

Zero ► *Community Strategy*

IN SEVEN WEEKS

June '24
Challenge

Challenge *Overview*

Dear community builder,

I'm so excited you're considering joining my *challenge!* I'd be thrilled to have you there.

My big hope is that anyone who joins this **Zero ► Community Strategy in Seven Weeks Challenge** will not only come away with a community strategy that they're ready to execute on, but with greater understanding, skill, and confidence in community building generally.

This **Challenge Overview** document serves as a home base for understanding all of the basics of the challenge for anyone considering joining. If you have any questions that you don't find answered here, you can always email me at noeleflowers@gmail.com and I'll do my best to respond to you as promptly as possible.

Before I start sharing all the logistics, I want to tell you a tiny bit about what makes this challenge different than other challenges and online courses. First: I keep my cohorts small. This lets us (me & you, the challenger!) make a mutual promise to one another: *we're going to finish this challenge.*

I keep things small so that I can truly be your partner not only in accountability but in your unique challenges that caused you to seek out something like this in the first place.

Your community friend,



Noele Flowers

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Challenge *Schedule*

Here's what you can expect week-to-week throughout the challenge:

Date Range	Week Name	You'll learn	You'll do	You'll attend
6/17-6/21	Week 1: Onboarding	To use the community platform, the challenge structure	Review challenge materials	Wednesday call at 1pm EST
6/24-6/28	Week 2: Goal setting	To set goals that feed all stakeholders, including business objectives	Complete corresponding course materials	“”
7/1-7/5	Week 3: Validation	To do robust pre-launch research, to ensure your project is highly desired	“”	“”
7/8-7/12	Week 4: Engagement	To create content and engagement plans that feed your business goals	“”	“”
7/15-7/19	Week 5: Technology	To select your community tech stack	“”	“”
7/22-7/26	Week 6: Launch	To create an effective community launch plan	“”	“”
7/29-8/2	Week 7: Strategy Presentations	From your peer presentations!	Present your overall strategy to peers	Strategy presentations with your peers and Noele for

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What to expect *each week*

Each week in the challenge is going to look similar—getting used to this general program of events will help you stay accountable to completing the challenge. Challengers are recommended to block off time during the week to complete the challenge tasks accordingly. Overall the challenge should be about a 5 hour time commitment per week.

- On ***Mondays*** each week you will receive your challenge prompt, and any extra corresponding materials, for the corresponding week. You will generally also be asked to participate in discussions on Mondays in the community to help frame your thinking on that week's topic.
- ***Tuesdays*** each week will be a free/unstructured day. I generally recommend you use either Mondays or Tuesdays to go through the section of **On Demand Coaching** that corresponds to each week, so that you are prepared to bring any questions to that week's **Group Coaching Call** which will generally take place on Wednesdays at 1pm EST.
- On ***Wednesdays*** each week you will be expected to join 1pm EST **Group Coaching Calls**. These will correspond to the week's theme throughout the duration of the challenge, and are open to the entire community including non-challengers.
- ***Thursdays*** each week will be a free/unstructured day. I generally recommend you use either Wednesdays or Thursdays to work on the week's challenge task so that you are prepared to share on Friday.
- On ***Fridays*** each week you will be asked to share your challenge task for the week in the **Community**.

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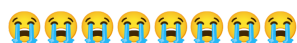
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The Community Center

The Community Center is our community space hosted on Circle. It is my client membership community and serves not only as the home base for materials and discussion around this challenge, but as the home base for many of my clients and their work with me, as well as anyone who uses the **On Demand Coaching (ODC)** core bundle. Because of that, you will see a mixture of challenge-specific and non-challenge spaces within the community.

If you join the challenge, you'll have access to the entire Community Center for the duration of the challenge, with an option to continue your subscription afterwards. You'll also have special challenge-specific areas within the Community Center, including a synchronous chat room just for challengers, to help you stay focussed and organized.

When the challenge *ends*



All good things come to an end!

After the challenge is over, you'll still have access to the ODC Core Bundle for the lifetime of the product.

You'll have access to the **Community Center** (& continued bi-weekly group coaching calls!) as long as you stay subscribed. Please keep in mind that while your first quarter in the community came free along with your challenge purchase, ongoing memberships are \$200 USD/quarter and are billed automatically unless you cancel your subscription. While I of course hope you stick around, if you plan to leave the community after the challenge ends,

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Questions before you join?

You're always welcome to shoot me an email at noeleflowers@gmail.com.

And if you need one final push, here's what someone who took my challenge before had to say about it:



Avely Pütsep 11:06 AM

Just wanted to say that purely on this short period that I've been on this coaching, it feels completely different than any other course I've taken. I don't know if it's because you don't call it a course as you actually do coaching, but I feel like many courses promise coaching in a course but don't deliver.

The level of how personal the course is and feels, HOW WELL it's organized and structured (I'm a full organized creative so this is 🙌🙌🙌). I honestly understand why in the beginning it's said this is a game changer, this will absolutely change how I build the community for my current employee but also who I am as a community professional now and in the future.

I've been very hesitant about taking a community course because the last two marketing courses I did we're quite honestly shit (=not for me) with 50+ attendees and mayhem. Super glad I listened to the recommendations of my friends, one of them said "you will feel taken care of" and I 100% do.