

# BUILDING COMMUNITY

How to Identify, Unify,  
and Amplify Your People

*Glo Atanmo*



**“If you want to go quickly, go alone. If you want to go far, go together.”**

**– African Proverb**





# YOUR DREAM COMMUNITY EXISTS!

## AGENDA:

- Building a Mission-Based Community
- Strategies for Deeper Connection
- How to Identify Your Ideal Community
- Ways to Unify Them
- The GROUP Formula





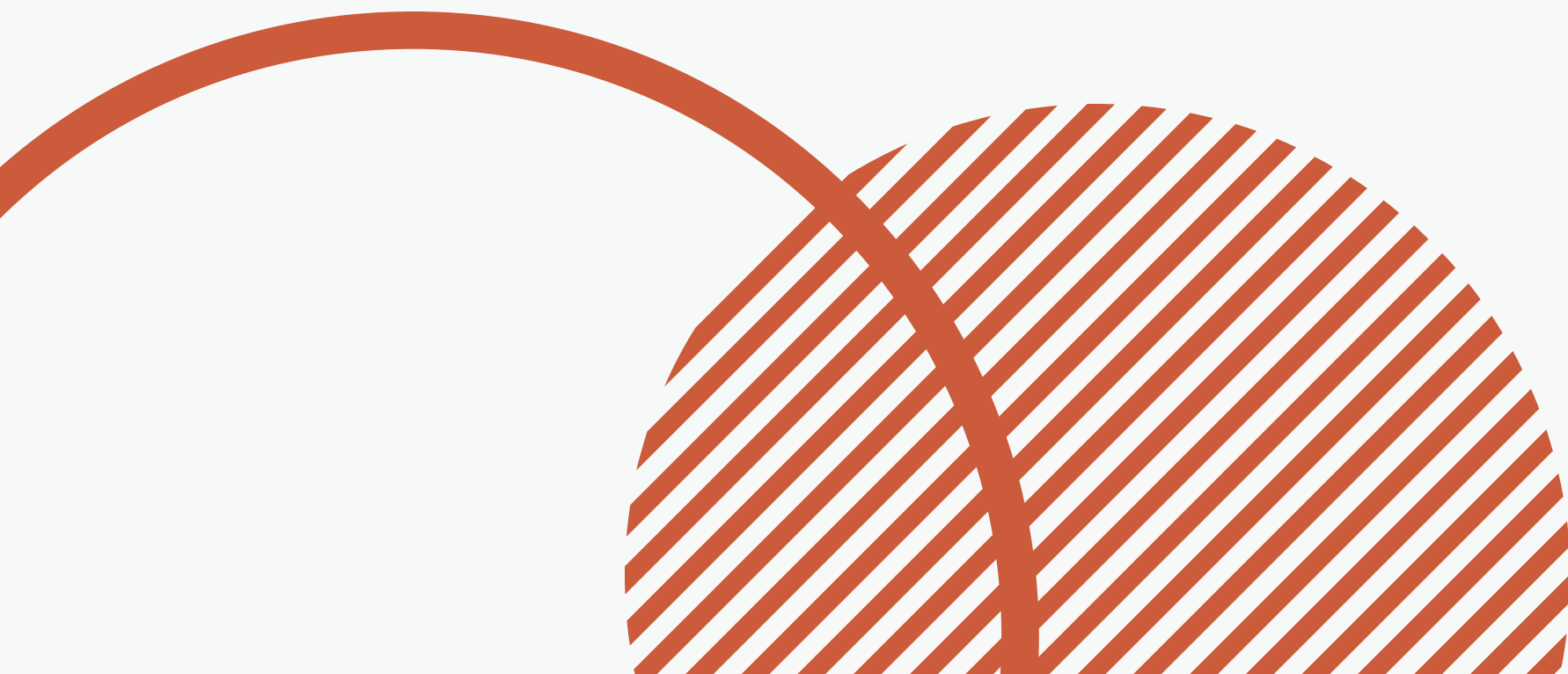
**WHAT IS YOUR TAGLINE?**

**YOUR MISSION BECOMES  
YOUR TAGLINE**



WHAT DO YOU WANT TO BE REMEMBERED BY?  
WHAT LEGACY ARE YOU TRYING TO BUILD?  
WHAT DO YOU WANT PEOPLE TO SAY ABOUT YOU WHEN  
YOU'RE NO LONGER IN THE ROOM?

