GROWTH

Community Building

Tiered memberships, engagement loops, moderation, retention mechanics, and monetization for creator communities.

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Tiered Membership Structures

The most successful communities offer value at every level while creating clear incentives for paid upgrade.

- Free tier public channels digest and basic Q&A
- Core tier $10-30 month private channels and exclusive content
- Elite tier $50-100 month coaching and direct access
- Frictionless upgrade and easy downgrade paths
- Grandfathering for early paid members
- 7-day free trial for Core tier experience

Engagement Loop Design

- Daily check-in members post goal others cheer
- Weekly challenge with weekend completion and celebration
- Q&A loop questions answered within 24 hours
- Content reaction loop creator responds to top comments
- Peer accountability pairs with daily check-ins

Moderation Systems

- Community guidelines one-page clear and specific
- Tiered warning system from educational to permanent ban
- Moderation team lead and assistant moderators
- Documented protocols for common scenarios
- Appeal process for banned members after 30 days

Retention Mechanics

- Streak system badges for consecutive engagement days
- Monthly challenges with check-ins and completion badges
- Milestone celebrations at 30 90 180 365 days
- Level-up system from New Member to Legend
- Peer recognition channel for member shoutouts

Monetization Models

- Subscription revenue tiered pricing with annual discounts
- Community sponsorships for brand access to members
- Merchandise branded products for identity building
- Event revenue virtual summits and retreats
- Affiliate revenue from recommended tools

Onboarding Sequences

- Day 1 welcome message and introduction thread
- Day 3 orientation to channels and community structure
- Day 7 first contribution prompt
- Day 14 matched with existing members
- Day 21 value delivery welcome gift

Community Analytics

- Active member rate 30-50 percent monthly is healthy
- Retention cohorts at 30 90 and 180 days
- Contribution balance 10-20 percent create 80 percent content
- Net Promoter Score quarterly above 50 excellent
- Response time under 2 hours for high retention

Event Programming

- Weekly co-working 2-hour focused work sessions
- Weekly AMA 30-minute open Q&A
- Monthly workshop 60-90 minute skill teaching
- Monthly roundtable member discussion moderated by creator
- Quarterly challenge 30-day goal with daily check-ins

Content Co-Creation

- Member spotlight weekly feature of member story
- Collaborative guides community-created resources
- Topic polling monthly vote on content direction
- Member-led channels for teaching and expertise sharing
- Community showcase for sharing work and feedback

Health Metrics and Warning Signs

- Response time creep signals engagement decline
- Lurker ratio above 70 percent indicates passive community
- Event attendance drop 20 percent prompts survey
- Long-member churn signals culture or value shift
- Contribution concentration fragility when 5 percent create 90 percent

Resources & Links

Full playbook with updates: dablock.com/playbooks/community-building

DaBlock Academy: skool.com/dablock-creators-8717

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