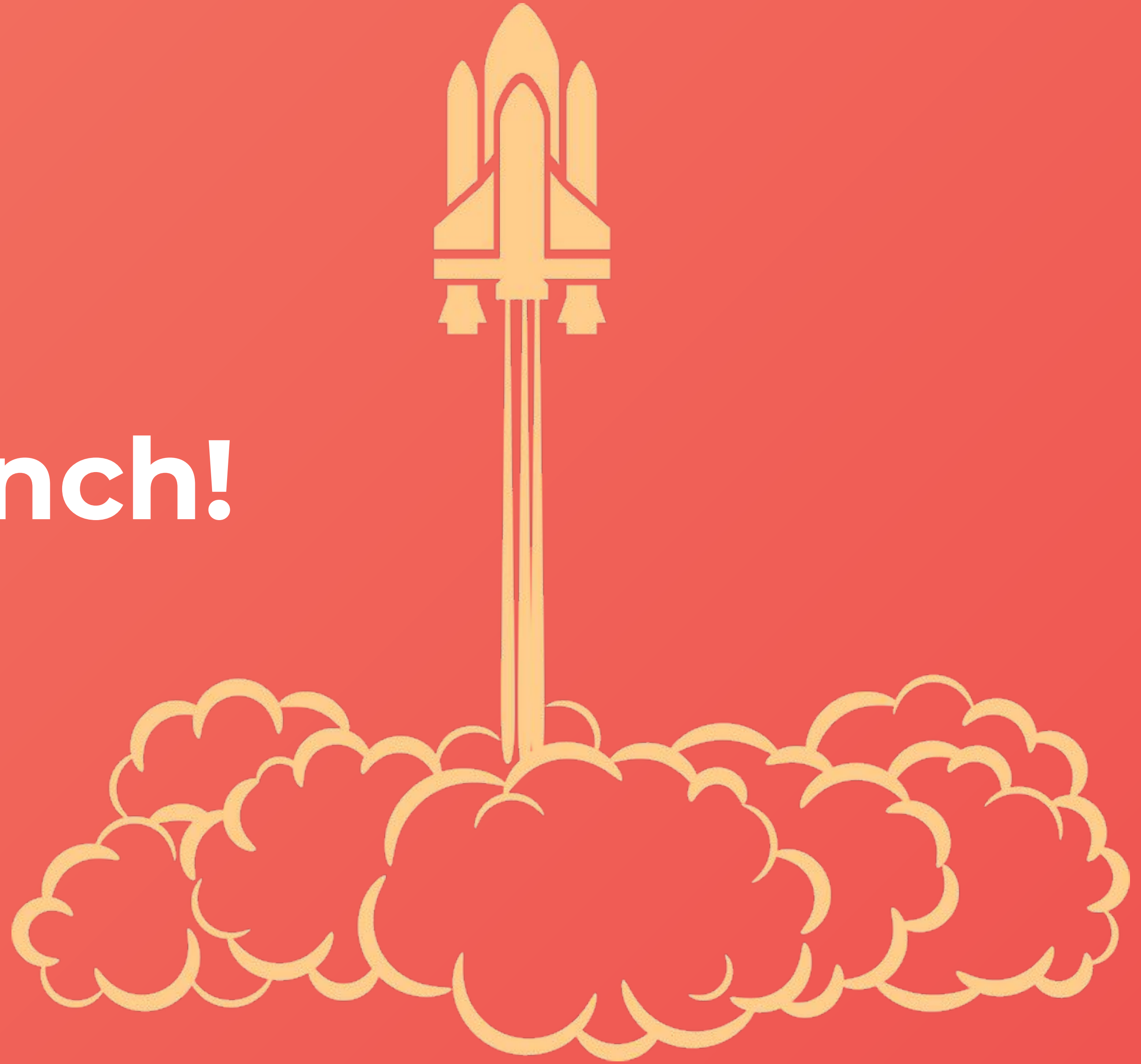




Community Launch!

User workbook



About this workbook

This workbook is designed to be used in conjunction with our Community Launch posts, found on the [Zapnito Community site](#).

If you haven't already, please read that content first so you're comfortable with the ideas discussed.

The workbook is designed to be easy to follow and is written in clear English.

This workbook is the first in a series of free customer support tools designed to help you create, launch and build a successful community.