NIKE DOESN'T SELL A CHECK MARK, IT  
SELLS THE "JUST DO IT" MENTALITY





# WHY YOUR MISSION MATTERS

1

3

2





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## Missions Need Movement

People want to feel like they're moving from one way of living/thinking to another

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People want to feel called to rise to the occasion with urgency and vigor for positive change





# WHY YOUR MISSION MATTERS

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## Missions Need Movement

People want to feel like they're moving from one way of living/thinking to another

3

## Missions Need Money

If you can commit a full year to dedicated focus on a single skill, you will by default, rise above your peers

2

## Missions Need Momentum

People want to feel called to rise to the occasion with urgency and vigor for positive change



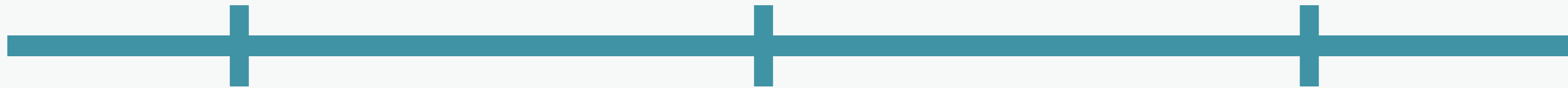


**Your community is a  
reflection of you. Want  
deeper connection?  
Post deeper content.**



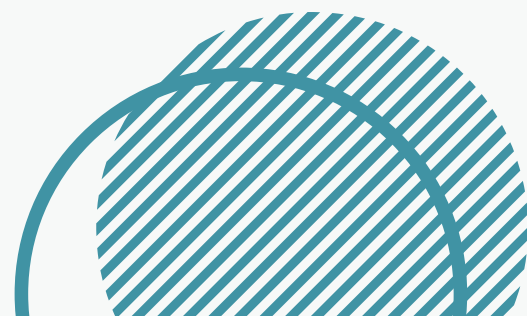


# THE DEPTH SPECTRUM



## SURFACE

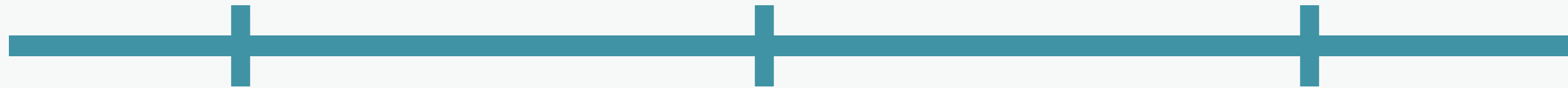
Most people only go  
this far with their  
content, sharing  
surface-level clichés







# THE DEPTH SPECTRUM

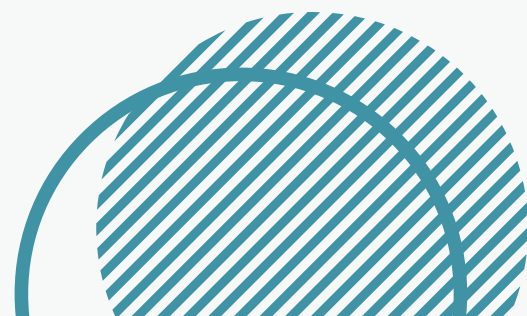


## SURFACE

Most people only go this far with their content, sharing surface-level clichés

## SERVICE

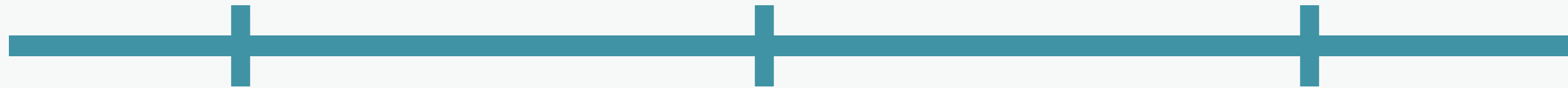
Leaders show up with educational content that serves and speaks to their journey







