

An aerial night photograph of a city, likely Los Angeles, showing a dense urban landscape with numerous illuminated buildings and streets. The city lights create a vibrant, glowing effect against the dark night sky. The title 'Community Planning Guide' is overlaid in a large, bold, yellow font in the center of the image.

# Community Planning Guide



MIGHTYBELL





If you take nothing else away from this guide, it's this.

**You have everything you need  
right now to create a thriving  
community and, when you're  
ready, a business.**

This community planning guide reflects the experiences of hundreds of thousands of successful community builders over the past decade who have created thriving, valuable networks for their members.

Let's start with a new community definition. The most successful communities are **niche networks that connect members to each other** in new, fresh ways around an interest, specialty, profession, cause, life stage, condition, diagnosis or passion.

This type of community is both more powerful and easier to manage than building a following alone. And niche doesn't mean small, it means specific. In 2016, specific is valuable.

**Let's get started.**



# Who are the members you want to serve?

## If your niche network is for everyone, it isn't for anyone.

The clearer and more specific you are in defining your member, the better your network will serve them.

The most obvious place to start is with **you**. Your unique combination of experiences or take on the world may be just the hook, reason to exist or fresh take on a common condition that attracts people like you to a niche network you create that needs to exist in the world.

## So, who are you motivated to bring together?

- Members with the same **specialty**
- Members in the same **profession**
- Members with the same **interest**
- Members interested in the same **cause**
- Members in the same **discipline**
- Members who started at the same **time**
- Members with your same **condition**
- Members with children of the same **age**
- Members who are at the same **stage**
- Members with your same **diagnosis**

Who do you want to bring together? The more specific, the better.

What are the five or 10 defining characteristics or experiences that define your members?



# Why will members be motivated to join?

In 2016, busy people from all walks of life remain highly motivated to join a network of **people like them** when it will help them achieve a common goal or feel less isolated.

**There are three overwhelming reasons people join a new niche network:**

- Meet hundreds (or thousands) of people like you to be more successful (however you define success)
- Create together the largest collection of stories, experiences & practical ideas for people like us
- Navigate topics that don't have easy and obvious answers (think of it as the stuff you can't Google)

**Which of these reasons will most appeal to your members?**

**What other benefits would your members want to see from joining your network?**

You can never reinforce these motivations for joining your new network too often. Use these benefits in your invitations, your social media posts or any advertising you may do to attract new members.





# What do you want to call your network?

People decide if a niche network is right for them in a few seconds. The best way to seize this moment is with a memorable name that clearly captures who your niche network is for and your unique take on the world.

**The best names are those that are memorable and capture who your network serves.**

**A few of our favorite names include:**

- OWN IT for small business owners and the self-employed
- Hairbrained for craft hairdressers
- DIY Drones for, you guessed it, people building do-it-yourself drones
- The Offbeat Bride Tribe for those brides who are looking for non-traditional wedding inspiration

**Don't yet have a name you love? Grab a friend and generate as many names as you can think of below. The more you generate, the faster you'll find a name that will click with members.**



# What do you want your members to do together?

**There are a number of activities that have proven to build real relationships between members:**

- Surface the most relevant members by location and/or specialty or profession
- Organize conversations and activity by specific topics members care about
- Add an onboarding “icebreaker” question that every new member is prompted to answer
- Use polls to crowdsource answers to specific questions relevant to members
- Use questions to gather the stories, experiences and practical ideas from members
- Post your story and experiences and encourage members to post theirs
- Host live chats (text + emojis or integrate with a Google Hangout)
- Host real world meetups

Somewhat unsurprisingly, each of these are activities you and your members can organize in your Mightybell Network quickly with little work.

**What do you want your members to do together? Add as many as possible below for the best results.**





# What questions will help your members “break the ice?”

Connecting members in a niche network isn’t so different from your first day at camp or kicking off a retreat. A round of onboarding questions goes a long way in getting your members talking to each other from their first session.

They work so well that we’ve built an onboarding “icebreaker” question into your Mightybell Network that you can tailor to your members.

## Here are a few of our most popular onboarding questions:

- What do you want to get from a community of peers?
- What’s the one thing you want to accomplish today?
- What’s your main goal for 2016?
- What is your favorite part of being a \_\_\_\_\_?

Whether you choose something general or more specific, these questions are proven to put your members at ease and get them contributing.

## What are a few of your favorite icebreaker questions that are most relevant to your members?



# What topics are important to your members?

Topics are a great way to organize polls, prompts, posts and conversations that different members can follow. Following topics is another way your members can instantly personalize their experience in a Mightybell Network.

**What do we mean by topics? Let's take one example. For small business owners and the self-employed, relevant topics include:**

- Getting customers
- Goal setting
- Pricing
- Social media
- Branding
- Hiring and firing employees
- Taxes

**What topics do your members care about? We recommend defining between four and 10.**





# Almost there! How will you measure success for your network?

You're almost done. The last step before moving to inviting in your first members is the most important one. How will you measure success for the investment of time and energy you're making in your network?

Unlike other community platforms, Mightybell is designed to help you measure the impact of your network. Not only can you track and measure success by high level metrics like total number of members, but a Mightybell Network also has the most granular and actionable analytics available in the market. You'll be able to instantly see your most active members, popular polls, posts and questions, as well as what activities are working and which ones are falling flat today and over time.

