



THE MIGHTY GUIDE TO

Moving Your Facebook Group

 **mighty networks**



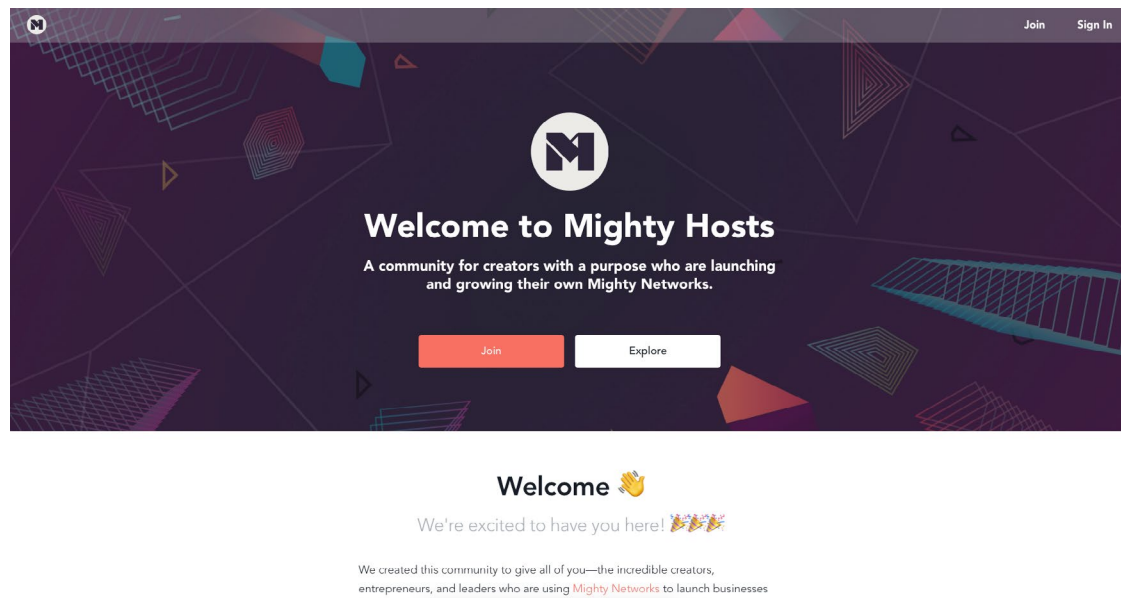


Welcome to Your Community's Next Chapter

If you're anything like the thousands of creators who have already moved their Facebook Group to a Mighty Network (or started a new community from scratch on Mighty), we know this decision has been brewing for a long time.

With the arrival of a new year (and a new decade!), this is your moment to make the move. You're ready for it and, more importantly, your people are ready for it.

But wait, what could make this transition even easier?



How about a step-by-step announcement and transition strategy, sample announcement scripts to make your own, and over in **Mighty Hosts**, a supportive community of fellow creators available in real time to help you navigate any unique dynamics of your specific move?

Well, good. That's what we thought, too, and it's why we ended up creating (and you ended up reading) this new guide we're making available a few days before the start of 2020 exclusively to Hosts on our paid plans.



What We Cover in This Guide

Given the number of different variations of Facebook Groups, this guide is designed to do a few things well:

- I. Capture the most compelling reasons for making the move** because there are some very real reasons for you and thousands of others to make the decision to move from a Facebook Group.
- II. Identify the most common objections you'll hear** in making the move away from your Facebook Group and provide you with a set of strategies, messages, and tactics for successfully navigating them.
- III. Highlight the 3 most common mistakes we've seen** when creators have made the move from a Facebook Group to a new platform, and especially to a Mighty Network. Then, we'll offer ways to help you avoid them.
- IV. Provide a proven formula for sharing your new community** that starts with having a big purpose, creating something different, and celebrating all the things you and your members can do when you choose to build a world that's all your own.
- V. Answer a few frequently asked questions.** We'll answer the questions we get the most.
- VI. Offer strategies and samples for your actual announcement and follow up posts.** In the appendix, you'll find actual sample scripts you can use for your own announcement.

So, if you're a creator with an existing Facebook Group and you're ready to move to a Mighty Network, let's dive right in.



I. The Most Compelling Reasons for Making a Move to a New Platform

If you're reading this, you're ready to make a move from a Facebook Group to a new platform for any number of reasons. Here are a few of the most common ones:

→ **You want your members to achieve a whole new level of results or transformation in their lives that they can't quite find on their own—and they aren't going to get by spending more time on Facebook.** If you're anything like the other passionate creators leading thriving communities on their own Mighty Network, you're bringing people together to master something interesting or important to them.

