

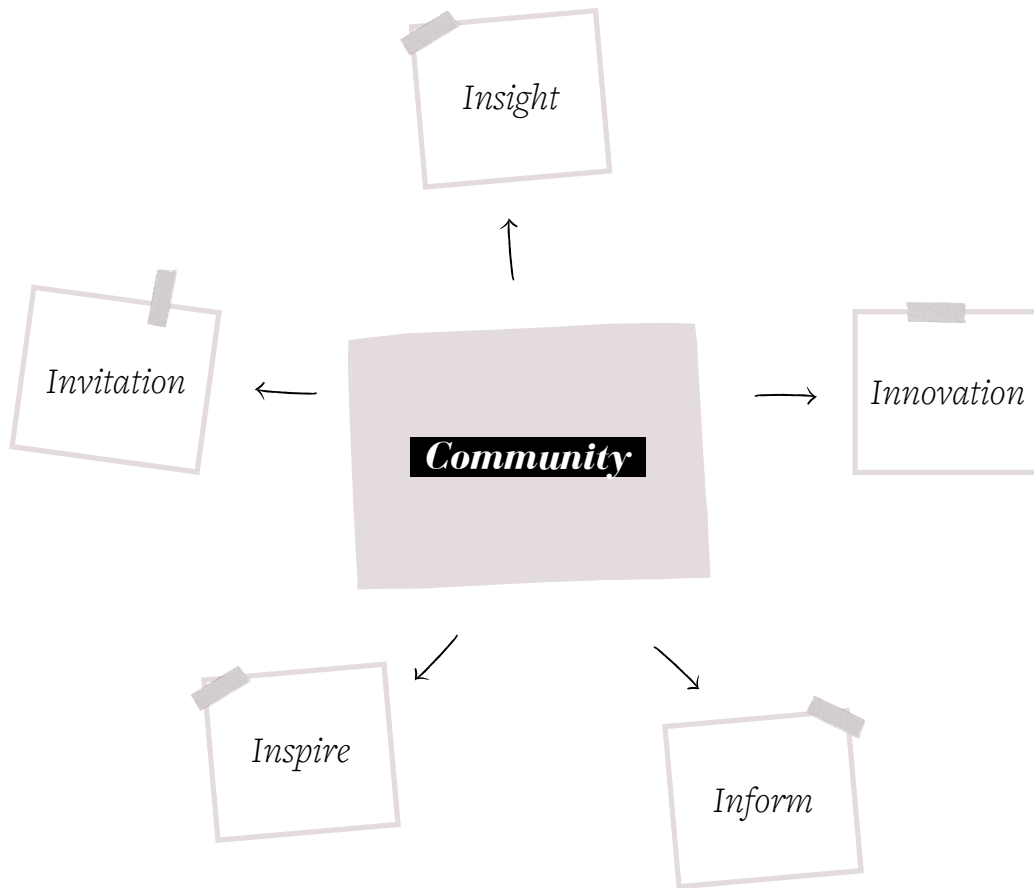


Building *Authentic* Community

L U X A R T

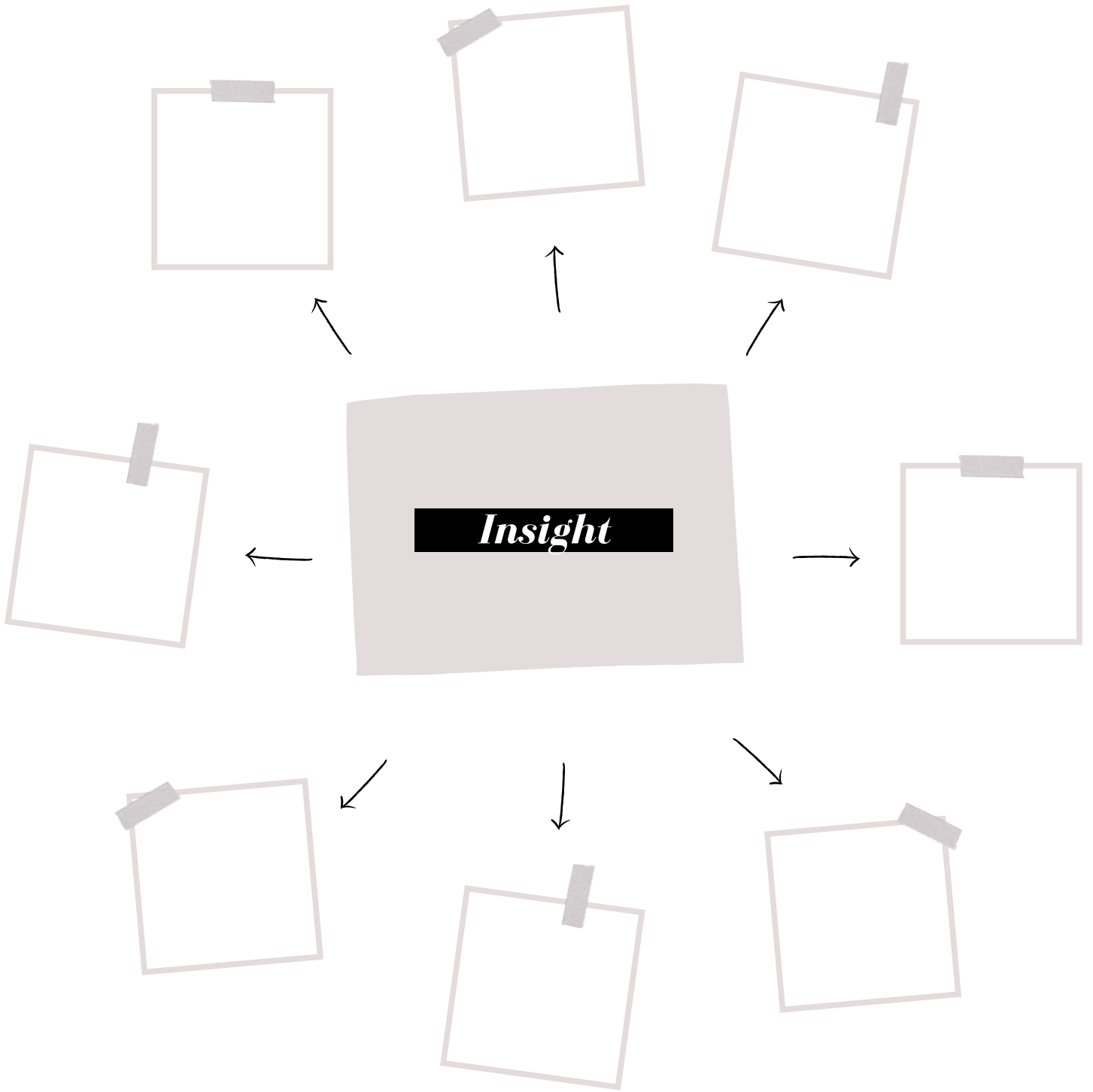
Building Authentic Community

One of our core principles is empowering our clients to build community versus consumers. A community garners trust and loyalty, it fosters mutuality as we learn, grow, and share together. This organically leads to a more engaged and authentic audience. Use this guide to create a framework that focuses on the who, the why, and how you can provide value.



