Community Strategy Guide

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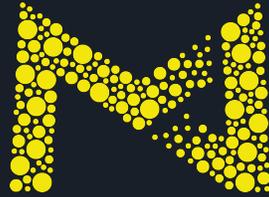
If you take nothing else away from this guide, it's this.

You have everything you need right now to create a thriving community-powered brand.

In our experience, **the most powerful, engaging community-powered brands are built on top of deep interest networks.**

That's why we created Mighty Networks.

This guide reflects the successful experiences of thousands of successful creators over the past decade, so you too can quickly get up and running with your own Mighty Network today.

Ready? Let's go.

Who do you want to serve with your Mighty Network?

If your Mighty Network is for everyone, it's for no one.

The clearer and more specific you define the interests of your members or what makes them unique, the better your Mighty 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 Network 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 5 or 10 characteristics or experiences that define your members?

Why will people be motivated to join?

With so many apps available today, you might think that people like you are too busy to join a new Mighty Network. You'd be wrong.

In 2017, busy people from all walks of life remain highly motivated to join a Network of people like them

There are three overwhelming reasons people join a new Mighty Network:

- Meet thousands of people like you for support, encouragement, and to learn from each other
- Create together the largest collection of stories, experiences, and practical ideas for people like you
- Navigate topics that don't have easy or obvious answers (the stuff you can't Google)

Reinforcing the "why" — or motivations for joining — in your invitations, your social media posts, or your ads will make it much easier to get people to join.

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 often enough. Use these benefits in your invitations, your social media posts, or any advertising you may do to attract new members.

What's a name that will make your Mighty Network stand out?

People decide if a community-powered brand is right for them in the first few seconds. The best way to seize this moment is with a memorable name — or "hook" — that captures your unique take on the world that your prospective members will want to join.

A few of our favorites include:

- **Hairbrained** for craft hairdressers
- **Beyond Type 1** for people thriving with Type 1 diabetes
- **The Offbeat Bride Tribe** for brides who are looking for non-traditional wedding inspiration
- **MiMentor** for mentors and mentees in healthcare professions
- **Beat Infertility** for women navigating fertility issues

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

What do you want your members to do together?

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

- Connect the most relevant members by where they live or their interests
- Organize conversations and activity by specific topics members care about
- Use polls to crowdsource answers to specific questions that are relevant to members
- Use questions to gather stories, experiences, and practical ideas from members
- Post your own story and experiences, and encourage members to post theirs
- Host virtual events like live chats (with text chat, photos, and emojis) or a video conference
- Host real world meetups

As you might have guessed, each of these activities can be organized quickly and effortlessly in a Mighty Network.

What do you want your members to do together? Jot down as many as ideas as you can below for the best results.

? What questions will help your members break the ice?

Connecting members in a Mighty Network isn't so different from your first day at camp or kicking off a retreat. A round of icebreaker questions goes a long way in getting your members talking to each other from their very first session.

These questions work so well that we've built into every Mighty Network an option for you to create an icebreaker question that new members see at the top of their feed right after they join.

Here are a few of our most popular icebreaker questions:

- What do you want to get from a community of peers?
- What's the one thing you want to accomplish today?
- What is your main goal for 2017?
- 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 the polls, prompts, articles, and conversations in your Network. Members can also follow individual topics, which gives them another way to instantly personalize their experience.

What do we mean by topics? Let's take one example. In a Mighty Network for professional creatives, topics could include:

- Building Your Audience
- Engaging Fans and Followers
- Generating Revenue
- Navigating YouTube
- Navigating Instagram
- Collaborations

What topics do your members care about? We recommend defining between 4 and 10 to start.

How will you measure success for your Mighty Network?

You're almost there! 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 new Network?

Your Mighty Network has the most granular and actionable analytics available on the market. Almost immediately, you'll be able to instantly see your most active members and popular polls, posts, and questions, as well as what activities are working and which ones are falling flat today and over time.

With these detailed analytics at your fingertips, think about how you want to measure the health of your Network. We recommend starting with:

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

How will you define success for your Mighty Network? What metrics do you want to measure in order the understand if your community is having the impact you want it to have?

You're ready to invite!

Congratulations! By following this guide, you've defined a strategy for your new Mighty Network that reflects the most successful experiences of other community builders, modernized for a live, mobile, and social world.

Now you're ready to invite your first members. Who are the best folks to invite upfront? This is where a clear definition of who 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 10 or 20 friends who fit the profile you've laid out for your members:

From there, make a list of friends who can provide recommendations for who to invite in next:

Lastly, share the launch of your new Mighty Network daily on Facebook, Twitter, LinkedIn, Pinterest, Snapchat, or anywhere else where you can get it in front of the right people.

Congratulations!
You're ready to go.

You now have everything you need to launch a thriving, community-powered brand that only you can uniquely bring into the world.

Have questions or want to go to the next level with your Mighty Network? Join us in **Mighty Hosts** at **hosts.mn.co**

See you on the other side!