**With new, fresh sources of data available, the best ways to measure the health of a network are:**

- Percentage of members who contribute
- Popularity of specific polls, prompts, posts and events
- Percentage of members who are returning
- New member growth

**How do you want to define success for your network?**

**What metrics do you want to measure to know your network is having the impact you want?**



## You're ready to invite!

Congratulations! By following this guide, you've defined a strategy for your new niche network that reflects the successful experiences of thousands of community builders that have come before you.

Now you're ready to invite your members! Who are the best folks to invite up front? This is where a clear definition of whom your network serves will come in handy.

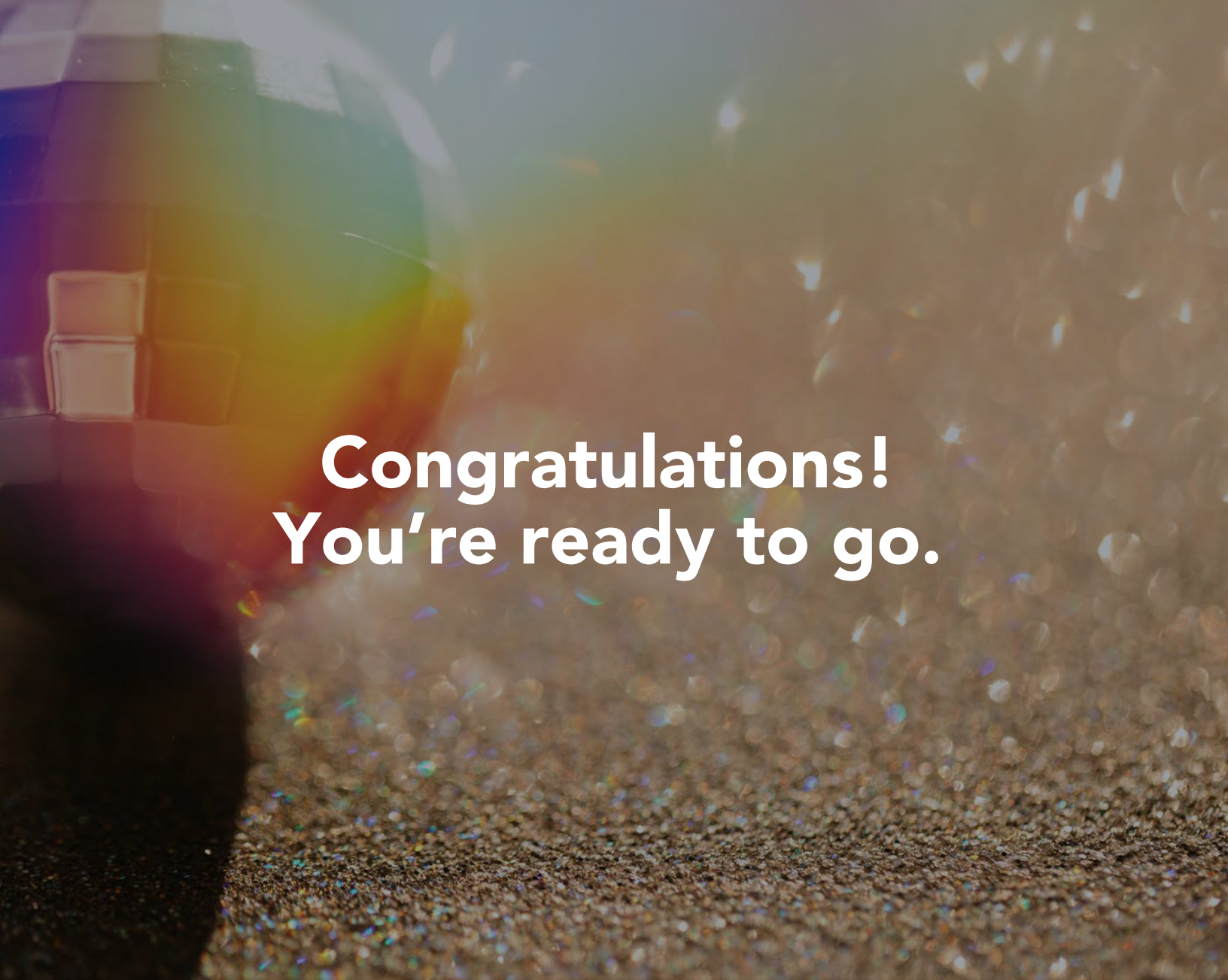
If you have an email list, start there. If you're building one from scratch, your best bet is to:

**Browse your contacts and pick five or 20 friends who fit the profile you've laid out for your members:**

**From there, use your profile of members and get recommendations from friends for whom to invite:**

**Lastly, share the launch of your new community daily on Facebook, Twitter, LinkedIn, Pinterest, Snapchat and anywhere else where you can get it in front of people.**



A hand holding a colorful, translucent ball over a surface of shimmering, iridescent sand.

# Congratulations! You're ready to go.

That's it. You now have everything you need to launch a successful niche network that needs to exist in the world.

We can't wait to see and celebrate you and your new community.

See you on the other side.