The Community Builder's Launchpad

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Overview

How to launch a paid membership community (Skool, Circle, Discord) from zero.

The 4-Week Launch Timeline

Week 1: The "Beta" Whisper

- Don't announce publicly.
- DM your top 10 engagers: "I'm building a small group to solve X. Want in at 50% off?"
- Goal: 5 Founding Members.

Week 2: The Public Tease

- Share a "Behind the Scenes" photo of the community setup.
- "Building something special for [Target Audience]. Who wants the waitlist link?"

Week 3: Content Seeding

- Post 3 high-value threads in the community (even if empty).
- Record a loom video tour of the content.

Week 4: The Open Cart

- Email your list.
- Social blast.
- Close cart after 72 hours (Scarcity is key).

Platform Recommendations

1. **Skool:** Best for "Course + Community" hybrid. Simple.
2. **Discord:** Best for real-time chat/web3 vibe. Harder to manage.
3. **Circle:** Professional, white-label feel.

Retention Strategy

- **Weekly Wins:** Every Friday, ask members to post one win.
- **Monthly AMA:** Live Q&A with you.