

3-2-1 Method: Build A Superpower Community In 10 Mins / Week

Why Does Community Matter?

Put yourself in your buyers' shoes.

Imagine joining a fitness challenge that is PDF only.

No community.

No participation from your 'coach'

Nobody hyping you up.

How long would you stick with it?

If they offered another challenge 3 months from now, would you buy?

Or would you just go back to the old PDF?

Or perhaps even forget about the PDF altogether?

If you want to retain, if you want to grow → you need to create & cultivate your community.

So that your clients keep coming back for more.

So that they can't live without you & the community you've created.

So that the community helps you grow when you're sleeping.

People come for your content, they stay for your **community**.

If you want to grow your challenges 5x over the next 12 months.

The single best way is to make your challenges better. And get results.

Show up in the community.

Set the tone.

And make this something people cannot miss.

Now, the next logical question is...

How Do I Create Community Without Burning Out

You're already managing multiple social media platforms.

You're creating content.

You have family obligations.

You're busy.

I'm busy.

Jeff Bezos is busy.

So we need a strategy to engage the community without burning out.

We call this the 3-2-1 method.

Commit to consistency over your challenges.

3 days / week → question / call to action

2 days / week → post a short video

1 day / week → post a piece of value

[see an example week at the bottom of this sheet]

Pro-tip: every time you post, pin your post to the top of the community until you make your next post. This will make sure people don't miss it.

(Note: if you have something else very important already pinned at the top - such as a funnel to another product - then pin each of your other posts as the second post... you can pin up to 2 posts)

This 3-2-1 strategy takes 10 minutes each week.

And it's plenty to cultivate your community.

Give your community a little love & care, and watch it flourish.

Why Community Will Transform Your Business

Every time you launch something new, you don't want to start from scratch.

If you're running 4-6 challenges / year, you want these to be can't miss events.

A stronger community creates:

1. Accountability, which leads to

2. **Better Results**, which leads to

3. **Growth**, both from repeat buyers already in your community and from new buyers

It's a virtuous cycle.

People feel more excited, more accountable, and are more likely to succeed with community.

Your community is what retains people from one challenge to the next.

It's what retains people in your membership (if you have one).

And it's what creates the transformations & success stories you need to grow your business.

Copy & Paste - Week of Posting In Community

3 Days/Week: Question/Call to Action

Don't forget to pin your posts [*picture at the end of document*]

- **Monday:**
 - *Question:* "What's your biggest fitness goal for this week?"
 - *Call to Action:* "Share your goal in the comments and let's hold each other accountable!"
- **Wednesday:**
 - *Question:* "How do you stay motivated to work out on busy days?"
 - *Call to Action:* "Comment your best tip and tag a friend who might need some motivation!"
- **Friday:**
 - *Question:* "What's your favorite post-workout meal?"
 - *Call to Action:* "Share a photo or recipe in the comments. Let's inspire each other with delicious and healthy options!"

2 Days/Week: Post a Short Video [You Can Post Up To 60 Second Videos]

- **Tuesday:**
 - *Video Topic:* "Post-Gym Motivation"
 - *Script:* "Hey everyone! Just finished an intense workout and feeling amazing! 💪 Remember, every drop of sweat brings you one step closer to your goal. What workout did you do today? Let's keep pushing and motivating each other! #PostGymGlow #StayStrong"
- **Thursday:**
 - *Video Topic:* "Mid-Workout Check-In"

- *Script:* "Hi, everyone! I'm currently on the stairmaster, getting my cardio in. 🏃 How are you all doing today? Keep up the great work, and remember, persistence is key. Share your workout with us today! #MidWorkoutCheckIn #KeepGoing"

1 Day/Week: Post a Piece of Value

- **Sunday:**
 - *Value Piece:* "The Importance of Rest and Recovery"
 - *Description:* below

"Taking time to rest and recover is crucial for muscle growth and overall health. Here are some tips on how to optimize your rest days, including stretching routines and the benefits of sleep.

Prioritize Sleep 🛏️:

- Getting 7-9 hours of quality sleep each night is crucial for muscle recovery and overall health. Lack of sleep can lead to decreased performance and increased risk of injury. Create a calming bedtime routine and stick to a consistent sleep schedule.

Stay Hydrated 💧:

- Drinking plenty of water helps to flush out toxins and supports muscle recovery. Aim for at least 8 glasses of water a day, and consider adding electrolytes if you've had an intense workout.

Stretch and Foam Roll 🧘:

- Incorporating stretching and foam rolling into your routine can help reduce muscle soreness and improve flexibility. Spend at least 10-15 minutes stretching or foam rolling after your workouts to aid in recovery.

Eat Nutrient-Dense Foods 🥗:

- Fuel your body with a balanced diet rich in protein, healthy fats, and carbohydrates. Protein is essential for muscle repair, so include sources like lean meats, fish, eggs, beans, and legumes in your meals.

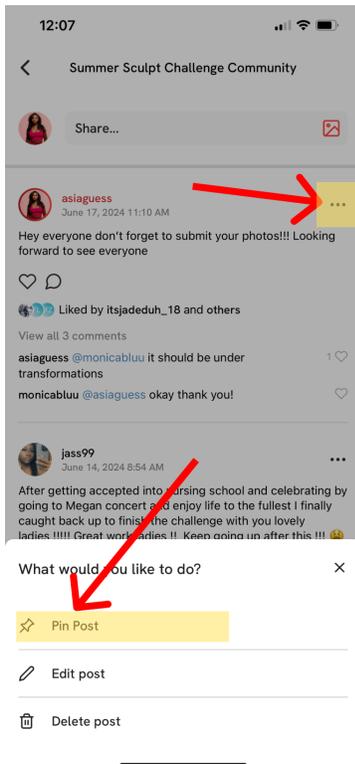
Active Recovery 🚶:

- Engage in low-intensity activities like walking, yoga, or swimming on your rest days. This helps to increase blood flow to your muscles and aids in the recovery process without putting too much strain on your body.

Listen to Your Body 🧘:

- Pay attention to how your body feels and take rest days when needed. If you're feeling excessively tired or sore, it's a sign that your body needs more time to recover. Don't push through the pain—rest is just as important as exercise.

How to pin your post:



Let's go build some superpower communities!

-Mathew & the Solin Team

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P.s., when you're ready, here are a few other ways we can help:

Option 1: If you would like to check out more resources, you can view all short posts [HERE](#)

Option 2: If you are a part of Solin & would like to release a new product → go to your mobile app, tap on the EXPLORE tab (see picture [HERE](#)), and fill in the details of your next product

Option 3: If you are not yet a part of Solin and would like to apply, you can apply [HERE](#)