Digital COMMUNICATORS

"Master Community Building: Create Impact in 60 Minutes"

Training Pack

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Introduction

Welcome and overview of the session

- 2-hour session that includes knowledge transfer, engagement, hands-on examples and encouragement to attendees to set up trial accounts with different platforms.
- Presentation - no PowerPoint Slides. This pack is full of information, tips, tricks and a call to action. It doesn't replace attendance, it augments it.
- Think about TIME v RESULTS on those around you. **Impact** and **value** are often ignored. **How can you leverage this session to have a bigger IMPACT on you and others around you to achieve a higher VALUE?**
- Be present. I want you to think about your role in your business and what you can do to apply what you learn into a benefit for you.

Top Ten Thoughts for Online Presenters TM Club (OP)

1. **What is more important? Features of all the technology available to us or how we use it?** How we use any tool is ultra important but connection with connection with people (individuals and groups) is ultimately most significant part of living, in my opinion. Think of ways to connect with people that you want to attract to your club.

2. **Would you like a smartphone or a dumb phone?** A smartphone is only as smart as the person using it. Start with a dumb phone, train and educate people to use the technology to increase their confidence in dealing with all tech., not just the ones in front of them.

3. **Retention in communities is directly related to the quality, breadth and depth of the onboarding process.** What is your onboarding process? Is this documented anywhere?

4. **Do you use Facebook?** Is it distracting when you go in to do something there? Do you give any personal data to Facebook? For community platforms I recommend Skool, Kajabi and especially Circle.

5. **At OP, what type of community do you want?** What kind of culture? What kind of outcomes?

6. **How hands on are you and your Community Managers?** (aka VP of Membership Team).

7. **What is your ideal member Avatar?**

8. **What is the membership experience and journey that you want for all your members once they join?**

9. **Do you have a marketing plan?** Do you follow it?

10. **Do you use AI tools to help you?**

Introduction to the concept of expert-led communities as opposed to member-led communities

Think of the differences between a public park and a gym

The public park has some of the characteristics of a member-led community:

- Established as a safe space for people who have a common interest (fresh air, fitness, family time
- Once open, often quiet, hardly ever advertised, it's just there….
- Enter any time in daylight hours
- Use facilities like swings, see saws
- Access for pushchairs, wheelchairs
- Walk, run, roller blade, cycle
- On your own or with family
- You can be social with other users, but it's not compulsory
- You do not usually see an authority figure around

A private gym has many of the characteristics of an expert-led community:

- Privately funded and run usually by subscriptions
- Established as a safe space for people who have a common interest or goal
- There will be branding, advertising, PR
- Open 24/7
- Plenty of facilities that can be used within the rules laid out
- May be adult only, or child friendly
- Usually, wheelchair friendly
- Walk, run, exercise bikes, wights, other equipment
- On your own or with family
- Exercise classes, Yoga, Pilates, etc. available
- You are encouraged to be social as it helps you achieve your goals faster
- Keep coming in regularly, you do not become fitter by just subscribing

In short, the instructor-led community is a community business set up by one person or company for the benefit of the whole community.

Do you run your TM club like a co-operative, or do you have leaders who have vision and inspire officers and members to motivate themselves?

Understanding Community Dynamics

The importance of community in personal and professional development

Communities can help you overcome actual and perceived hurdles

Communities can help members set goals and hold them to account for ACTION

Communities can help members achieve their targets in a more effective way whilst having fun doing it

Communities allow you an arm around the shoulder when you are down; a kick in the rear when you are demotivated; and a pat on the back when you succeed.

Key elements of successful online communities

Structure and Purpose are very important considerations for the success of online communities. The diagram below illustrates a good example of the questions you need to ask yourself.

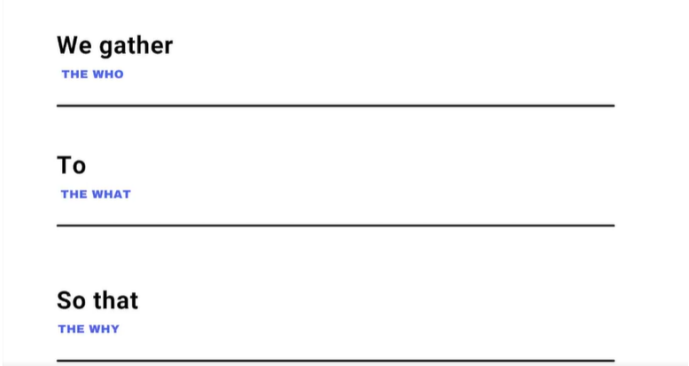
Define your goals

Why do you want to build this community?