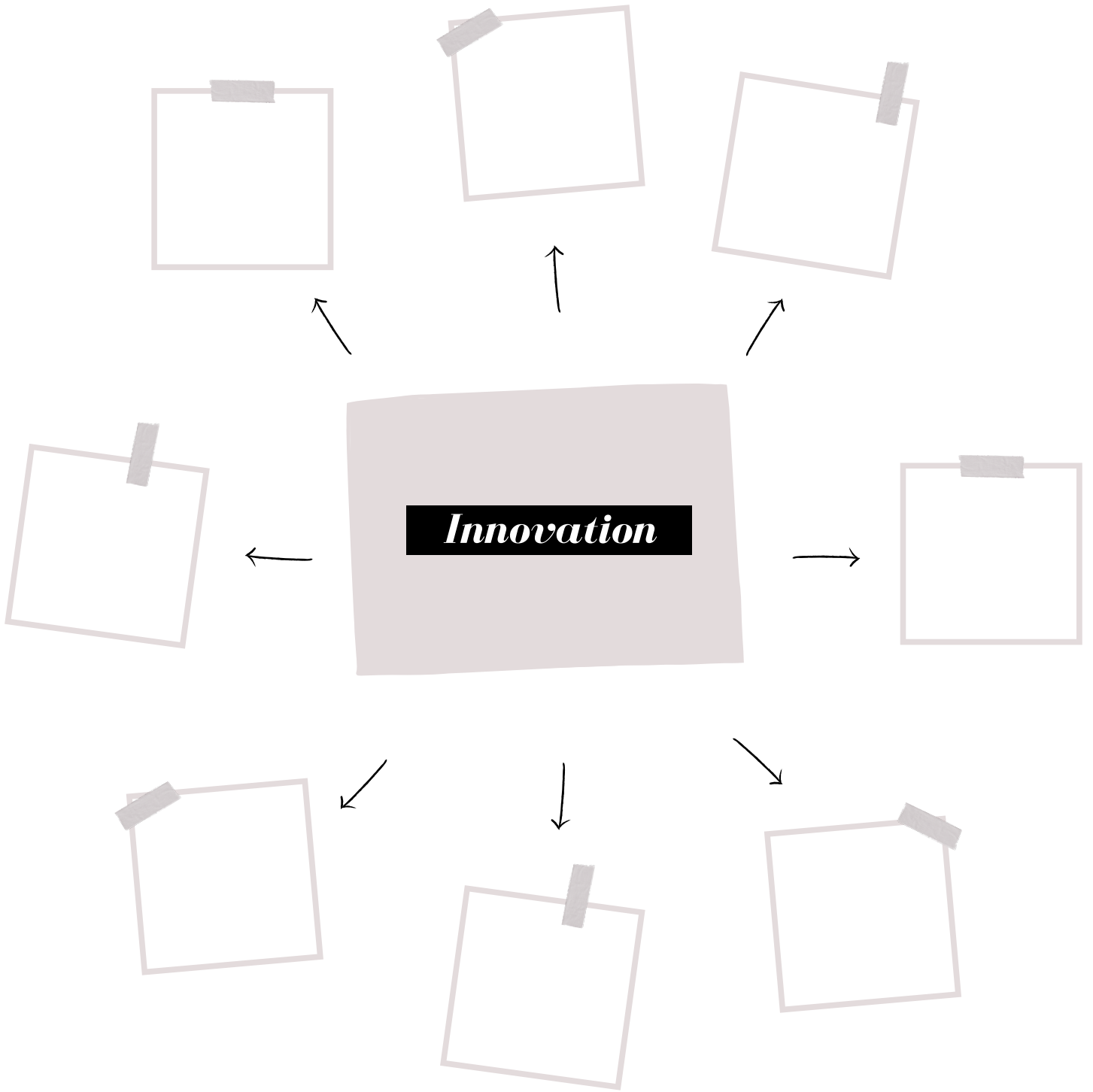
TIPS

- 1 Print out the guide OR to save ink and paper you can use the markup feature in an app
- 2 Choose a short set amount of time to quickly brainstorm - we like 5 minutes per area. Write down as many thoughts and ideas as you can.
- 3 Choose a longer set amount of time to refine your initial brain dump - we like 20 minutes per area. Categorize, prioritize, organize.
- 4 When brainstorming strategies or campaigns, filter each through the framework you just built for yourself.



