



100Kva

COMMUNITY

TO BE WORKED THROUGH IN CONJUNCTION WITH VIDEO:

[HTTP://TINYURL.COM/COMMUNITY100KVA](http://tinyurl.com/community100kva)

IT'S SO IMPORTANT FOR YOUR BUSINESS GROWTH AND MOMENTUM TO HAVE A FAN CLUB FOLLOWING YOU AROUND. A COMMUNITY THAT IS SO OBSESSED WITH WHAT YOU ARE DOING, THEY ARE CHAMPIONS OF YOUR STUFF AND PROMOTE YOU WHERE EVER THEY GO. TO BE SEEN AS AN AUTHORITATIVE YOU MUST BE THE LION IN THE JUNGLE.

IN ORDER TO BUILD THIS COMMUNITY YOU NEED TO BE SUPER CLEAR WITH WHAT YOU ARE DOING AND WHAT YOU CAN OFFER YOUR PEEPS AND ITS FOR THIS EXACT REASON WHY WE WORK ON THIS STEP NOW AND NOT AT THE BEGINNING. AT THE BEGINNING YOU WERE STILL DEFINING YOUR MESSAGE AND YOUR IDENTITY AND CHANCES ARE THINGS MAY HAVE CHANGED FROM WHEN WE STARTED (OR AT LEAST BECOME MORE DEFINED) SO DOING THIS STEP NOW ENSURES THAT YOU GET THE BEST RESULT POSSIBLE.

THERE ARE THREE KEY ELEMENTS TO BUILDING A COMMUNITY AROUND YOU...

1. PLACE
2. PRESENCE
3. PURPOSE

## 1. PLACE

PLACE REFERS TO WHERE YOU WILL HOME YOUR COMMUNITY. WHERE YOU PLACE IT WILL BE DETERMINED BY YOUR MARKET AND WHERE THEY HANG OUT AND THEIR LEVEL OF TECHNOLOGICAL EXPERTISE. BY NOW YOU WILL KNOW THIS INFORMATION AS YOU KNOW YOUR CLIENT'S IDENTITY WELL.

PLACES TO CONSIDER INCLUDE:

- \* FACEBOOK GROUPS
- \* LINKEDIN GROUPS
- \* FORUM ON YOUR WEBSITE OR LINKED (IE SUCH AS YAHOO FORUMS)
- \* COMMUNITY SOFTWARE PLATFORMS (GOOGLE SEARCH WILL BRING UP MANY FOR YOU TO RESEARCH)
- \* MEETUP GROUPS

WHAT EVER YOU CHOOSE MAKE SURE ITS ONE THAT IS EASILY ACCESSIBLE BOTH FROM A COMPUTER, PHONE OR TABLET (MORE AND MORE PEOPLE ARE ACTUALLY NOW USING THE INTERNET FROM THEIR PHONE ONLY AND RARELY USE A COMPUTER).

MAKE SURE THAT IT IS AFFORDABLE (IF YOU DECIDE TO GO DOWN THE PATH OF A PAID PLATFORM) SO THAT THE ADDITIONAL EXPENSE DOESN'T BECOME TOO MUCH AND THEN YOU ARE STUCK WITH A HALF BUILT COMMUNITY YOU ARE TRYING TO MOVE OVER TO SOMEWHERE FREE.

REMEMBER THOUGH - WHEN YOU OWN IT COMPLETELY YOU HAVE ACCESS FOR LIFE. WHEN YOU USE SOMEONE ELSE'S PLATFORM (SUCH AS FACEBOOK) THERE IS NOTHING THERE TO STOP THEM FROM TAKING IT AWAY FROM YOU.

SURE ITS FUN TO HAVE 10,000 FANS IN YOUR COMMUNITY - BUT UNLESS YOU ARE COLLECTING THEIR INFORMATION AS WELL AND STAYING IN TOUCH WITH THEM PERSONALLY = ONE DAY YOU MAY NOT HAVE ACCESS. NEVER PUT ALL OF YOUR EGGS IN ONE BASKET.

