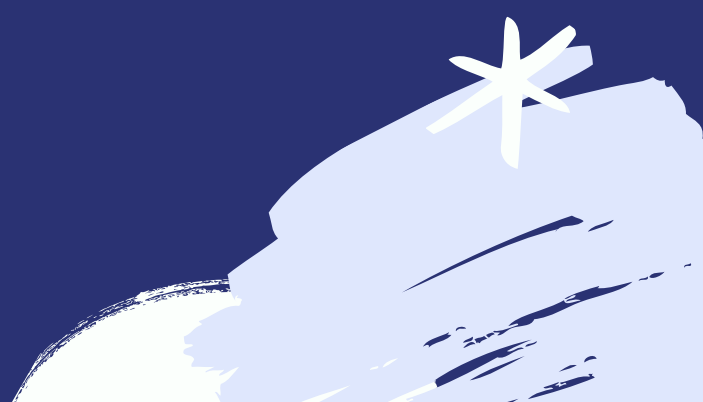


HOW TO
**CREATE AN
ONLINE
COMMUNITY**

WORKBOOK FROM
MARKETINGPERSONALITIES.COM





Building an online community continues to be hot right now in the online business world. New Facebook groups are popping up every day, offering a paid membership to your audience could be a great, scalable business move, and group coaching programs are helping coaches leverage their time and help more people.

Offline communities seem to be resurfacing too, as we get more and more addicted to our tech and crave more real-life human interaction. Meet-up groups, co-working groups, clubs, and live events are not losing their place, even in the online business world.

Why? I think Seth Godin says it brilliantly in his bestseller Tribes: *"Marketing used to be about advertising, and advertising is expensive. Today, marketing is about engaging with the tribe and delivering products and services with stories that spread."*

But while you might see building a community as a way to scale your business, and you might even crave a sense of community for yourself, creating, building, and managing a community isn't for everyone.

There are specific personality types that build, lead, and manage communities exceptionally well, while other personality types struggle.

Before building your own online community, make sure it's the right for you.





Here are the personality types that tend to lead and manage an online community exceptionally well, in their own unique ways:

ENTP, The Debater

As the Debater, you're skilled at hosting discussions and Q&As, letting everyone speak whether they agree with you or not. You might consider hosting challenges within your community to bond members, catalyze action, and create loyal, lifetime fans.

INFP, The Mediator

As the Mediator, you often with a fire in your belly about what you'd like to change in the world and sometimes, you might feel willing to bring people together for that greater cause.

Watch out though - being exposed to lots of opinions on a subject you care about can be overwhelming so be sure to gather the right people and stand strong in your beliefs.

ENFJ, The Protagonist

As the Protagonist, your community could provide you a helpful platform to facilitate discussion and connect people. Use this platform to host talks and guide your community members to the next step.

Watch out though - your members don't want to be preached to. Keep your talks conversational.

ENFP, The Campaigner

As the Campaigner, you're the master at hosting and mentoring. You're best at welcoming complete strangers into your space and having them leave as friends. You make them feel at home, while still inspiring and empowering them to go out and take action in the world.





ISFJ, The Defender

As the Defender, you're the true Mama Bear, great at hosting a community where everyone is expected to support everyone. They not only lean on you, they also lean on each other.

Watch out though - Excessive complaining and victim energy takes the wind out of your sails. Be sure to curate people like you who are natural supporters.

ESTJ, The Executive

As the Executive, your best move will be to create a community for your affiliates and/or brand ambassadors. This will give them the opportunity to commune together and stay on the same page with you.

Watch out though - you might not appreciate everyone's opinions coming at you all at once. You might consider having an ENTP co-host to keep everyone in line, while still feeling *heard*.

ESFJ, The Consul

As the Consul, you're often the fun friend, great at bringing friends together and creating enjoyable experiences within community. If building an online community, consider how you might catalyze your members to grow friendships and community outside of their computer screens.

ISFP, The Adventurer

As the Adventurer, you might create a community to give your potential client a taste of what you do and how you do it so the community member can "try before they buy." Use your community as a stepping stone from potential client to paying client.

Watch out though - hosting a community may feel like a lot of responsibility. Set boundaries early and often so it doesn't drain your energy.





Now, let's create your community!

First, your community needs these 5 things...

