



# 5 Ways to Build Community & Why It's So Important

PEPPER MAKEPEACE

Small Business  
*Sisterhood*



# What is Community?

## The Hierarchy of Community in Business:

- ♥ Networking
- ♥ Referral Funnel (like BNI)
- ♥ Social Group
- ♥ Like-minded Individuals
- ♥ Personal Board of Directors
- ♥ BizBesties



# Community Over Competition

- ♥ The hard sell is dead
- ♥ There's plenty to go 'round
- ♥ Collaboration is so much fun!
- ♥ What's your business intention?



# Top 10 Benefits of Community

1. Not feeling isolated and alone
2. Getting inspired by others' action, success, and ideas
3. Collaborating on projects and events
4. Cross-promotion of each other's stuff
5. Feeling understood and supported as a business owner + emotional support when shit goes sideways
6. Accountability – both for working on stuff and taking care of yourself. (ex. Did you sleep last night? / Don't forget to eat! / How's your project going?)
7. Productivity & Time Management - keep each other on track and working on what matters most
8. A safe place to talk about the ups and downs of running a business with people who get it
9. Access to referrals, programs, and strategies that are tried and true
10. Getting feedback on ideas, content, programs, products, etc. (ex. Am I crazy, or could this actually work? / How could I make this happen?)



# Way to Connect

- ♥ Have VIRTUAL COFFEE with peeps you know on social media

- ♥ Online MEMBERSHIP GROUPS that Rock

Small Business Sisterhood

Covelle

The Members' Club

The Brand It Boutique

Creative Dream Circle

Being Boss

- ♥ Local IN-PERSON NETWORKING Groups that Don't Suck

- ♥ IN-PERSON COFFEE with Individuals

- ♥ COLLABORATE with other small business owners







# Strategies for Connecting

- ♥ Know Your Own Style
- ♥ Be Aware of Your Intentions
- ♥ Two-way Street
- ♥ Allow Organic Flow
- ♥ Nurture & Follow-up





# Action Steps:

1. SET UP A COFFEE DATE
2. JOIN A COMMUNITY
3. COLLABORATE

