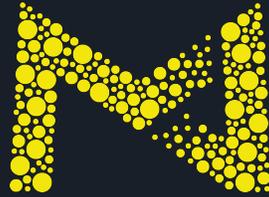


# How to launch a health & wellness community



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

## **You have everything you need right now to create a thriving health and wellness community.**

When you choose to create a community dedicated to health and wellness where your fans and followers can meet each other, exclusive content and behind-the-scenes experiences are the start to the conversation.

As your fans start to build relationships with each other, they'll share more, do more, and allow you to take your product or your practice to places you never thought possible.

This guide reflects the successful experiences of thousands of people like you over the past decade, so you too can quickly get up and running with your own health and wellness community.

**Ready? Let's go.**



# Who do you want to serve with your new community?

## If your community is for everyone, it's for no one.

The clearer and more specific you define the interests of your fans or followers and what makes them unique, the better your new community can 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 that attracts people to a community that needs to exist in the world.

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

- People who have the same **health goals**
- People who are **training for a race**
- People who participate in the same **sport**
- People with the same **interests**
- People who care about the same **cause**
- People who **follow you on social media**
- People at the same **stage in life**
- People who can **benefit from your expertise**
- People who care about the same **issues**
- People with a **common condition or diagnosis**

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

What are the 5 or 10 characteristics or experiences that define the people you want to bring together?



# Why will people be motivated to join?

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

In 2017, busy people from all walks of life remain highly motivated to join a community 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 community:

- Access exclusive content or behind-the-scenes experiences
- Meet 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 the motivations for joining—in your invitations, your social media posts, or your ads will make it much easier to get people to join your new community.

## Which of these reasons will most appeal to your fans or followers?

## What other benefits would people want to see from joining your community?



# How will you make your community stand out?

People decide if a community 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.

The easiest place to start is with **you**. You can feature your name and your story as the focal point of your new community. Or, you can come up with a fun name that reflects your brand.

## A few of our favorites include:

- **Find What Feels Good** for fans of Yoga with Adriene
- **Beyond Type 1** for people thriving with Type 1 diabetes
- **Better** for people who are learning together how to create healthy habits
- **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 potential members.**



# What do you want people to do together in your community?

There are a number of activities that are proven to build real relationships between people in a community:

- Connect people to each other based on where they live or their common interests
- Organize conversations and activities by specific topics they care about
- Use polls to crowdsource answers to specific questions that are relevant to their experiences
- Use questions to gather stories, experiences, and practical feedback
- Post your own story and experiences, and encourage them to post theirs
- Host virtual events like live chats (with text chat, photos, and emojis) or a video conference
- Host real world meetups

What do you want people to do together in your community? Jot down as many ideas as you can.



# What questions will help people break the ice?

Connecting people in a community 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 folks talking to each other right from their very first session.

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

- What do you want to get from joining a community of people like you?
- 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 \_\_\_\_\_?
- What's one new thing you're hoping to learn from the other people here?

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

## What are a few of your favorite icebreaker questions?



# What topics are important to the people in your community?

Topics are a great way to organize all the great conversations happening between you and the people in your health and wellness community.

**What do we mean by topics?** Let's take one example. In a community for people who are living and thriving with Type 1 Diabetes, the topics are focused around how to navigate tricky health issues, such as:

- Newly diagnosed
- Stress and support
- Food
- Physical fitness
- Technology
- Troubleshooting together

**What topics do the people in your community care about? We recommend defining between 4 and 10 to start.**



# How will you measure success for your community?

You're almost there! The last step before inviting people in is the most important one. How will you measure success for the investment of time and energy you're making in your new community?

**Think about how you want to measure success for your community. We recommend starting with:**

- Number of people who join
- Number of people paying for monthly or annual access to your community
- Percentage of people who contribute by commenting or attending events
- Popularity of specific polls, prompts, posts, and events in your community
- Percentage of people who are returning every month

**How will you define success when you launch your new health and wellness community?**



## You're ready to share it out!

Congratulations! By following this guide, you've defined a strategy for your new community that reflects the most successful experiences of people like you who have launched health and wellness communities.

Now you're ready to invite people in. Who are the best folks to invite upfront? This is where a clear definition of who your community 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:**

**From there, make a list of friends who can provide recommendations for who to share it with next:**

**Lastly, share the launch of your new community daily on Instagram, Facebook, Twitter, LinkedIn, Pinterest, YouTube, 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 beautiful new health and wellness community 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 Creators** at [creators.mn.co](https://creators.mn.co) 💪

See you on the other side!

