

The Community Launch Playbook

How to start and fill a paid community from zero — the part nobody warns you about.

Most communities die at zero. Not because the idea was bad — because the room was opened empty, with no reason to post and no reason to return. A community isn't a feature you switch on; it's a room you fill on purpose. Here's how to fill it.

01 Decide what the room is for

- ☐ Name the one outcome a member gets by being inside — not “a community,” a result they can feel.
- ☐ Pick one kind of member. A room for everyone is a room for no one.
- ☐ Choose free or paid up front: free to grow fast and sell later, paid to filter for commitment.
- ☐ Write the one-line invite: *A room for [who] to [outcome], together.*

02 Seed it before you open

- ☐ Hand-pick your first ten from people who already trust you. An empty room repels; a warm one pulls people in.
- ☐ Give those ten a reason to post in week one — a question only they can answer.
- ☐ Open the doors only once the first real conversations are already visible on the wall.

03 Build the heartbeat

- ☐ Rotate two pinned prompts so every visitor knows, in five seconds, exactly what this room is for.
- ☐ Run the proof prompt: “I tried X, found Y, here's the result.” It turns chatter into useful energy.
- ☐ Keep a predictable weekly beat — a prompt, a spotlight, a check-in — that members can rely on.

04 Make progress visible

- ☐ Show members where they're headed: watcher → contributor → trusted expert. A path keeps people moving.
- ☐ Spotlight the helpful ones in public. People stay where they feel seen.
- ☐ Celebrate wins and milestones out loud — visible progress is the strongest retention there is.

05 Turn free into paid

- ☐ Let the free room prove the value first, then open a paid tier for deeper access — you, the room, the results.
- ☐ Price the membership to the ongoing value, not a one-time drop. They're paying for the months ahead.
- ☐ Invite your most engaged free members first. They're already sold — you're just naming the next step.

06 Before you invite the first member

All four must be a yes.

- ☐ A member can say what they'll get from one sentence on the door.
- ☐ Something is already happening inside — it is not an empty room.
- ☐ There is a clear reason to come back *this week*, not just someday.
- ☐ You would want to be a member of this room yourself.

An empty room repels; a living one compounds. Seed it warm, give it a heartbeat, and make every bit of progress visible — and the room starts filling itself.

Ready to build your room? Explore the free creator communities at thesurestwayguides.com/communities.