We welcome your feedback and if you require further support, our team is always here to help. Contact us at support@zapnito.com.

What you'll learn

This workbook focuses on how to take your community from concept to early launch.

By the end of this workbook you will be able to:

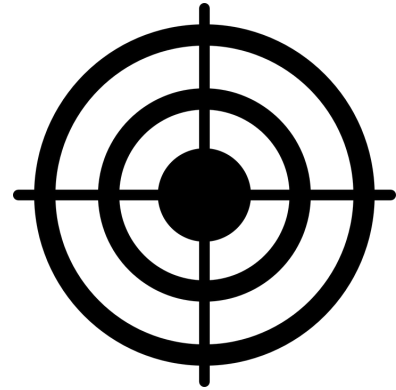
- 1 Create a community mission statement
- 2 Validate your community mission statement
- 3 Identify your first core members
- 4 Perform simple onboarding
- 5 Launch!

Using this workbook

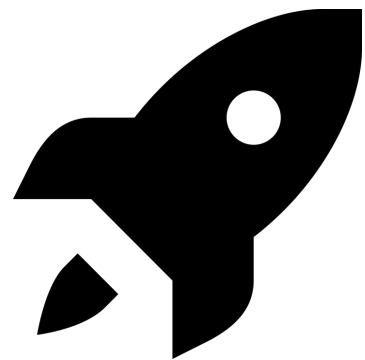
There is a simple way to complete each task that's easy to remember:



Read the overview to get **Ready**



Understand the objective to **Aim**



Complete the task to **Fire!**

Task 1

Create a community mission statement



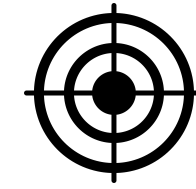
Ready

It's surprising, but the most essential question community managers need to answer is often the one they forget to ask.

“What can you offer members that they cannot get elsewhere?”

This question is vital.

The answer should be easy to write and should be articulated in a mission statement that identifies what makes your community unique to its members.



Aim

Many communities are built upon a vague theory about what members want.

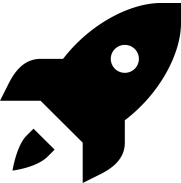
In many cases, this is not specific enough.

This task aims to help you really focus on what you want your community to do and what it will do for members that makes it unmissable.

By creating a laser-focussed mission statement, it becomes much easier to create a reason for users to join and, more importantly, to stay.

Task 1

Create a community mission statement




Fire

In the work panel opposite, we want you to write your current community mission statement in the first answer field. If you don't have one - without thinking about it too much - jot something down.

Now rewrite the mission statement thinking specifically about what your community can offer members that makes it unique.

Finally, aim to finesse the statement further by making it as succinct as possible, using specific industry terms that will resonate with your audience.

Work Panel 

Mission Statement

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Mission Statement Revision

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Mission Statement Final

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Task 2

Validate your mission statement

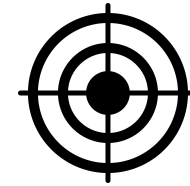


Ready

Once you have your community mission statement, checking it resonates with your potential community members is the next step.

You've done some great early work in establishing why you believe your community is valuable, but we need to ensure your target members agree!

Too many communities launch with only an internal discussion as to what is important. Great communities get member feedback as early as possible.



Aim

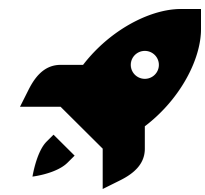
There are two main aims of this task.

The first is to validate your mission statement with honest feedback and see if you need to tweak or adjust it to make sure it resonate with potential members.

The second is to begin to build relationships with people who might become your core members, to get them enthused and interested in your community and most importantly, make them feel like they are part of the journey.

Task 2

Validate your mission statement



Fire

In the work panel opposite, identify a small group of people you feel would be happy to discuss your community. They should of course be the type of people you would like to become community members. These people are most likely to be current customers but could also be supporters of your business in some other way, or experts you know through your network.

Ideally, you want a minimum of 5 people, but no more than 10. You'll only need 15-20 minutes of time from each, so a couple of hours invested can gather some fantastic insight.

List the interviewees in the work panel. The worksheet on the next page gives you some example questions to ask and space to record your answers.

