For our new website these are the sections we do need here:-

1. Create an onboarding process for our community

- The best way to do this is with an "onboarding" process for new members. Our goal is to create a series of touch points (probably an email campaign) that tells people why the community is important and guides them through creating a profile and posting their first message. An "introduce yourself" forum is a great place for people to start.
- Basically, to tell our new members *what's in it for them.*

2. To create guided videos to how to use our forums best.

- Notifications, search, private messaging, signatures and other features might seem self-explanatory to us, but many people have never used forums before.

- We can also have unique forum features and sections we build in over time. We can have sections for progress logs and finding mastermind group partners, for example. We'll want to explain these sections to people so they know why they matter and how to use them.

3. Spending time in the community itself.

- **In the beginning especially, it's *absolutely crucial* that people feel like it's worth their time to participate in your forums.** When someone posts in the forums and doesn't receive a reply, it's like your community gets a little cut. One cut doesn't matter too

much, but if this continues, your forum will eventually suffer death from a thousand cuts.

4. To promote members of our community.

- I think eventually, a handful of members will stand out as leaders and daily active contributors. A great way to reward and encourage this behavior is to recognize it in front of the whole community. We can put their photo in a weekly basis.

- **We want members to take ownership of the community when possible.** It ensures your long-term viability.

5. Send weekly "What's new in the community" messages.

- Sending weekly summaries of the best posts and accomplishments from our community is a great way to keep people coming back, and to encourage them to make progress themselves.

- The more kudos we can provide, the stronger the positive feedback connection between success and participating in the community.

6. Make sure e-mail notifications are enabled and encourage people to subscribe thread activity.

- **Email can be an important piece of our forum strategy.** When people first sign up, checking in with our forum won't be in their daily routine. We'll need to pull them back, and email is the best tool for that.
- We have to make sure email notifications are enabled within our forum, and be sure to show people how to subscribe to individual threads or entire sub-forums if they want to.