



Template: Niche Community Creation Checklist

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Based on Article: "Creating a Niche Community: How to Monetize Your Blog's Audience"

A practical checklist to build and monetize a niche blogging community effectively.

Checklist Items:

- ☐ **1. Define Your Niche**
Choose a niche that is specific enough to build identity but broad enough to sustain growth. Use keyword tools and forum activity to evaluate demand.
Reference Section: Define Your Niche and Community Purpose
- ☐ **2. Conduct Market Research**
Assess the audience size, competition, monetization fit, and engagement likelihood. Compare candidate niches for their potential.
Reference Section: Define Your Niche and Community Purpose
- ☐ **3. Craft a Community Purpose Statement**
Create a statement that defines the member persona, communicates the promise of the community, and sets community norms.
Reference Section: Crafting the Community Purpose Statement
- ☐ **4. Design an Audience-First Onboarding Funnel**
Create an onboarding funnel that addresses immediate needs of the audience and guides them towards engagement with low-friction conversion points.
Reference Section: Build an Audience-First Onboarding Funnel
- ☐ **5. Create Lead Magnets**
Develop lead magnets that provide immediate value to your audience. Ensure they address specific problems and have low friction for access.
Reference Section: Build an Audience-First Onboarding Funnel
- ☐ **6. Develop a Welcome Sequence**
Implement a welcome email sequence that delivers immediate value, showcases the lead magnet in action, and invites to join the community or upgrade.
Reference Section: Build an Audience-First Onboarding Funnel
- ☐ **7. Test and Optimize Email Campaigns**
Run A/B tests on subject lines, CTAs, and send times to improve open rates and click-through rates in your welcome sequence.
Reference Section: Build an Audience-First Onboarding Funnel

☐ **8. Monitor and Adjust Community Engagement**

Continuously evaluate how well the community's engagement aligns with the purpose statement. Use feedback for content and feature decisions.

Reference Section: Define Your Niche and Community Purpose

☐ **9. Automate Content and Community Growth**

Leverage automation tools to maintain consistency in content relates to your purpose and streamline community interaction and growth processes.

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