Work Panel

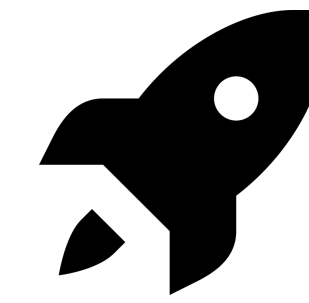


Target interviewees

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Task 2

Validate your mission statement



What do they think about the community mission statement? Does the community feel valuable to them?



What type of work are they doing right now that would benefit from shared discussion or expertise, provided via the community?

Do they have any expertise they would like to share with others, to help build their profile?

Do they have colleagues who would be interested in joining this community?

Task 3

Identify your first core members



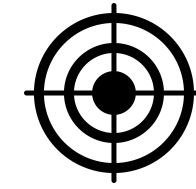
Ready

All communities that last and scale in the right way are built on the understanding that developing the community slowly with a core group of members yields the best results.

These core members should have all or most of these traits:

- Especially supportive of your community aims and ambitions
- Sympathetic to your personal challenges in getting a community up and running
- Open and honest about what they want from the community
- Able to give the community some time and attention to help it grow, up to and after launch

Again, you need about 10 people. The group may include some of your interviewees from the previous task.



Aim

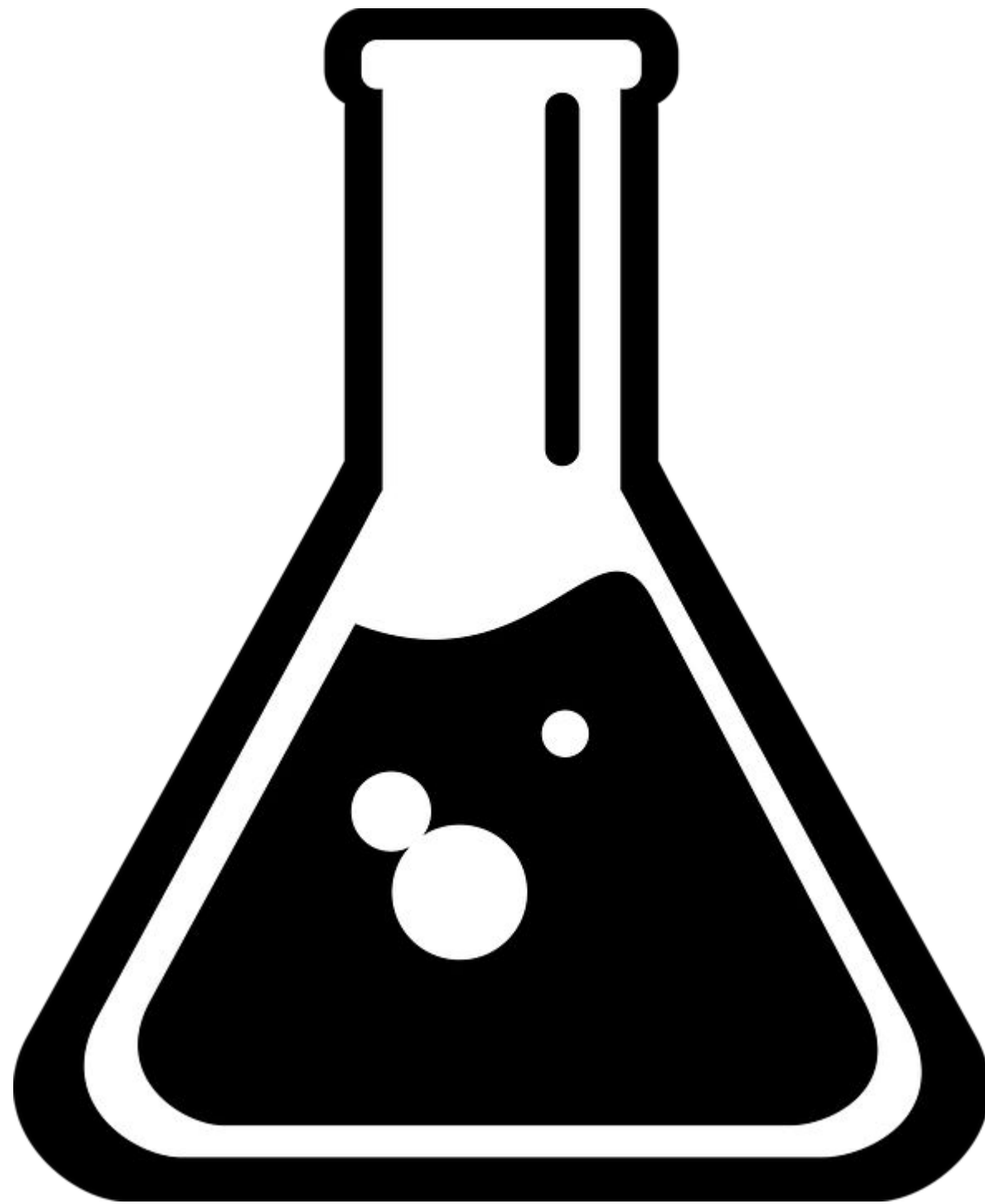
Your aim here is to build your strongest possible foundation: a cohort of users who you can build the community around.