The more focused time your members spend with your program and, even more importantly, getting to know the stories and experiences of other members who are also delving deeper into the topic, the faster everyone progresses on this journey together.

And this is where your goals break with Facebook's interests. Facebook's business model is simple. It's designed to get as many people around the globe to spend as much time as possible on its platform, such that advertisers need to buy ads on Facebook to reach the world's population.

Facebook does not care if your people are engaging with you and your topic or any number of other things it makes available—from competing groups (that it relentlessly advertises to your members) to heated political debates, heartwarming family updates, or news from friends. Here's the thing: in this context, your members will never get to go deeper on a topic or get to know the people who will have the best shot at helping them in their pursuits.

It's like trying to have a retreat or a conference in the middle of New York City's Times Square. Without focus, there's no progress. It's simple: Facebook does not offer focus, even in a private group.

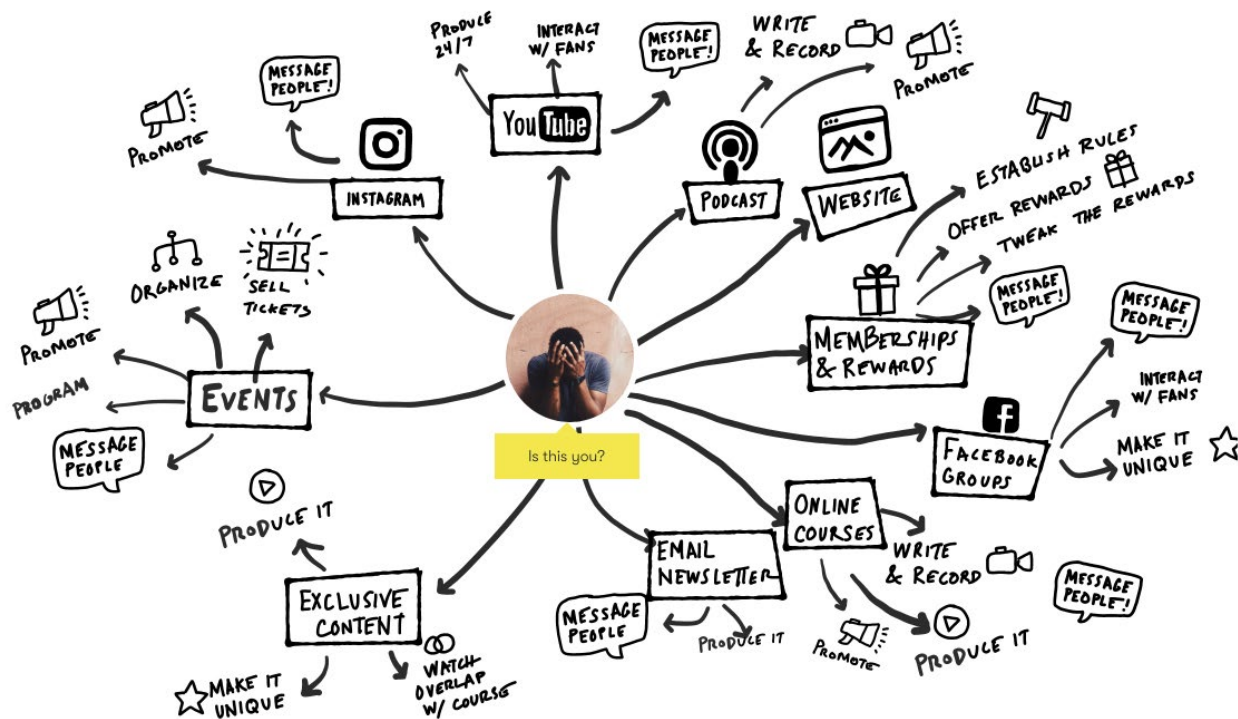


→ You see the profound possibilities and impact that's possible when you create a world dedicated to your topic that's more than just a group. If you are anything like the thousands of creators building their brands by bringing people together, you aren't limiting what's possible to the constraints of a Facebook Group.

Even if you haven't launched them yet, you see the exciting potential of growing your brand with paid online courses, subscriptions to "mastermind" groups that are tailored to a specific segment of your members, ticket sales to meetups as well as virtual conferences, and so much more.

