

# Why Creating Your Own Community Matters

Connection builds trust — and trust creates customers.

## 1 ■■ The Power of Community

Your systems create freedom, but your community builds trust. When your audience joins your world, they move from

Write a few words that describe how YOU want people to feel inside your community:

## 2 ■■ Why It Speeds Up Know, Like & Trust

Your community shortens the time it takes for people to go from discovery to decision. It's where they see your value

How can your community help people trust you faster?

## 3 ■■ The Mission of My Community

Use this formula to define your community's purpose:

“The mission of my community is to help [who] go from [problem] to [result].”

## 4 ■■ Notes & Ideas for My Future Community