# THE DEPTH SPECTRUM



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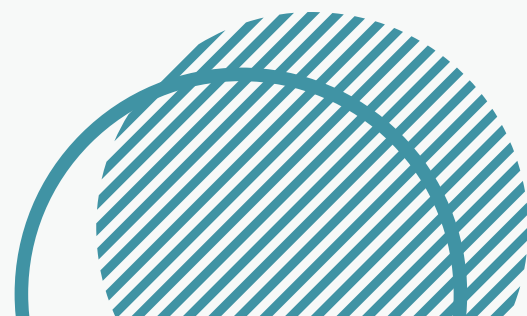
Most people only go this far with their content, sharing surface-level clichés

## SERVICE

Leaders show up with educational content that serves and speaks to their journey

## SECRET

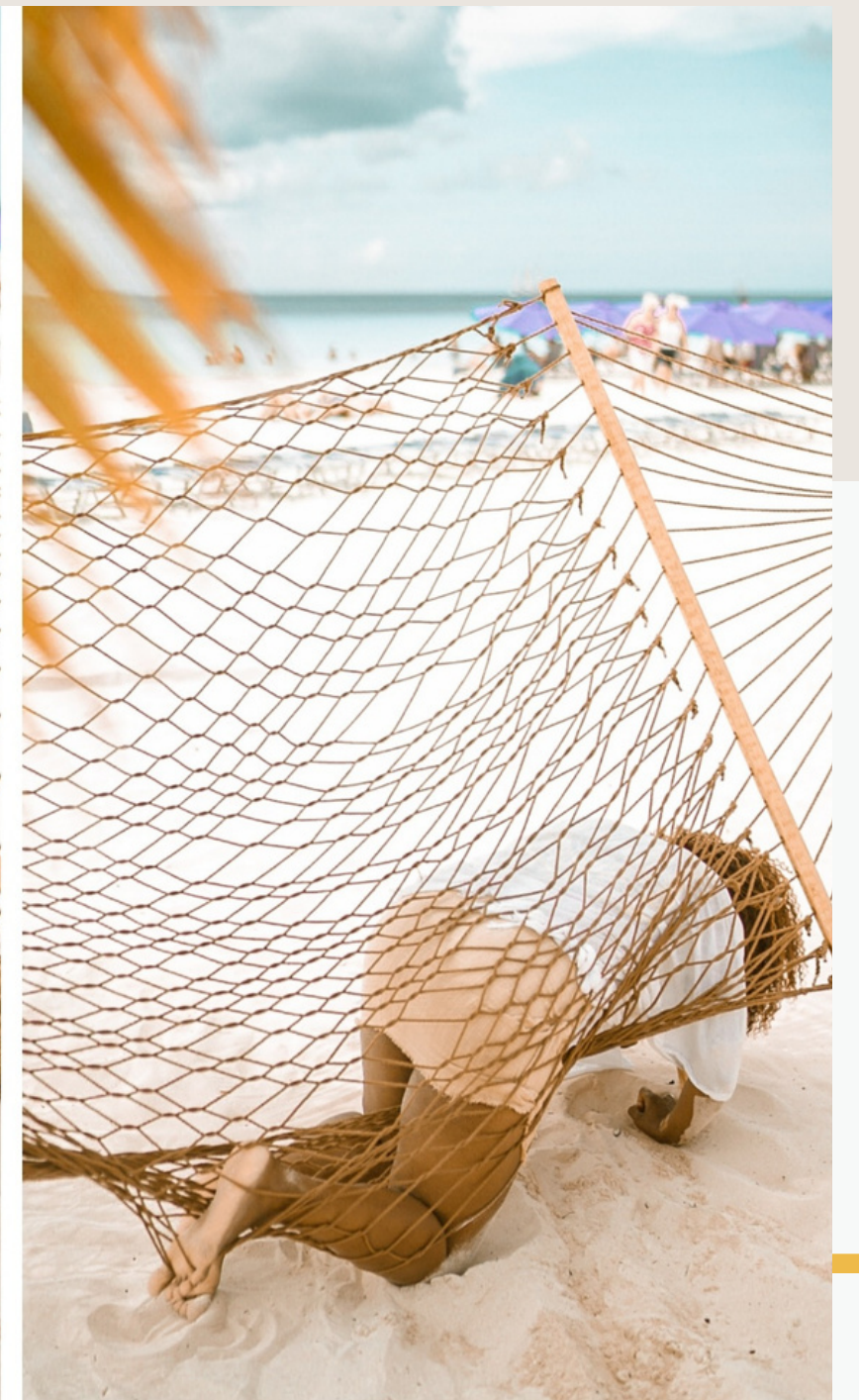
Very few entrepreneurs share their secrets, the bruises of their heart, and the mistakes of the past. That's what breeds connection and trust