Unfortunately, when you anchor on a Facebook Group for your community, the only option for any of these paid or more structured pieces is making do with more and more single feature add-ons that live on different platforms beyond Facebook.

Let's be honest. It's a mess. You're doing a ton of work to try and bring these pieces together. No matter how hard you try, your members aren't able to really meet or build relationships with the people who are ultimately the most important asset they need to achieve results: other members.



In stark contrast to this mess, when you have your community, online courses, sub-groups, and the ability to charge for any or all parts of your offering together in the same place, something magical happens. Even better, it's available under your brand and instantly accessible on web and mobile apps.

You can create your own world. With your own rules and culture. Where your content and courses are the priority and available to everyone. And where you and your members can truly shine away from the noise and distractions of a general, one-size-fits-all platform.

→ **You want confidence that you can reach each of your members and they have the best chance possible to learn from each other—all under your brand.** You may have noticed that, up until this point, we haven't talked a lot about features. Let there be no doubt that there are some pretty special features available on Facebook. Even more importantly, there are 2.45 billion people who know how to use them.

But with the compelling features of Facebook also come some pretty challenging ones, especially if the goal is to create a brand that brings people together to master something interesting (and ultimately charge for one or more pieces of your offering).

Here are a few challenging features of Facebook:

- **Facebook doesn't offer a clear way for your members to get to know each other.**

When the main model of interacting with your group is in a person's newsfeed alongside everything else they have going on, actually building relationships within a Facebook Group is hard. And yet, what we know to be true about truly achieving results and transformation is that it's more important that your people see other people following the program, taking the same steps, and sharing their experiences and stories with one another than anything your content offers on its own.

- **Facebook prevents you from reaching all of the members of your own Facebook Group.**

It's challenging to be a mentor to your members on Facebook if you don't have confidence that you can reach them. And on Facebook, you can't always reach them. What your members see is up to Facebook, not you. And there's no way for an admin to message all members of a Facebook Group (which, we agree, seems weird).

- **Facebook Groups aren't offered under your own brand on your own terms, especially if you are planning to charge.**

When those same 2.45 billion people have been trained that Facebook content and connections are free, how can you differentiate your offering to be something they should pay a premium for when you're sending your people to multiple platforms—including yet another Facebook Group—none of which are coordinated under your brand?

With each one of these reasons, you can see the opportunity to focus not on features, but on the bigger opportunity of bringing people together in your own unique, vibrant world to create the kinds of results and transformation that each of us desire, but are nearly impossible without belonging to a community.



II. The Most Common Objections You'll Hear When Moving from a Facebook Group

"You're going to lose all of us if you choose to move."

You've already imagined someone saying this to you. And it's probably the biggest factor keeping you where you are today.

Let's acknowledge the fear that each of us have that we'll announce the move, spark a revolt, and be left with an empty (or angry) community on a new platform no one wants to use.

This primary objection has some variations that you may hear as well, like:

"Everyone's already on Facebook. Are you really going to make us all learn something new?"

"I can't manage yet another account."

"I can only engage or contribute if I'm able to do it from Facebook."

Even in a sea of otherwise happy members who are excited to move to a new platform where everything is available in one spot under your brand, hearing even one person write or say any one of these objections can send any of us into a bit of a tailspin.

The good news is that the way we process fear—to outweigh the one negative comment or concern over the many positive and excited voices—has protected us over centuries from being eaten by animals.

The bad news is that this fear also prevents any one of us from making a move to something unknown but better. You're also making a move to something better. Your folks just don't know it yet.

There will always be people who are skeptical of change. In this particular case, the reasons for people's skepticism of the move will be around the time and effort involved in shifting their own habit, and the fear of the unknown—whether they are going to like this new habit more than the one they're comfortable with today.

This is completely understandable. And it shouldn't stop you from making a move.

It's important to meet people where they are while not apologizing for your decision to make the move. It's certainly a balance and we've got some scripts (and a supportive community on Mighty Hosts) to help you.

Here are a few things to know right now:

1. When your big purpose—the motivation for your community—is clear and important enough for people, the right folks will follow you. A Mighty Network will feel familiar and relatively comfortable to your people coming from Facebook or any community platform. This means your big purpose can shine through.

2. Your job as a leader and mentor is to consistently come back to the results, benefits, and transformation that's now possible with the move. It's about your ability to move faster together in a more focused and compelling way, not any single feature that's new or different. Features are means to an end. The results and benefits that come from focus are the end.

