

Jay Clouse - The 3 Elements of World-Class Community Experiences

For the full description of this framework, go to marketingpowerups.com/006.

NOTE: To fill out this cheatsheet, make a copy of it by clicking on *File > Make a copy*.

1. Purpose: What's the promise you make to community members?

It could be any or all of the following:

- 1. To connect with others and feel like they belong or feel cared for by others.*
- 2. To transform and level themselves up together.*
- 3. To find a sense of identity with others with the same belief.*

2. Onboarding: Map out your ideal community onboarding experience.

As a reminder, here are some of the goals of world-class community onboarding experiences:

- Remind them of the community's promise to members.*
- Make them feel comfortable to participate.*
- Answer the question, "Now what?" until you deliver on your promise.*
- Deliver on your promise ASAP.*
- Show them how you delivered on the promise.*

3. Gratification: How do you measure customer member happiness?

Go beyond measuring engagement metrics like the number of posts, comments, or DMs. Can you measure it using a Net Promoter Score or a customer satisfaction survey?