# FAIL PUBLICLY

**Let them see you fall/fail! That sh\*t is just relatable.**





# BEHIND-THE-SCENES



## SOCIAL MEDIA

Being active, present, and engaged across 7 social media accounts daily takes dedication, discipline, patience, and integrity



## DIGITAL MARKETING

A lot of digital marketing is creating cornerstone content that is evergreen, on a platform like a blog, YouTube, or podcast



## CONTENT CREATION

Being creative and consistent with delivering photos, videos, and captions that inspire and encourage your audience to believe in themselves



## SOCIAL ENGAGEMENT

**YOUR CONTENT SHOULD BE A CONVERSATION RATHER THAN A LECTURE. PEOPLE DON'T LIKE TO BE PREACHED TO.**

# THE 5 PERSONALITY TRAITS I CHANNEL IN MY CAPTIONS TO DRAW CLOSER TO MY AUDIENCE

**HUMOROUS + WITTY**

**TRANSPARENT + RAW**

**THOUGHT-PROVOKING**

**EMOTIONALLY ENGAGING**

**GENUINE + RELATABLE**





# HUMOROUS + WITTY

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TOP 10 PICK-UP LINES  
FROM FOREIGN MEN

TOP 10 WAYS TO GAIN  
WEIGHT WHILE YOU  
TRAVEL – RESULTS  
GUARANTEED!

MY 10 BIGGEST  
MISTAKES AS A TRAVEL  
BLOGGER





# TRANSPARENT + RAW

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HOW I AFFORD TO TRAVEL

WHAT IT'S LIKE TRAVELING  
AS A SOLO, BLACK WOMAN

MY WORST EXPERIENCES  
TRAVELING



# THOUGHT-PROVOKING

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THE GOAL IS TO ALWAYS EVOKE SOME KIND OF EMOTION FROM YOUR AUDIENCE

MAKE YOUR READERS THINK, NOT **LIKE YOU, BUT WITH YOU**

TALKING ABOUT IDENTITY SHIFTS, ENTREPRENEURIAL INSIGHTS, AND MORE, ALLOWED PEOPLE TO UNDERSTAND ME BETTER



# EMOTIONALLY-ENGAGING

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YOU DON'T HAVE TO BE  
CONTROVERSIAL, BUT YOU  
**CAN** TACKLE CONTROVERSIAL  
ISSUES TO SPREAD A  
NUANCED PERSPECTIVE OR  
SHED LIGHT ON A LESSER  
KNOWN ANGLE TO A TOPIC



# GENUINE + RELATABLE

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"ADULTING: WHY IT'S NOT FOR ME"  
ARTICLE POKED FUN AT MYSELF

REMINDED PEOPLE THAT EVEN  
THOUGH I LIVE AN EXTRAORDINARY  
LIFE, I'M STILL AN ORDINARY PERSON

WASN'T TRAVEL-RELATED  
SPECIFICALLY SO IT SHOWED PEOPLE  
A BIT MORE OF MY PERSONAL SIDE

## BUILDING LOYALTY

Add value to people's lives for free, so that your audience will view you as someone worthy of following/investing in.

This will help you cultivate your MVPs (Most Valuable Payers), those who will buy anything with your name attached to it!



**People no longer want to do another 4 years of school, put in the Malcolm Gladwell "10,000 hours", or spend infinite hours on Google**



**IF COMPETITORS HAVE  
THE SAME GOAL, THEN IT'S  
THEIR COMMUNITIES THAT  
DISTINGUISH THEM**





**When growing community, don't pander to what you think they want.**

**Be who you are, in your truest form, and the right people will find you.**



**Network like you've  
made it.**

**Hustle like you haven't.**

**No matter what level  
of success you reach,  
there will always be  
more people that need  
the exact magic you  
bring to this world.**





# Change your bio



The first two lines of your bio are the most valuable and important spaces on your Instagram profile

< **glographics**    

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5,425

Posts

266K

Followers

600

Following

**Glo Atanmo • Creative Educator**  
Motivational speaker  
 Speaker  Coach  Traveler  Podcaster

- on a journey to be a better human
- founder of [@thesocialeducators](#)
- [team@thesocialeducators.com](mailto:team@thesocialeducators.com)

[learnwithglo.com](#)

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# Create cover photos .....