3. If you are finding yourself in an ongoing back and forth debate with a member around the finer points of certain features, stop. You have permission to say, “I know that this move is important for our next chapter and I’m excited about it. While it won’t be perfect or the right move for everyone, I hope you’ll join us. And if you don’t, that’s okay too. We’ll miss you, but we get it.”

4. You are not alone. You can have confidence that thousands of creators just like you have already made this move. You are around the corner from choosing to create something that can become special and unique under your own brand. It’s worth it.

While everyone in your group (or in certain circumstances, even a majority of members) may not join you in a move, when you are focused on the results, transformation, and benefits your community brings to people, you will attract the people who need you the most.

And here’s the thing that doesn’t get talked about a lot. When you make this move, you will find a whole new level of energy, you will fuel your own creativity, and live each day from here with the magic of focus.



III. The Most Common Mistakes in Moving a Facebook Group to a New Platform

"So, it's simple. I'm going to move my Facebook Group to a Mighty Network and charge \$2/month. I have 10,000 members in my Facebook Group, and I need to find a way to monetize it given how much work that I've been doing on it over the years. That's \$20,000 a month for me, and less than the price of a cup of coffee at Starbucks for my members."

If only this worked.

While this line of reasoning seems to make logical sense, we have yet to see this scenario play out successfully in practice. It's one of a handful of common mistakes that you can avoid in moving your Facebook Group to a new platform.

MISTAKE 1 : Charging a low monthly fee on a new platform when your members have been getting it for free on your Facebook Group.

This has two problems. First, that you're charging for the thing that they have gotten for free. While people don't expect all communities will be free, if you've been investing heavily in making something awesome that people don't pay for, they aren't just going to be willing to pay for it now that you want to start charging.

Second, when you tie paying for something they've been getting for free to moving platforms where they already have the expectation that they will have to do more work and learn something new, well, it's a non-starter.

Pay money and do more work to learn something new that I'm already not sure about? No thank you.

The good news is the solution is pretty straightforward:

1. Make sure that you're creating something new for your most motivated members first. Once you capture them and their excitement on the new platform, then you have a lot more flexibility in where you can take things from here.

2. Especially if you want to charge for this new platform, make sure that you've created something that is *different* from your free Facebook Group. No one wants to pay for the exact same thing they have been getting for free, or can still get for free from someone else in a competing group.

Start with the results and transformation that someone will get from being a part of the new platform. For example, you can focus on the stories and experiences of other people that they can then apply to their own journey to master this topic, or the opportunity to focus and go deep via exclusive events, content, or a course that you're not offering elsewhere, etc.

Don't neglect the power and benefits of "going deep" with other members who will now be easier to meet, alongside your time and content.

3. Charge a premium, such as \$599 for access to a course or as a yearlong membership fee to experiment with payments. While it may seem counterintuitive, you aren't going to get more people to pay just by making it cheaper.

Rather, you are going to get a set of motivated people who are excited about a new offering, a *different* offering, where the results of their investment of time and money simply isn't possible to achieve on Facebook.

Charging a premium tells people that it's valuable, special, and can only be accomplished somewhere outside the newsfeed whizzing by them day after day on Facebook.

When you follow these steps, there are a number of positive outcomes that makes it a strong alternative to the "low cost/high volume" option that doesn't tend to work out that well, but there's one that stands out:

When you create something different for your most motivated members, and you charge a premium for the offering, you don't need very many people to buy it to make it a success.

Back to our previous example, when you are charging \$599, you only need 33 people to buy to earn \$20,000. That's a heck of a lot easier to do than finding 10,000 people to do anything, especially pay you.

MISTAKE 2 : Continuing to run your Facebook Group at full speed while also launching something new on a different platform.

When you are afraid of moving your Facebook Group, one common reaction is to just work harder and take on more responsibility. This often manifests itself in the sense that you need to *both* continue to run your Facebook Group (or have your moderators run your Facebook Group) just the way it is while *also* launching something new on a new platform.

This is unnecessary and can lead to burnout.

Here's a better approach. It's absolutely appropriate as you are transitioning to a new chapter for your community for you to pull back from your Facebook Group and invest more heavily in a new, more holistic, more integrated offering.

You should be excited about the future of what's possible when you're not held back by a lack of focus, fighting for attention, and the inability to reach your members, or for your members to build deeper relationships with each other.

