

## **SKOOL COMMUNITY LAUNCH CHECKLIST**

### **INTRODUCTION**

Launching a Skool community is an exciting journey, and having a solid plan can make all the difference. I designed this simple, step-by-step checklist for myself to set up, launch, and grow my own community, and now I'm sharing it with you. Whether you're just starting out or looking for ways to keep things running smoothly, this checklist is packed with practical tips to help you create a thriving space for your people. It's straightforward, effective, and ready to guide you through the process. Feel free to use it for yourself and share it with others who might find it helpful.

### **1. Pre-Launch Phase**

#### **a. Define Your Community's Purpose**

- Identify the niche and target audience (e.g., creators, coaches, consultants).
- Set clear goals: Knowledge sharing? Networking? Monetization?
- Determine the unique value proposition (e.g., exclusive tools, strategies, mentorship).

#### **b. Community Branding**

- Choose a compelling name that resonates with creators.
- Create a memorable tagline or mission statement.
- Design visuals (logo, colors) reflecting your personal or brand style.

#### **c. Community Structure**

- Organize categories for creators, such as:
  - Introductions
  - Resource sharing (e.g., templates, tools)
  - Collaboration opportunities
  - Feedback and reviews
- Decide on membership tiers (free, paid, or hybrid).

#### **d. Content Preparation**

- Draft the first 5–10 posts, including:
  - A "Welcome to the Community" post.
  - Rules and guidelines.
  - Starter resources or a freebie.
  - Discussion prompts (e.g., "What's your #1 creative challenge?").
- Pin key posts, like the community rules or a how-to-navigate guide.

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### **e. Technology Setup**

- Configure your Skool account and customize your dashboard.
- Test integrations, such as email lists or CRM tools, if applicable.
- Set up automations for member onboarding.

## **2. Launch Phase**

### **a. Build Your Beta Group**

- Invite trusted followers, clients, or peers to join as founding members.
- Offer early access perks, like lifetime discounts or exclusive content.
- Gather feedback from this group to fine-tune the community.

### **b. Announce the Launch**

- Use social media, your email list, or YouTube to create excitement.
- Share sneak peeks (e.g., behind-the-scenes or early posts).
- Offer a limited-time incentive to join (e.g., first 30 members get a bonus).

### **c. Engage Members Immediately**

- Encourage introductions: Ask new members to share their goals or creative projects.
- Post interactive content like polls, surveys, or discussion prompts.
- Actively respond to questions and comments to create momentum.

### **d. Run a Launch Event**

- Host a live webinar, AMA (Ask Me Anything), or Q&A session.
- Use this opportunity to showcase the community's value and answer questions.
- Celebrate milestones, like the first 50 members or a successful live event.

## **3. Post-Launch Phase**

### **a. Optimize Member Onboarding**

- Automate a welcome sequence:
  - A personalized welcome message.
  - Links to important posts (rules, how-to guides, and key resources).
  - A video walkthrough of the community.
- Guide members to key actions (e.g., posting introductions, downloading resources).

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### **b. Track Community Activity**

- Monitor engagement metrics:
  - New posts and comments.
  - Member participation rates.
- Use surveys to collect feedback and adjust accordingly.

### **c. Content Strategy**

- Post consistently (2–3 times per week) with a mix of:
  - Tutorials or how-tos for creators.
  - Member spotlights or success stories.
  - Challenges (e.g., "Create a 30-second pitch" or "Share your best tool").
- Invite guest creators or influencers to contribute content or participate in value exchange live sessions.

### **d. Foster Interaction**

- Ask open-ended questions to spark discussions.
- Encourage members to share their work for feedback or collaboration.
- Reward top contributors (e.g., badges, shoutouts, exclusive perks).

## **4. Growth and Scaling Phase**

### **a. Promote Your Community**

- Use cross-promotion with other platforms (social media, blogs, or podcasts).
- Leverage testimonials from happy members to attract new ones.
- Create referral incentives (e.g., invite a friend, get a free resource).

### **b. Monetization Options**

- Introduce premium tiers for exclusive resources, coaching, or live sessions.
- Offer workshops or courses to members as add-ons.
- Explore affiliate programs or partnerships with relevant brands.

### **c. Run Regular Events**

- Schedule weekly or monthly challenges to keep members engaged.
- Host live events, such as co-working sessions, masterminds, or guest talks.
- Celebrate community milestones (e.g., 500 members or one-year anniversary).

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### **d. Expand Through Collaborations**

- Partner with other creators or communities to reach a broader audience.
- Collaborate on content or events that align with your members' interests.

## **5. Long-Term Maintenance**

### **a. Analyze and Improve**

- Regularly review community metrics:
  - Engagement rates.
  - Churn rates (who's leaving and why).
- Act on feedback to improve the member experience.

### **b. Stay Consistent**

- Keep posting relevant, high-value content.
- Engage regularly with your members to maintain a personal connection.

### **c. Evolve with Your Members**

- Adapt the community as your members' needs change.
- Introduce new features, content types, or resources to keep things fresh.

***That's it!*** You're all set to [create an awesome community.](#)

Remember, building a thriving space takes time, so keep showing up, engaging, and refining as you go.

Best of luck with your community.