listening to content.

**Visual:** People w/ a primary Visual style will always be attracted to images. Static is good. Video is best. Video will attract auditory as well.

**Kinesthetic:** People w/ a primary Kinesthetic style will be attracted by touching and interacting. What they interact w/, they are attracted to.

**Emotional:** This engagement style applies to everyone. All people make decisions based on emotion, not logic. Engage them emotionally and you win.

**Tribal Seduction:** This is the ability to gather a crowd of raving fans around a core emotional or experiential focus. Seduction takes place when people are attracted to and stay fiercely loyal to something. So much so that trust is not an issue and buying is an unconscious reaction. Since people make decisions based on emotion, sites that showed the greatest potential for gathering such a Tribe were awarded higher points.

**PR:** Stands for Google Page Rank

**Navigation:** sites were judged based on the a.) ease of navigation, b.) the ability of a first time visitor to find relevant info fast, c.) navigational structure