PROMPTS:

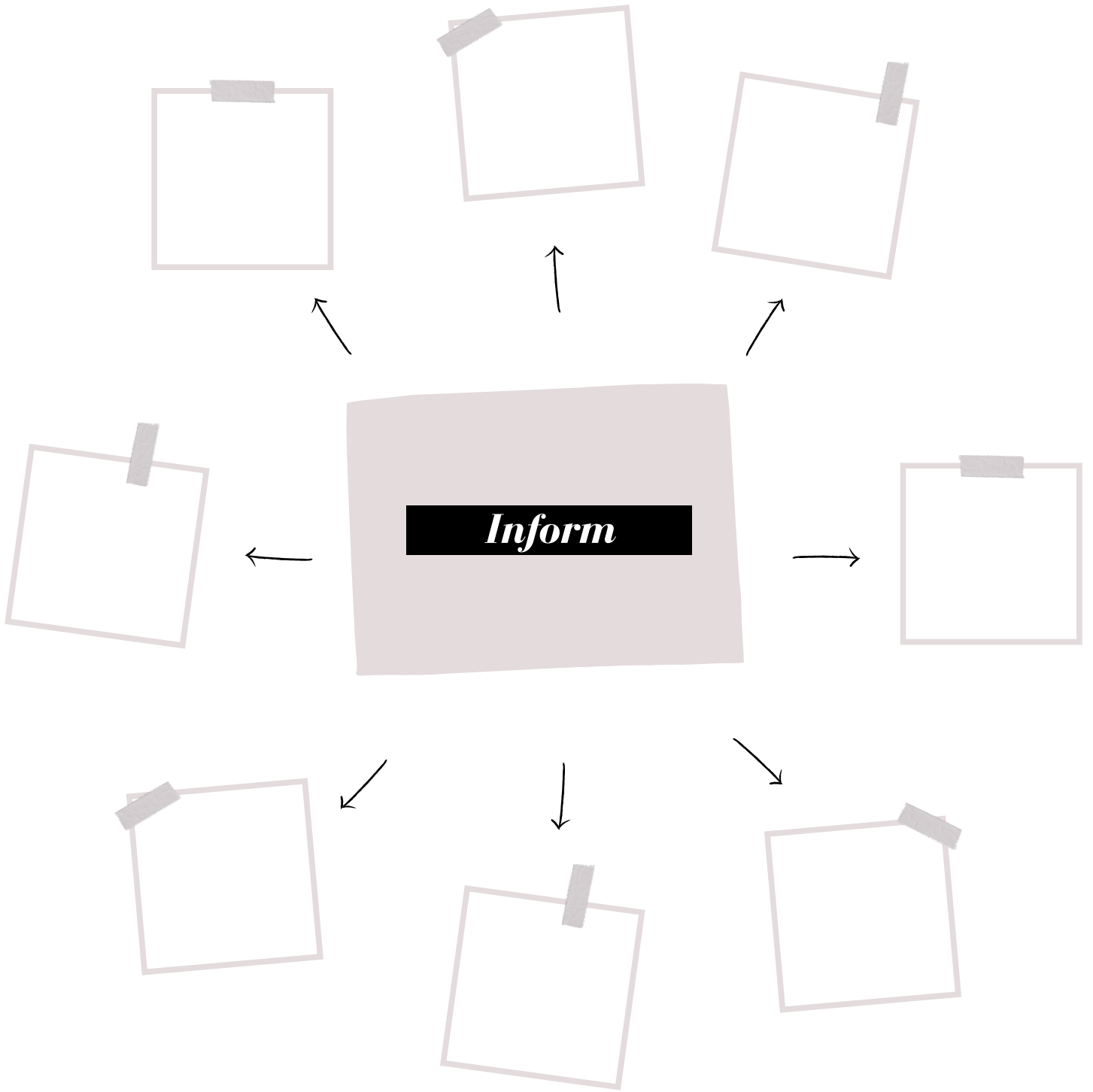
- What problem or challenge are you solving?
- What was missing that you're trying to fill?
- Your unique placement or niche in the industry or field?



PROMPTS:

What solutions do you provide?

What creative ways are you meeting a need or challenge in your industry?