You can even keep your Facebook Group open as you make your move. That's up to you. Whether you keep it open, close it to new members, archive it (putting it in a frozen state you can always unfreeze), or delete it altogether, you can always create the boundary for yourself, your moderators, and your most motivated members that says, "we're going to invest where people can get the best results, off Facebook, while still telling people about it, on Facebook."

MISTAKE 3 : Paying more attention to the people who don't want to move, at the expense of creating something awesome for those excited to make the transition.

Again, this mistake merely makes you a fantastic human being. The truth is that it's too easy to focus on the small handful of people who want to keep things the way they are, even if those things aren't leveling up the community as a whole.

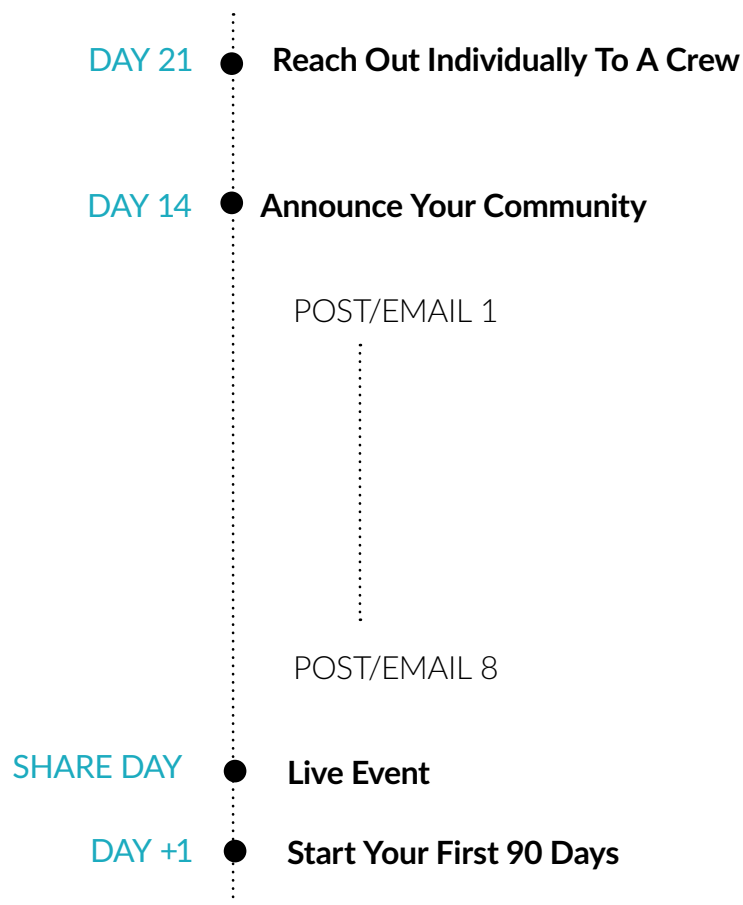
Remember that we're wired to pay more attention to danger or our fears than our successes. That's okay, as long as we balance our fears out with a few things that ensure we keep moving forward and making progress.

Focus on the things that you can uniquely do on the new platform, for the people who are excited to be there, and follow "the bright spots"—the successes, the positive feedback, and the unexpected surprises—to evolve what you're doing into something even stronger than what you started.



IV. Sharing Your Move to a New Platform

The good news for moving your community off a Facebook Group is that there's a concrete announcement formula that you can make your own. Here it is:



We teach this announcement formula in our [Community Design Masterclass](#) and have used it ourselves for years. It's simple:

1. 3 weeks before you are ready to make your move, reach out individually to “a crew.” You don’t have to orchestrate your move alone. By bringing a small team together upfront—you don’t need more than 2-3 folks to build a crew—you’ll learn the questions you’ll get around the move faster, and have more people committed to the shift on announcement day.

If you have existing moderators or admins, use them. Otherwise, reach out to 1-3 of your most dedicated or motivated members. Share the move with them, why you’re excited about it, how it will be different, and ask for their help.

2. 2 weeks before you’re ready to make your move, announce your new plan. After trying a few different time frames—both longer and shorter—2 weeks ends up being just about enough time to convince people that change is coming and it’s going to be awesome. Longer and people won’t think you’re serious about moving. Shorter and they will feel rushed.

During these 2 weeks, put your new community—including your Mighty Network—in an open “Coming Soon” state. There are a few things you can set up ahead of your Share Day event—like adding prompts for members to introduce themselves or share what they are most excited about in moving to your community’s next chapter. Use your [Mighty Checklist](#) in your Mighty Network to get just enough activity populated to remind people to come back for your Share Day.