When you have a neat grid, it shows your community that you care about your content

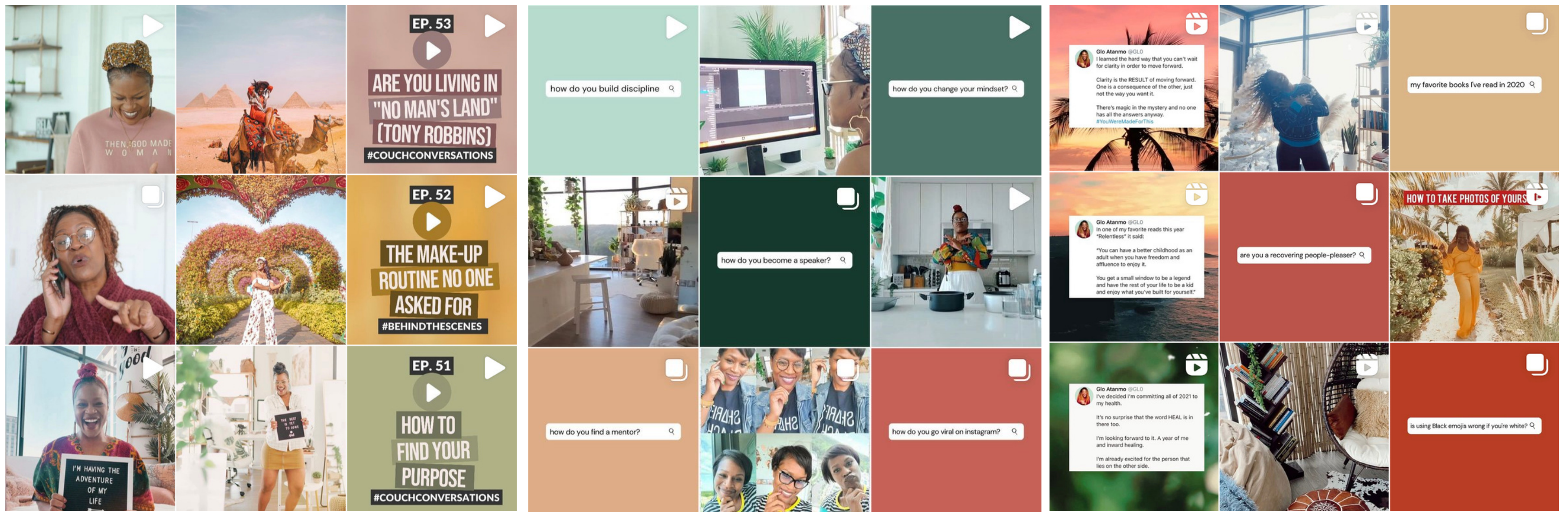


- use Canva templates
- use the IG caption tool
- use the "Over/Studio" app to overlay tweets on videos



# Try a style 30 days .....

It's the experimentation process, not the planning one, where you discover what works





The background image shows a workspace with a silver laptop, a brown notebook, and a white coffee cup on a light-colored desk. Two large green hexagonal shapes are overlaid on the image, containing text. The left hexagon is a medium green, and the right one is a darker green. The text is in a clean, white, sans-serif font.

## FEED

Your feed is supposed to highlight the aspects of your brand that you want to be known for, or be able to monetize.

## STORIES

Your stories are where you humanize your brand by sharing everyday behind-the-scenes of your life



# YOUR COMMUNITY SHOULD KNOW:

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## WHO YOU HELP

The people you're inspired to lead, help, or develop



## WHAT YOU DO

The ways that you are trying to make a difference for others



## WHERE THEY CAN BUY

What's your main landing page for how people can purchase from you (buy a simple one on GoDaddy)



## WHY THEY SHOULD TRUST YOU

What makes you credible and how can people verify it

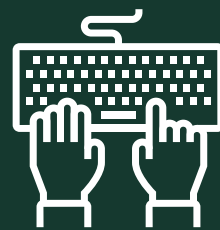


# Community without consistency is impossible



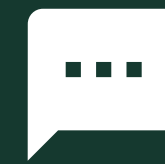
Nailing down  
a schedule

Even if it's a commitment to 3x a week, follow that for at least 3-6 months without stopping. (automate if you need to)