According to Seth Godin in his New York Times, BusinessWeek, and Wall Street Journal Bestseller, Tribes:

#1 Your community needs a Leader.

That's you. For any community to form, it needs a leader to curate its members, bringing them together for a distinct purpose. You will need to take on that leadership role for your community to take shape.

If "leadership" feels out of your comfort zone right now, I suggest you tap into these resources to develop that leadership muscle inside of you:

Tribes by Seth Godin

Dare to Lead by Brene Brown

Leaders Eat Last by Simon Sinek

Ashley Cox, Leadership Coach at SproutHR.co

Which of these resources do you need to tap into to become the best Leader for your community?





#2 Your community needs a Vision for the Future.

As Seth Godin says in Tribes, *“The secret of leadership is simple: Do what you believe in. Paint a picture of the future. Go there. People will follow.”*

So, where are you going? Why does this community need to exist in the first place?

Make sure your answer to that question is NOT about money. Money only motivates you so far.

What’s the “big idea” here? What are you rallying your troops for?

Once you do identify your vision of the future, be sure to illustrate it through stories, as opposed to theoretical logistics. Really paint the picture for your members so they can see themselves within that future world.





#3 Your community needs a Set of Values.

Choose 3-5 words that get to the core of how you'd like to achieve the vision you've set. Start by highlighting all the words that resonate strongly with you. Then work through that list, throwing out any words that don't seem to truly convey what you're doing and why your community exists until you get the list down to 3-5 words.

- | | | |
|---------------------|----------------------|-------------------|
| ACHIEVEMENT | FAMILY HAPPINESS | PLEASURE |
| ADVANCEMENT | FAST LIVING | POWER |
| ADVENTURE | FAST-PACED WORK | PRIVACY |
| AFFECTION | FINANCIAL GAIN | PURITY |
| ARTS | FREEDOM | QUALITY |
| AUTONOMY | FRIENDSHIP | RECOGNITION |
| CHALLENGES | GROWTH | RELATIONSHIPS |
| CHANGE + VARIETY | HEALTH | RELIGION |
| CLOSE RELATIONSHIPS | HELPING OTHERS | REPUTATION |
| COMMUNITY | HELPING SOCIETY | RESPONSIBILITY |
| COMPETENCE | HONEST | SAFETY + SECURITY |
| COMPETITION | INDEPENDENCE | SELF RESPECT |
| COMPLETION | INFLUENCING OTHERS | SERENITY |
| COOPERATION | INNER HARMONY | SERVICE |
| COLLABORATION | INTEGRITY | SOPHISTICATION |
| COUNTRY | INTELLECTUAL STATUS | SPIRITUALITY |
| CREATIVE EXPRESSION | INVOLVEMENT | STABILITY |
| DECISIVENESS | JOB TRANQUILITY | STATUS |
| DEMOCRACY | KNOWLEDGE | TIME FREEDOM |
| DIVERSITY | LEADERSHIP | TRUTH |
| ECOLOGY | LOCATION | WEALTH |
| ECONOMIC SECURITY | LOYALTY | WISDOM |
| EFFECTIVENESS | MEANINGFUL WORK | WORK ALONE |
| EFFICIENCY | MERIT | WORK ON FRONTIERS |
| EQUALITY | MONEY | WORK WITH OTHERS |
| ETHICAL PRACTICE | NATURE | |
| EXCELLENCE | OPENNESS | |
| EXCITEMENT | ORDER | |
| EXPERTISE | PERSONAL DEVELOPMENT | |
| FAIRNESS | PERSONAL EXPRESSION | |
| FAME | PLAYFULNESS | |





#4 Your community needs a Way to Connect.

Consider the best possible setting for your members to join together.

Is it online or offline? In a large group or small group? On a public forum or a private one? Within a social media platform like Facebook or outside of one?

Remember to choose the setting based on your preferences first. This might seem “selfish” at first glance, but remember, if you’re not comfortable within your community, your members won’t be either and then, ultimately, you won’t have a community.





#5 Your community needs an Activity to Participate In.

How does a potential member first become a member of your community? What do they have to do to earn a spot within your circle?

And then what does this member have to do to be an ideal, active member? What are the actions the member needs to take?

And finally, perhaps the most important question of all - what do YOU need to do, as the Leader, to catalyze the member into taking those specific actions?