One more thing. When you announce your new plan, make sure that you include a “frequently asked questions” post and let people know that you’ll be paying attention to questions asked on a single post, not necessarily responding to every single post they choose to make.

3. On your “Share Day,” host a live event on [Zoom](#) or [Crowdcast](#). Your Share Day live event is for the people who have moved over and are now members of the new community or program. It’s a way for people to see who’s here and learn from you where your community is going from here. Either of these video services will show your members the power of focus and creating a world all your own.

4. Between your initial announcement and your Share Day, publish 8 posts or emails dripped out over the course of the two weeks. This is a “drip” of messaging to highlight the benefits of your new community off Facebook. Sample posts are available at the end of this guide. Make sure to use our special signup link that makes moving from Facebook to a Mighty Network as quick and easy as possible, which [you can learn about here in our Help Center](#). It will save people a little bit of time, and during this transition, it will feel like a nice touch. If you don’t have email addresses, post directly in your Facebook Group. If you do have email addresses, consider using both posts and email.

5. After your Share Day event, continue to tease new and exciting activity from your new community into your former Facebook Group. Even if you are planning on deleting your Facebook Group—as opposed to archiving or closing it—give folks a few more weeks *after* your Share Day event to make the move. You can use this time to get anyone else excited to make the move.

If any of this is making you nervous, do not fear. There’s more support for this move than this guide alone. Specifically, join us in the [Community Design Masterclass](#) where we’ll help you get started with a plan for your first 90 days.

That’s it. Sharing your community move is easy with this proven formula for announcing and moving your Facebook Group.



V. Frequently Asked Questions about Moving Your Facebook Group

When I'm ready, should I delete or should I archive my Facebook Group?

[Here's how Facebook describes the difference between deleting and archiving](#). The fact that you have to remove each member before permanently deleting your Facebook Group makes archiving a big group the right first move. It doesn't delete your group permanently, but it will ensure that new members can't join and that it won't show up in search results. You can always delete it later.

How long should I wait after I've launched my new community to delete or archive my Facebook Group?

If you are archiving your Facebook Group, you can do it immediately after announcing your move. If you are deleting your Facebook Group (which is more relevant if you are a small Facebook Group making the move), you don't need to wait more than a few weeks after your Share Day event to make the move.

What if I just want to keep doing what I'm doing in my Facebook Group, but just on a new platform?

If you want to move your free Facebook Group to a free Mighty Network, by all means do it. It may be as simple as sharing with your members that a new platform that's ad-free and creator-led will look and feel different from an ad-supported platform, and that's all your members have been looking for from you.

If this guide has given you the impression that you'll have to do a lot more work to move your Facebook Group than you were anticipating—like creating an online course or investing time in building a membership site—don't worry, you don't need to do any of these things. They are simply recommendations designed to make the most common reasons for moving a Facebook Group to a new platform that much easier for you to do.

In all cases, use the reasons for moving your Facebook Group at the front of this guide with the scripts offered in the back to move your Facebook Group. And remember you can share your experiences and questions, as well as your highs and lows in moving your Facebook Group, with us and other creators just like you in Mighty Hosts at any time.

What are the major feature differences between a Facebook Group and a Mighty Network?

A Mighty Network has more ways than a Facebook Group to connect members to each other, such as seeing members who are near you, seeing members who are like you, and seeing members who care about the same topics you're interested in as well. A Mighty Network also has built-in online courses and sub-groups, so that your members don't need to go to a different platform for courses or try to juggle a handful of sub-groups next to your main group on Facebook.

While a Mighty Network has private messaging between members, as well as "all member" or "all group" chat, the ability to have small group chats with a few members is something that's coming later this year. Additionally, for live events and video, a Mighty Network relies on third-party platforms like Zoom or Crowdcast and will offer direct video uploads and playbacks later this year.

What if I'm not getting the engagement in my new Mighty Network that I got in my Facebook Group?

First, you may want to be a bit suspect of the engagement metrics you got in your Facebook Group. For example, a view of a post in your Facebook Group is calculated based on a 1.3 second "view" in a newsfeed. That means Facebook counts as engagement any time its algorithm decides to put a post from your group in someone's feed, regardless of whether they actually read or interact with it.

In a Mighty Network, engagement is different. It's designed to offer the ability for your members to meet and build relationships with each other on a deeper level in a more conscious way.