Answering questions  
immediately

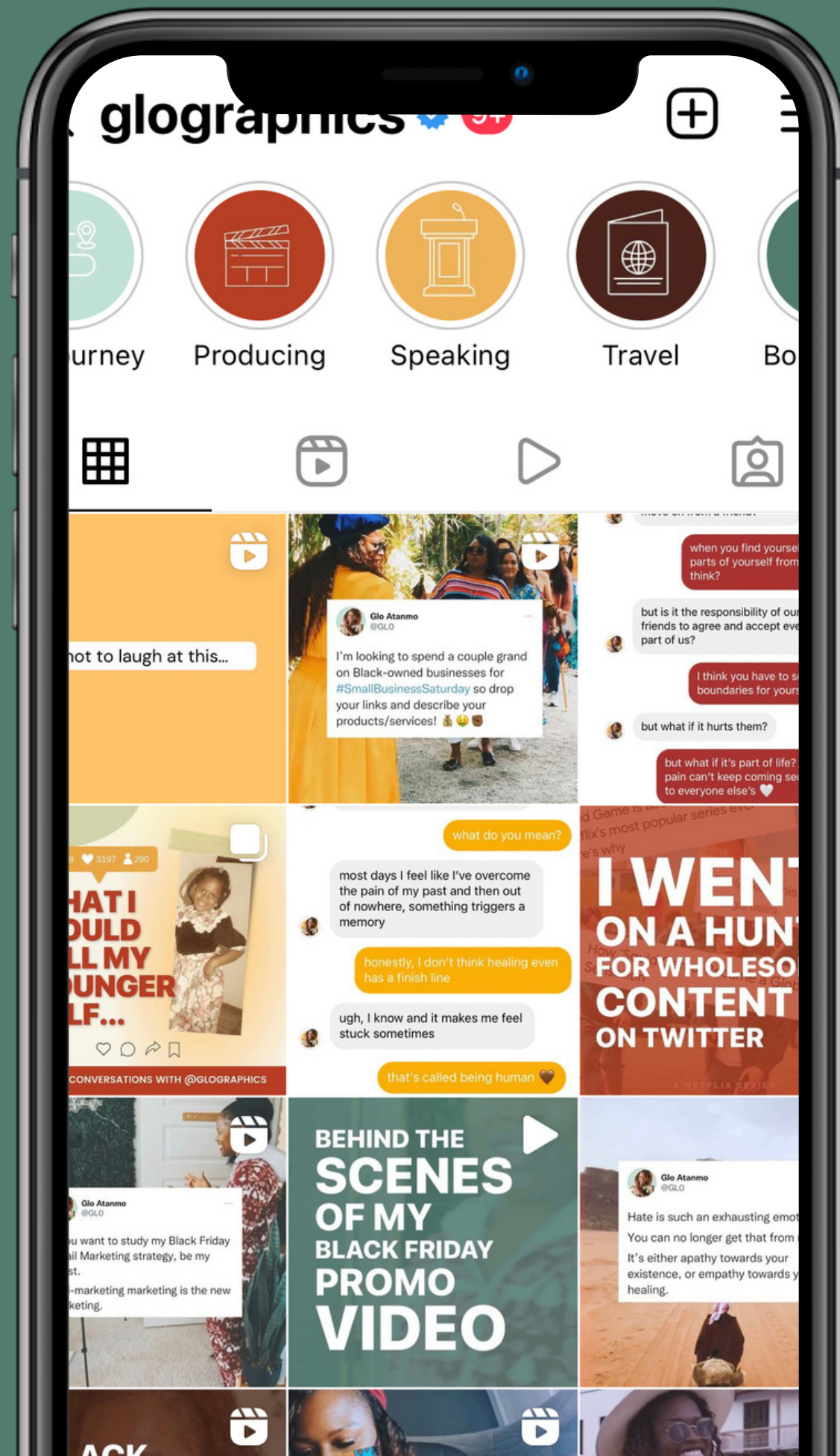
When questions arise, be the first to answer, no matter how annoying or redundant it may be. Use this as research.