You need to create this cohort using 1) your own network and 2) recommendations from your target members.

You need to make everyone feel a part of the project, and build even stronger relationships with this core group.

Task 3 PRO TIP!

Getting your message right



Before you reach to invite your first core members to join your community, make sure you take a few minutes to draft your message effectively.

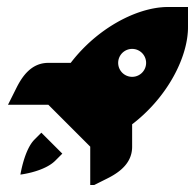
The message shouldn't look like a template approach. It should be written in a personal but professional way that ensures the recipient knows it's from you personally.

Some things to cover:

- What the community does
- Who the community is for
- What the community aims are
- Why you think they'd be a great member
- How your community can meet their needs right now.
- What they might offer other community members when they join

Task 3

Identify your first core members



On the panel below, create a two-step outreach plan. On the left, write down the names of the members you believe will be your best and most supportive core members. Once you've invited them to join and they have signed-up, ask each one for a personal word-of-mouth recommendation for one other member they believe would be a great fit. Either invite the recommended member to join or support your existing member in doing so.

Stage 1: members

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Stage 2: recommendations

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Task 4

Simple onboarding



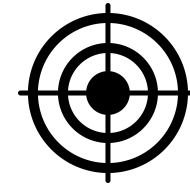
Ready

You now have a community with a clear purpose and your careful relationship building has people arriving at your door.

Wonderful! Great job so far but now you really get to be a community manager and welcome your members in.

Successful onboarding at this early stage doesn't need to be complex. It's about making sure you personally welcome each member into the community and give them reasons to contribute.

This is where the effort to this point pays off. Your core members should feel they had a helping hand in creating your community and should be keen to be involved.



Aim

Onboarding is sometimes considered an overly complicated and time consuming process. You need to keep things simple.

Your aim here is to focus on the things that help get your new users over the doorstep and encourage them to look around, discover content and make their first contributions.