With this as context, we find many Mighty Networks that move from a Facebook Group have more, not less engagement than they found in their Facebook Group. [Here's a great example.](#) Why? Because it's real, it's focused, and the benefits that members are getting from other members allow them to achieve their goals faster.

Lastly, if you're either nervous about engagement or are looking for ways to ensure that you've got everything you need to create a thriving community, join us for the next [Community Design Masterclass](#) in [Mighty Hosts](#).



VI. Appendix: How to Approach Your Announcement Posts (and a Few Samples)

As we mentioned, in sharing your move with your people it helps to remember that they won't take action based on your first post. It typically takes anywhere between 4 and 8 posts or emails for someone to make the move.

Before you start drafting your actual post(s), you want to have a few things handy:

1. Your “Big Purpose.” This is the motivation for your community. The best Big Purposes are organized into a simple sentence: “I/we bring together _____ to _____, so that we can _____, _____, and _____.”

Your Big Purpose isn't supposed to be short or snappy. It's your internal starting point and the more details you can capture in it, the better. For example, the more specific you can be in who you serve, what you're going to master together, and what you'll all get from mastering this topic together, the more ways you'll have to capture the imagination of your members and move them over.

Getting your Big Purpose right is worth the time you invest in it.

2. Your benefits. These are captured in your Big Purpose sentence above (they are the “so that we can...” part), but being clear on the benefits your members will get from making this move—especially around their own results and transformation, less so around new features—the better.

3. “Together, we'll learn...” bullet points. You want to have 3-5 bullet points of things your community is going to do together or learn together. Try to push past the expected or conventional community activities with your bullet points.

People are used to reading about how they're going to learn and share with each other. The really effective announcements will share with someone how they'll use your community features to creatively master the topic together.

4. Why the above points and your community are important. This is a quick sentence that captures why the results and transformation your prospects (and you!) will get from your Big Purpose, your benefits, and your bullet points above matter.

5. Your call-to-action. Lastly, don't forget the easy part. Have your "call-to-action"—or what you want your people to do if they're interested—ready to go. Have your [special link to invite from your Facebook to a Mighty Network, handy](#), too.

Now that you have the above ready, you can map out your first two messages: (1) your initial announcement post and (2) your FAQ, which can be included in your initial announcement post.

Here we go...



Sample: First Announcement Post with FAQ

Today is a big day.

We're moving [our Facebook Group] and starting the next chapter of this community.

I know, I know. For some of you, this may come as a shock. But the momentum for us to move off Facebook has been building, and while you may think it's due to any number of the reasons we've already talked about in here or what you hear in the news (our privacy concerns, mistrust of this platform, frustration with our lack of ability to reach you all with messages, or your ability to build real relationships with each other, etc.), it's actually a simple, positive reason.

As many of you have shared with us, there's simply so much more we can do together to master [the topic of your community].

We're excited to bring you together in our own dedicated space away from the noise, distractions, and political debates of Facebook and create our own special world where we can:

- Introduce you to each other by location, by categories, and by the sub-topics you're interested in
- Organize dedicated "mastermind" groups for you to meet and go deeper with other members

- Launch new online workshops and/or courses

While Facebook may be convenient (I can hear some of you reading this and saying, *“I’m already on Facebook and I don’t want to have somewhere else to sign in!”*), by staying tied to a Facebook Group for anything community-related we do, we can’t grow or evolve in the ways we want to from here—bringing our groups, courses, events, and community together in one place.

Now, with any new platform, it’s not going to work exactly like Facebook and we’re going to have to navigate this transition together.

But this new space will be ours.

It’s private, ad-free, and available on every platform with its own mobile apps (it’s powered by a service called Mighty Networks, which is like Shopify or Squarespace, but for powering our own community, online courses, events, and more).

So, what’s next? I’m glad you asked:

- **Today we’re opening the doors to the “coming soon” state in our new community.** You can join us here: [insert your Mighty Network URL here]. And for faster registration, follow this special link just for our Facebook Group: [insert your special Facebook invite link here]. During the next few weeks, you can show up, have a look around, introduce yourself, and start to slowly make the transition to our new spot.
- **On [insert your Share Day event date 2 weeks from this announcement], we’ll officially launch the community with our own live event.** Details are here: [insert the link to the event in your new community/Mighty Network]. In this event, I’ll share more about what

we're excited to do together, you'll meet other members, and we'll kick off the first 90 days of what we're planning to do in our new spot.