Interacting  
with followers

Use your DMs to send voice notes, custom discount codes, and links to your favorite articles or podcast episodes



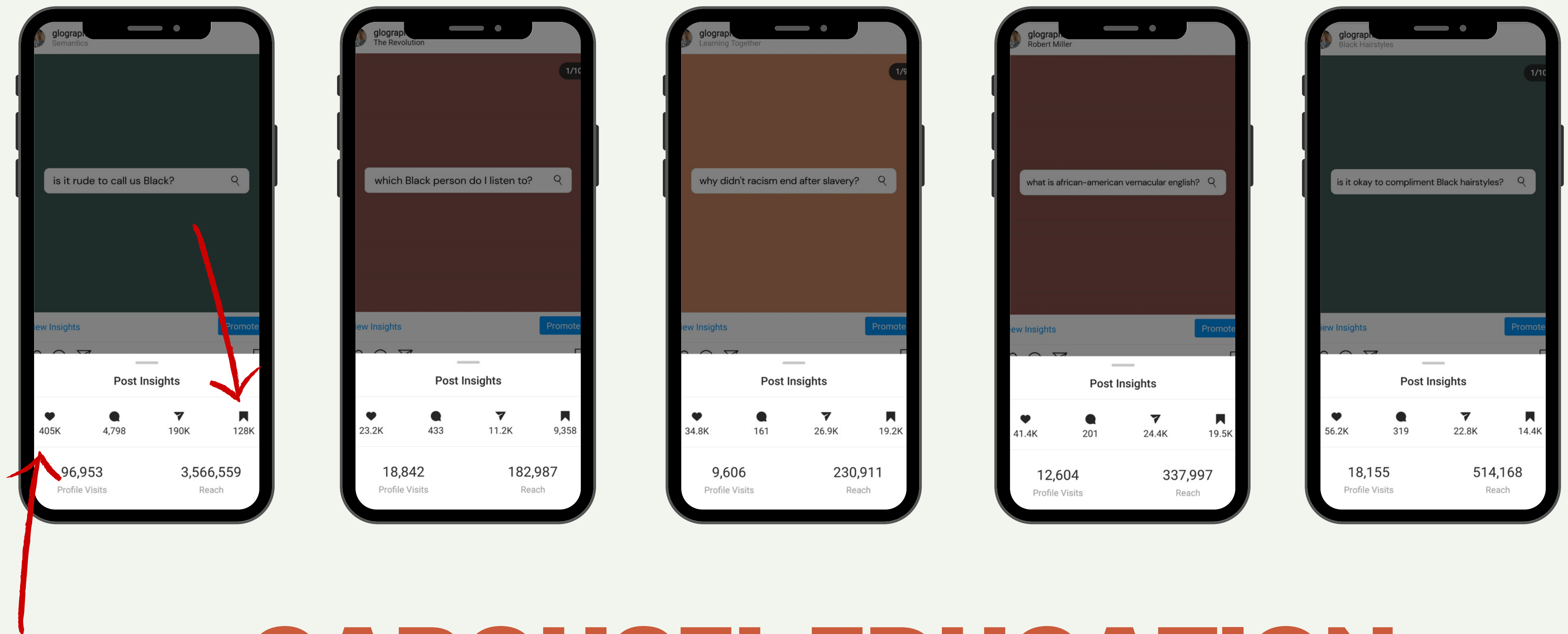


# Start where you are

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“Some of you are thinking like an airplane, not a helicopter. An airplane has a long runway, with lots of time to prepare and build up speed and momentum. A helicopter doesn’t think that way. It takes off immediately and perfects along the way. And sometimes life doesn’t give you a long runway.” — Dr. Delatorro McNeal, II





# CAROUSEL EDUCATION

From 2017 to 2020, Instagram carousel posts grew from 3% to 19.44% (source: BannerSnack). There is a dire need for educators who can take complex subjects and deliver them in a digestible way.





# GOING ABOVE AND BEYOND

- Adding coaching calls to your courses
- Giving "fast-finger" prizes, like dinner for the winner
- Give more than they pay for
- Hold in-person intimate meetups/events
- Repost or share their content with your community





G  
R  
O  
U  
P



**G**ive intimate access

**R**

**O**

**U**

**P**



**G**ive intimate access

**R**eward positive progress

**O**

**U**

**P**

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**U**

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**U**nderstand their pain points

**P**

**G**ive intimate access

**R**eward positive progress

**O**ffer unsolicited support

**U**nderstand their pain points

**P**ick out ambassadors





**Now go "GROUP" the community of your dreams!**