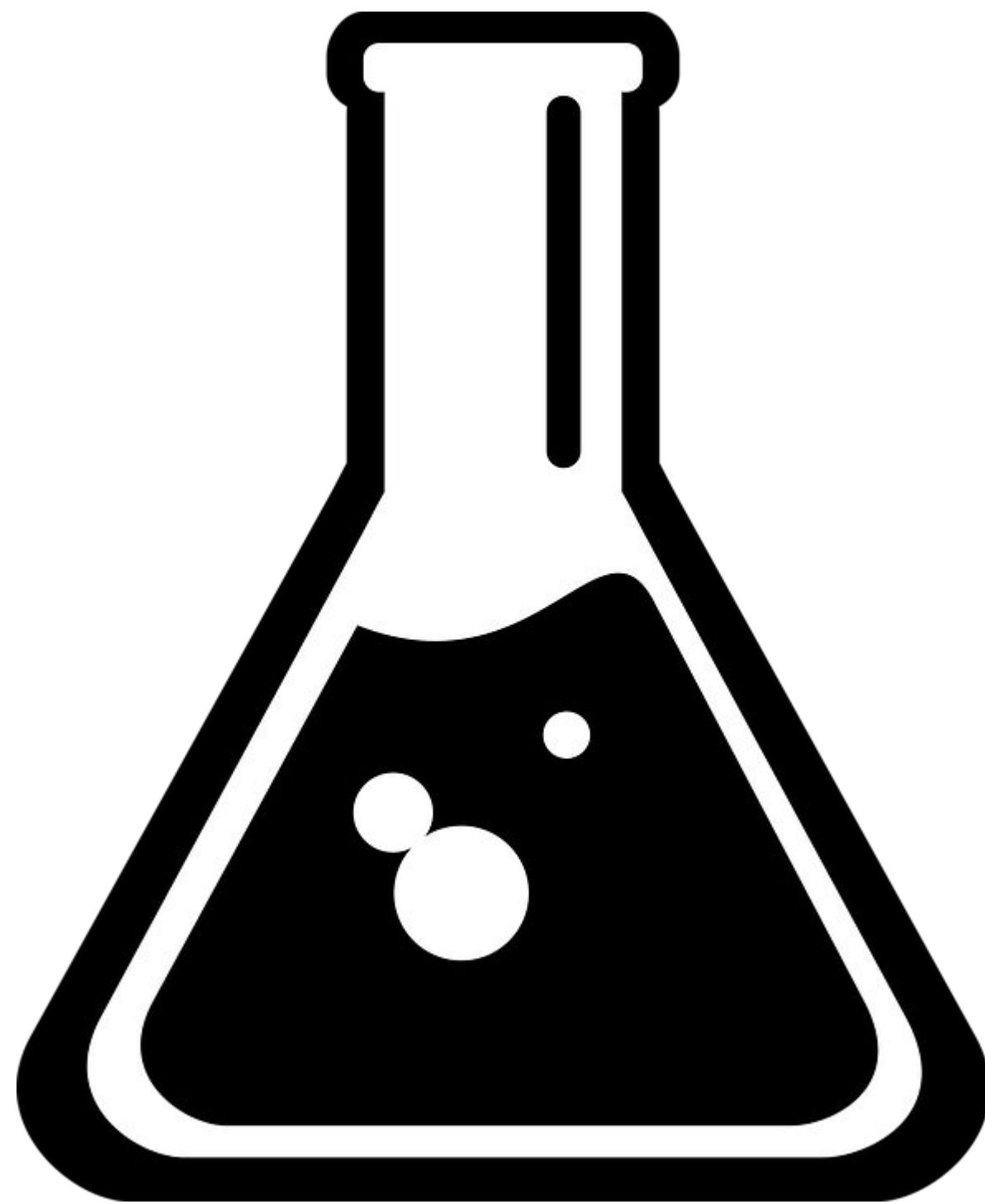
What you focus on will vary from community to community, but you might want to encourage members to:

- Complete their profile
- Consume and comment on content
- Start or take part in a conversation

Whatever you choose, handhold your community member through the process.

Task 4 PRO TIP!

Start with a conversation



The 'welcome' area is a common feature for many communities, a central place where new members can come and say hello.

The simplest way to do this in your Zapnito community is with a room conversation. Consider creating a welcome room for members with useful posts, videos and documents to help people get to know the community. In that room, start a 'welcome' conversation that new members can join as an easy way to get started.

But don't stop at 'hello'.

Encouraging new members to say hello is good.

Encouraging new members to say hello and tell the community:

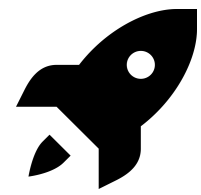
- what they are working on
- what are they looking for help with
- what they can offer the community

and similar action-orientated conversations starters is **GREAT!**

Hand-hold your new members to encourage them to participate in this way.

Task 4

Simple onboarding



Fire

In the work panel opposite, check off each item you do for each new member that joins your community. (Edit the list as you see fit, although these are actions we recommend for all Zapnito communities).

Remember that speed between the time they press the 'register' button and the time you get in touch is vitally important. Showing the new members that the community is really current and active will prevent them drifting off and becoming unmotivated to return.

Don't forget to ask for constructive feedback. Your members are the best resource you have for getting continuous honest and valuable insight!