## 2. PRESENCE.

PRESENCE IS ABOUT THE REALISTIC TIME YOU CAN COMMIT TO THE COMMUNITY. AS THE LEADER, ADMIN, MANAGER WHAT EVER YOU CALL YOURSELF YOU NEED TO BE ACTIVE AND CONSISTENT FOR THE LONG TERM. YES EVENTUALLY YOU CAN OUTSOURCE MUCH OF THE ADMIN (LIKE MANAGING POSTS, THREADS AND REQUESTS TO JOIN) TO SOMEONE ELSE BUT YOU STILL MUST BE PRESENT FOR PEOPLE TO REMEMBER THAT YOU' RE IN CHARGE.

HOW MUCH TIME CAN YOU COMMIT TO YOUR COMMUNITY? EVEN 15MIN A DAY IS PLENTY TO TAKE A TON OF ACTION. WHAT EVER YOU DO MAKE SURE YOUR INTERACTION IS AT THE TIME WHEN MOST OF YOUR MEMBERS ARE ONLINE (ONCE AGAIN YOU WILL KNOW THIS IF YOU KNOW THEIR IDENTITY) .

MARK THE TIME IN YOUR DIARY AND MAKE IT A HABIT. ITS THAT SIMPLE.

## 3. PURPOSE

PURPOSE IS ABOUT VALUE. WHAT ARE YOUR MEMBERS GOING TO GET FROM BEING A PART OF YOUR COMMUNITY? ITS DEFINITELY NOT A DAILY SALES PITCH FROM YOURSELF. IT WILL BE HINTS AND TIPS. SUPPORT AND NETWORKING. BRAINSTORMING OF IDEAS AND MOTIVATING EACH OTHER.

MANY GROUP MANAGERS PREFER TO THEME THEIR DAYS TO ENABLE MEMBERS TO MAKE IT EASIER FOR THEM TO ENGAGE (AS MANY PEOPLE DON' T KNOW WHAT TO SAY IN THESE LARGE NETWORKING GROUPS.

WE ARE ALL INUNDATED WITH OPPORTUNITIES TO CONNECT WITH PEOPLE SO MAKE SURE THAT YOUR COMMUNITY IS NOT JUST LOST IN THE CROWD AND BECOMES OVERWHELMING FOR PEOPLE. PURPOSE IS SO IMPORTANT FOR THIS REASON.

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ROOKIE MISTAKES TO AVOID INCLUDE:

- \* ADDING PEOPLE WITHOUT PERMISSION (RATHER THAN INVITING)
- \* HAVING NO VALUABLE CONTENT
- \* NOT MANAGING BULLYING BEHAVIOR
- \* BEING MIA (IE NOT POSTING REGULARLY)

THESE ARE ALL SO EASILY AVOIDABLE SO MAKE SURE YOU ARE COMPLETELY AWARE OF THEM.

SO YOUR WORK THIS WEEK IS TO DECIDE ON A PLATFORM, CREATE THE COMMUNITY FRAME WORK AND INVITE YOUR CONTACTS AND COLLEAGUES TO JOIN. IF YOU HAVE BEEN HEAVY IN YOUR CLIENTS WORLD OVER THE LAST 10 WEEKS THEN YOU WILL HAVE PLENTY OF PEOPLE TO TALK TO THIS ABOUT. MENTION IT WHEREVER YOU GO.

FINALLY ON THE NEXT PAGE IS A PLACE FOR YOU TO BRAIN STORM IDEAS ABOUT YOUR COMMUNITY SO YOU ARE READY TO ROCK WHEN YOU START.

# 100K *va*

USE THE SPACE BELOW TO LIST BENEFITS OF YOUR GROUP, THEME IDEAS, VALUE YOU CAN BRING AND MORE.

A large, empty rectangular box with a thick yellow border, occupying most of the page below the text. It is intended for the user to list benefits of their group, theme ideas, and value they can bring.