community design
masterclass®

This Guide is a sneak peek from our Community Design Masterclass

Your Ideal Member Guide

Who is your Ideal Member?

- If you have an existing community, think of a real person in it.
- If you're starting from scratch, think of a real person in your life interested in your topic or result your community is designed to deliver.
- Complete the profile below based on these real people, and the 15-30 minute Ideal Member Interviews you do with them.

My Ideal Member is:

Name:
Age:
Location:
Job:

The goal they really want to achieve is:

Because they want to achieve this goal in order to:

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❏
❏

These 3 things have been holding them back from this goal (why they're open to joining a community now):

❏
❏
❏

The 3 things they're Googling about what they want to achieve/this topic:

- ❏
- ❏
- ❏

The 3 questions keeping them up at night around what they want to achieve/this topic:

- ❏
- ❏
- ❏

How your Big Purpose will help them achieve their goal by teaching them:

- ❏
- ❏
- ❏

How your Big Purpose will help them take the following steps or actions:

- ❏
- ❏
- ❏

The biggest misconceptions they have about achieving this goal or this topic:

"Point A:" What does their life look like for them now? What are they excited about? What are their challenges? What do they want that they don't have today? Describe a day/week in their life and the range of thoughts and emotions they're feeling.

"Point B:" What does life/career/business look like for them after joining your community and mastering this topic together with you and other members? Describe a day/week in their life and the range of thoughts and emotions they're feeling once their pain point is solved.

What have they already tried in order to achieve this goal or master this topic? Have they taken an online course? Hired a consultant? Gone on a retreat? Followed a certain Instagram account?

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Finally...with all of these questions answered above to come up with your Ideal Member profile, what are you going to call this profile? Write yours here 👇

Ideal Member Profile #1 Name:

In performing the Ideal Member Interviews and filling out the questions above, is there a name you can give this Ideal Member Profile? Add it above.

Join us in our next Community Design Masterclass!
[Check it out here](.).