Work Panel



Onboarding checklist

- Reached out via personal message to welcome them to the community
- Helped them complete their profile
- Invited them to the 'welcome' room & conversation
- Directed them to a piece of content that they might be interested in & encouraged them to comment
- Asked for their initial feedback, thoughts and suggestions

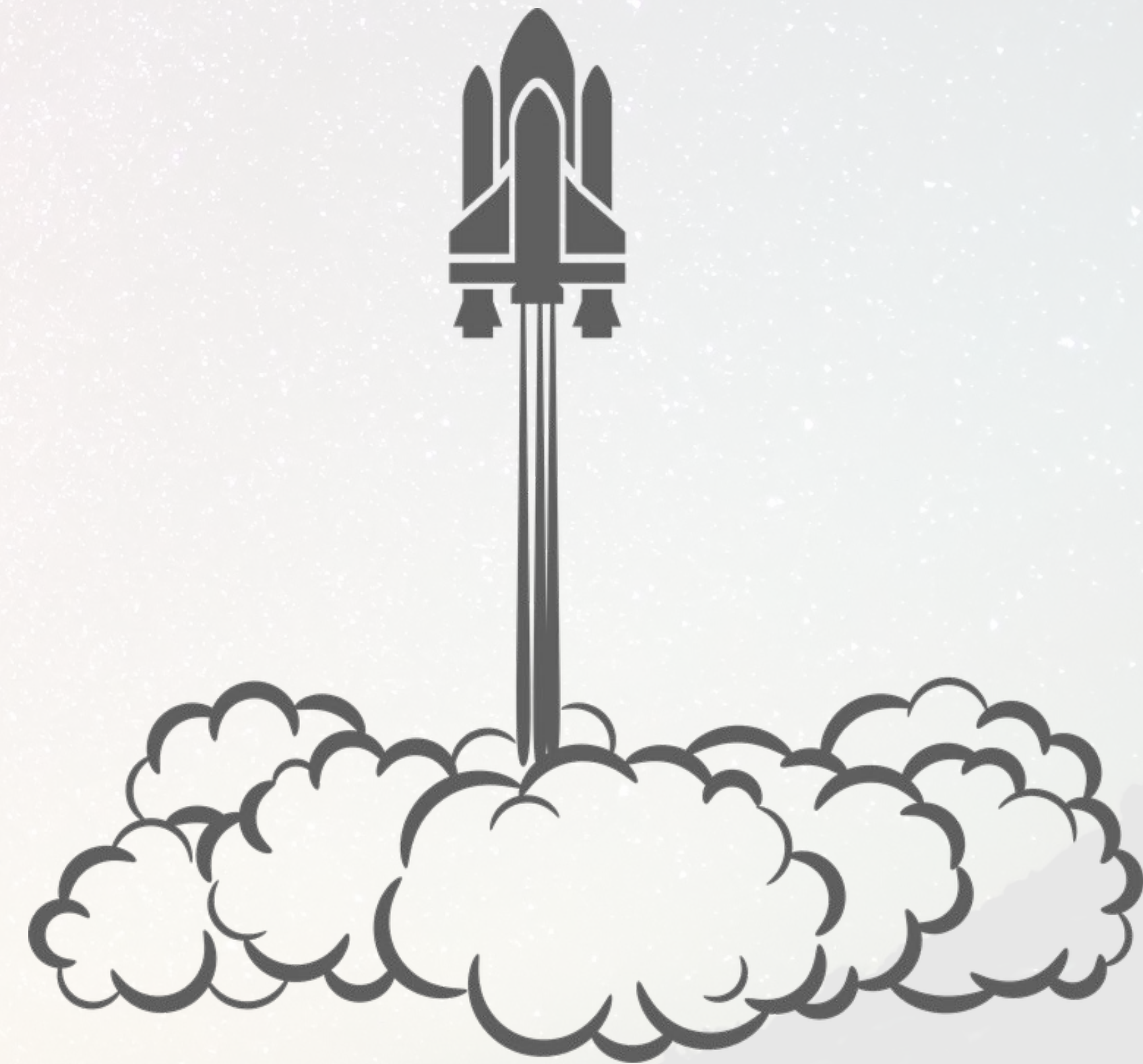
Task 5: Let's launch... but you just did!

If you've read the posts accompanying this workbook, you'll know that we recommend the small and considered launch over a 'big bang',

The reasons for this are multiple but communities that develop based on meaningful interactions between a small group of members tend to be the ones that last.

So, guess what? Your community has already launched! You didn't need to press a big red button and you didn't need to spend your marketing budget for the next 5 years.

You have something that's up and running and members ready to engage. Congratulations!





Ready for the next step?

The next in this series is Community Boost