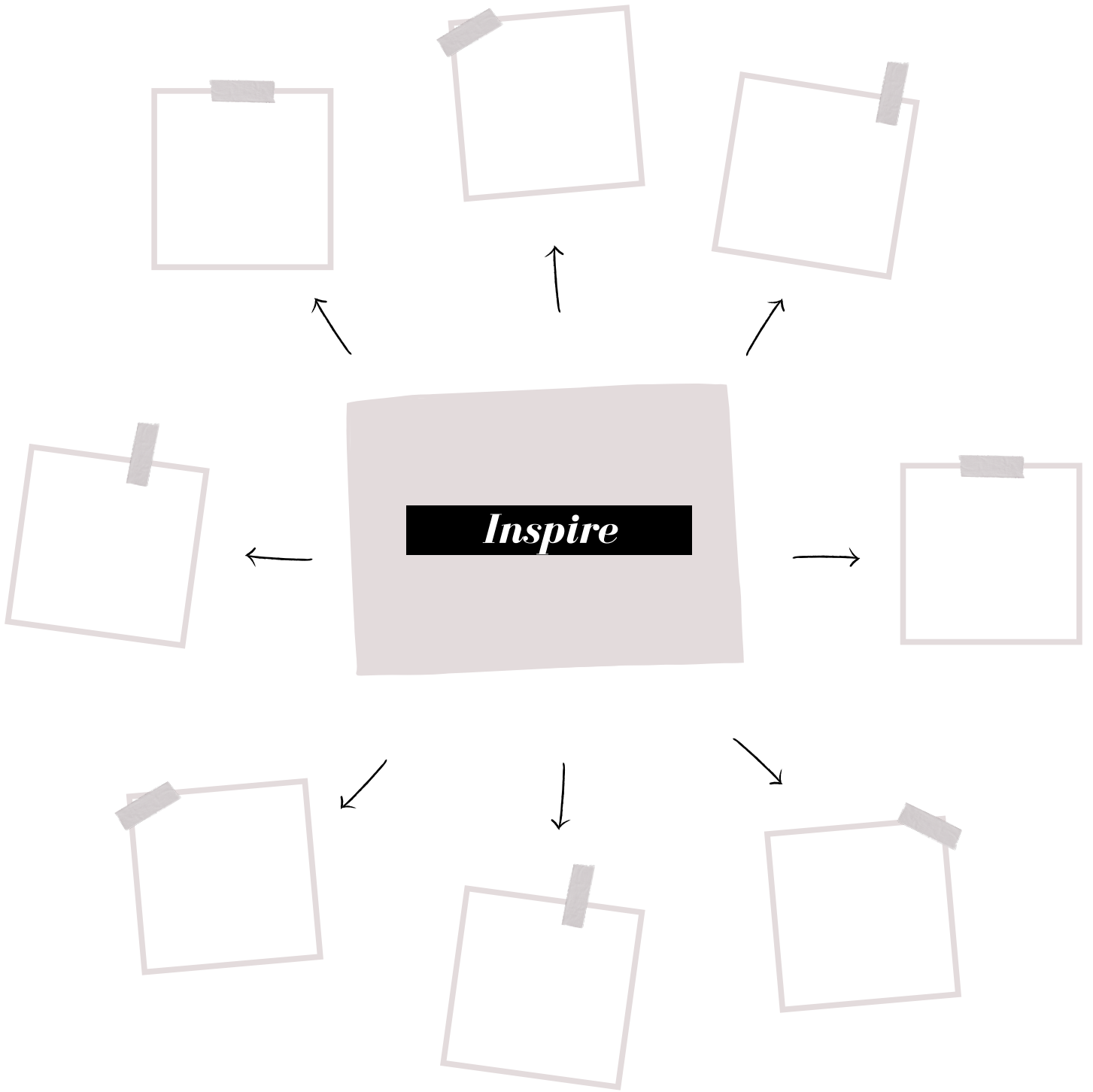


PROMPTS:

Educate your audience.