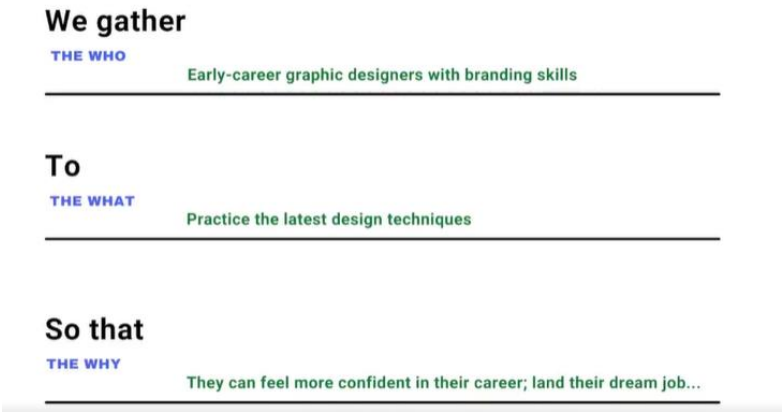
- To PRACTICE skills?
- To learn together, to develop a PASSION?
- To be able to create PRODUCTS for your ideal clients?

Identifying your target audience and their needs

- Who is my community for (and not for)?
- What will my members do together?
- Why does it matter?



Example:



Designing Your Community Framework

- Crafting a vision and mission statement for your community

  Use your goals and purpose to create documentation to help you build the community

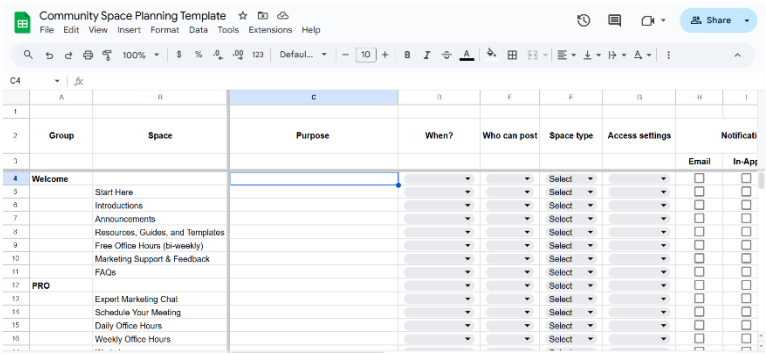
  Use AI tools to collect information and help you set these out.

- Structuring your community for engagement (forums, events, etc.)

  Your online community can have many different types of spaces:

  1. Posts
  2. Courses
  3. Chat
  4. Events
  5. Member
  6. Images

  Example Circle Template



- Best practices for fostering a sense of belonging

  Take the members on a journey

  1. **Who are your community members when they arrive?**
  2. **Who do they become?**
  3. **What do they need to do to become that person?**
     - Onboarding process
     - Welcome
     - Gamification to boost engagement
     - Ask questions
     - Share wins

Tools and Platforms for Community Building

- Overview of Kajabi, Circle, and Skool

  https://kajabi.com/

  Great all-in-one tool – not the best community but strong for those who are not fully tech savvy or who have limited time. Affiliate scheme.

  https://circle.so/

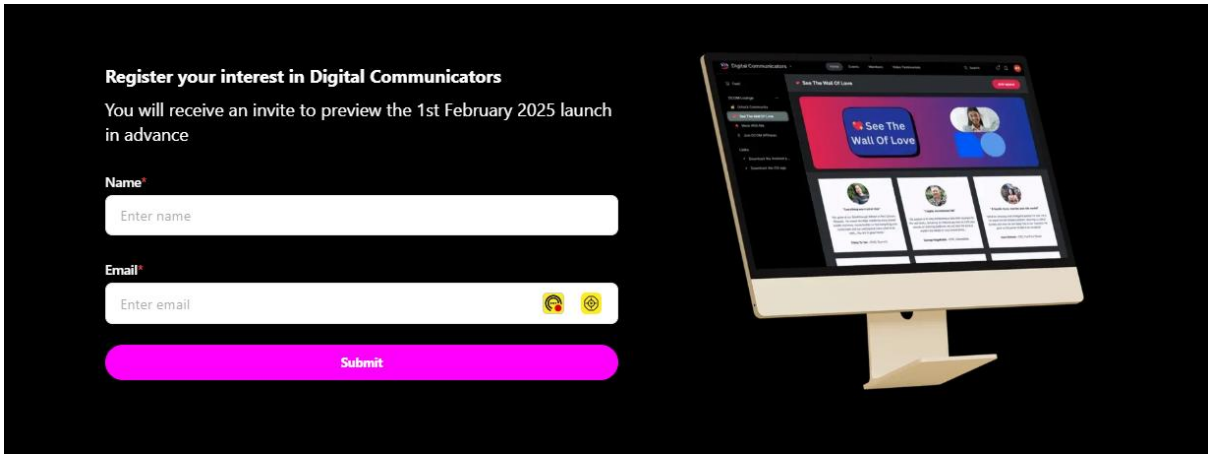
  Best community platform, strong on community development, support, depth of learning and new Marketing Hub launched recently. Affiliate scheme.

  https://www.skool.com/

  Quick and easy to start and develop. Good affiliate scheme (recurring). Not as in depth as Circle but worth a try for a quick start.

- Live demos of each platform to showcase functionality

Call To Action



THANK YOU

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