- **We'll be archiving this Facebook Group on [insert the date of your archiving and/or deletion].** When we archive our group, we won't accept new members, it won't be possible to find it in search, and we'll be spending significantly less time here while we build up and expand what's possible in our new community. Eventually, we'll delete this group.

Whew! That's a lot for one announcement. I've added a bit more of a FAQ below and [member of your crew], [member of your crew], and [member of your crew] are all here to answer questions as well.

Click here: [insert your special share/invite link] to join us in our new spot. I think you'll find it will only take a few minutes to get the hang of it!

[your name]



Your Frequently Asked Questions

Ugh! Do I really have to move? I am too busy right now to learn something new.

We get it. The idea of moving to our own dedicated community may not feel like what you signed up for, especially because Facebook is such an ingrained habit for so many of us.

The problem is that our Facebook Group has also been a limiting factor in our growth.

Every time we want to experiment or offer something new and awesome, we have to go out and find a new platform, then try to bolt it on here. The result is a bit of a mess that ends up requiring you to (1) get one or more new accounts on other platforms and/or (2) learn a new system for just that piece somewhere else.

By creating our own community with the option to grow into sub-groups, add online courses or workshops, and more, there's only one new login and only one place you'll ever have to go to bask in all of the glory and awesomeness of [insert your community or topic].

In our new spot, we have mobile or email notifications to ensure you don't forget to come back and a mobile app (via Mighty Networks) that makes building a new habit super easy.

Yay! When can we ditch this Facebook Group?

Starting today. Follow [this link] to join our new community over on our new Mighty Network. While things won't start fully going until [insert your Share Day event date], you can set up your account, download the Mighty Networks app (make sure to turn on mobile notifications!), and start to feel your way around.

It's fast, easy, and doesn't take a lot of getting used to, especially when you have mobile notifications turned on.

Are you going to keep this Facebook Group open?

Initially, we're going to archive this group while we invest more time and energy in our new community that's all ours and that we can expand in ways that make a ton of sense.

Over time, we'll likely delete this group, but before we do, we'll continue to post continuous updates here from our new spot.

Could you change your mind about making this move? Especially if we oppose it?

Unlikely. While we certainly don't expect everyone to follow us over to our new community, we've also approached this thoughtfully and carefully after talking to many of you.

There is so much potential in [our topic]. And it's potential that we can't realize if we build our future around a super limited Facebook Group.

We hope you'll join us, but understand if you don't.

So, what are you most excited about from here?

Oh, we're so glad you asked! By carving out **a world that's all our own, we passionately believe that we'll be able to drive faster results** and transformation for each and every member.

Why? Because we'll get a new level of focus that we can't get here. And with this focus, we'll be able to connect each of you more efficiently in ways that will help you to go deeper together, stay engaged, and get fresh thinking and new ideas from the experiences and stories of other members.

Ready to join us? Here's the link [insert link here] to join our new community.



Sample: Follow Up Post

As we mentioned in the announcement formula earlier in this guide, you'll want to follow up your initial announcement with anywhere from 4 to 8 followup posts and/or emails.

In your followup posts, you'll want to reiterate what you're going to be able to do in your new community that you can't do in the Facebook Group, as well as highlight different parts of your Big Purpose: the benefits, "you'll learn" bullet points, and why this is important—or all those points above that you organized before diving into writing these posts.

Here's one sample of a followup post that repurposes many of the same points offered in the first announcement post. This is one of multiple types of followup posts you'll want to offer.

One more quick note: Don't be afraid to build momentum for your move by reflecting back any positive support you've heard, even from a single member. When you put a stake in the ground that this IS supported by your people, the popularity will grow. Don't be afraid to say it, even if there are also people who are less than excited about the same decision.

Wow.

The response to our move has been super positive and we're grateful for it. Thanks to each of you who have already signed up and those who have shared your support.

We're getting even more excited about our upcoming [Share Day event], especially as we put the finishing touches on our plans for our first 90 days. There's a lot to love about our move, but again, the things we're most excited about include the ability for you to:

- Meet each other by location, by categories, and by the sub-topics you're interested in
- Join dedicated “mastermind” groups for you to meet and go deeper with other members
- Participate in new online workshops and/or courses that we'll be looking to launch later this year

We think you're going to love it.

And for those of you who have been a bit more skeptical, thank you for sharing your thoughts and feedback as well. It's helped us see additional resources that we want to add to make this transition even faster and smoother.

So, if you haven't already, join us now by following this link [insert link here] and share your introduction. There's already a great conversation happening now.

See you there!

[your name]



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