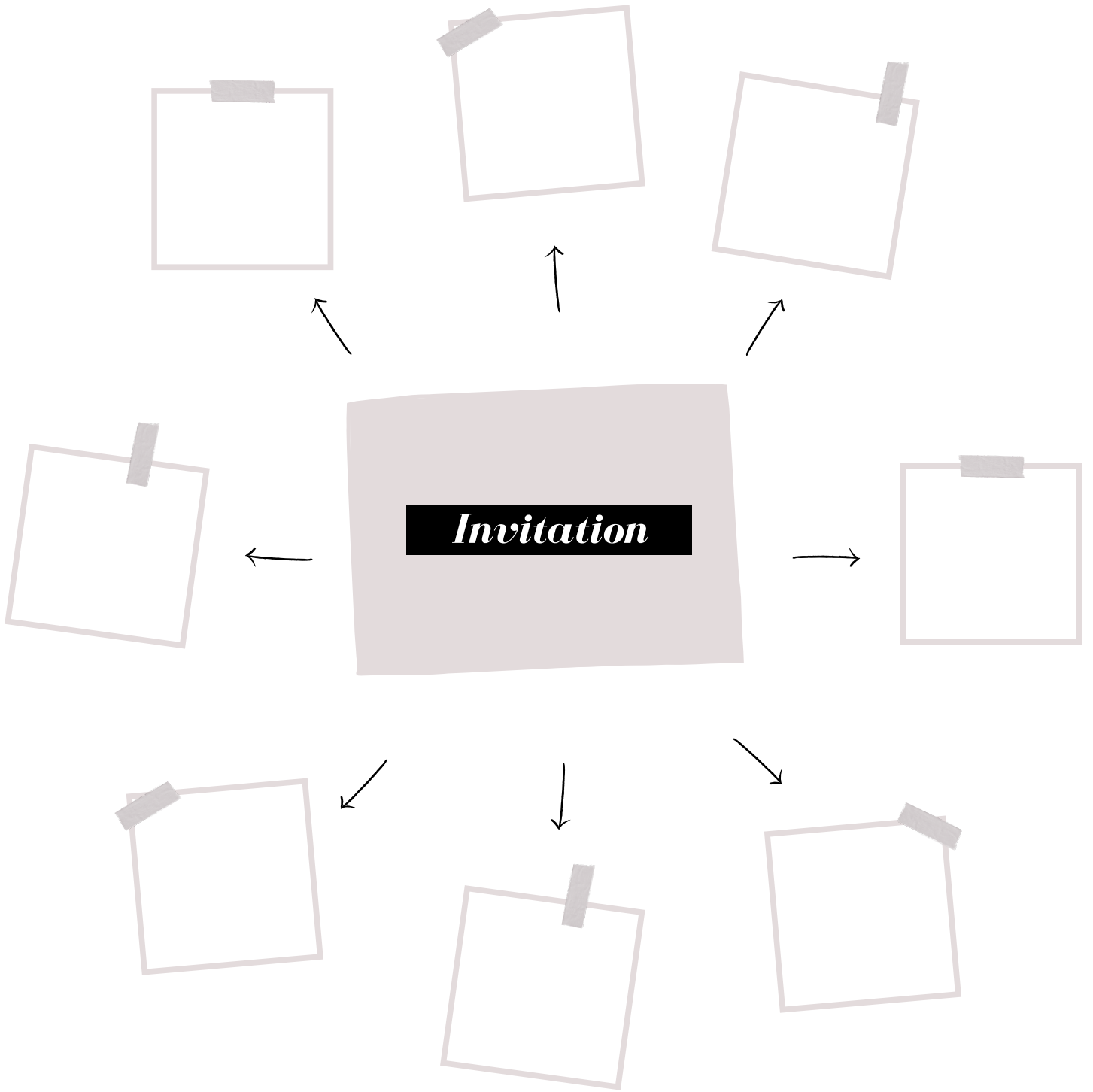
What are helpful tips your expertise can offer?

What is important information that helps them connect to the problem/solution?



PROMPTS:

Invite your audience to imagine your product or service as part of their life.
Tell them stories about what you've learned from success and failures.



PROMPTS:

Your call to participation, engagement, and sales.
Connect around a common interest, need, or goal.

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