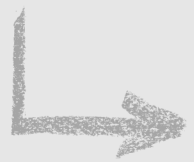


**70% of all
communities
fail.
Mine don't.**

Here's the exact framework
I use to build them.



1

Start with careful participant selection

- Don't chase scale. Chase alignment.
- One unengaged member can kill the energy.



Quality beats quantity every single time.



2

Define your unique connection

- "Professional women" isn't enough.
- "Women navigating male-dominated cultures" resonates.



The more specific your shared challenge, the stronger the bond.



3

Build structure that removes social anxiety

- Assign teams and/or a seating chart before people arrive.
- Create agendas for every interaction.
- Remove the guesswork from "how do I fit in?"



**Introverts shouldn't
have to act like
extroverts to belong.**



4

Set clear intention (and enforce it)

- No sales pitches allowed.
- No toxic positivity or negativity.
- Vulnerability is rewarded, not punished.



**Rules create safety.
Safety creates
connection.**



5

Create rituals that build excitement

- Annual moments that people protect on their calendars.
- Exclusive access that feels special, not business-like.
- Traditions that members look forward to all year.



When people guard your event dates before you announce them, you've won.



**That's not
networking.**

**That's
belonging.**



Find this useful?



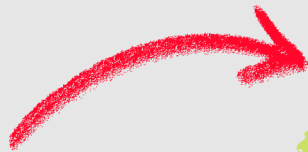
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