

# CULTIVATING YOUR COMMUNITY IN 2020



by Amruta Ram  
Founder - Mumma Diaries  
[www.mummadiaries.com](http://www.mummadiaries.com)

# HELLO!



I am so excited to mentor you all through this eGuide on how you can cultivate a community that LOVES you back in 2020!!

Why should you even LISTEN to me?

Well here are few things I would LIKE to share -

- I have ORGANICALLY grown my FB group to 40K+ members in the past 3 years.
- I have also grown my YT channel to 30K+ subscribers.
- I have two beautiful paid communities with a few hundred members inside it.
- All of this has allowed me to not just cultivate and serve my audience with all my heart, but also has allowed me to scale & accelerate my business in the MOST authentic manner!



by Amruta Ram  
[www.mummadiaries.com](http://www.mummadiaries.com)

# **CULTIVATE:** **(N): TO NURTURE & HELP GROW.**

# **COMMUNITY:** **(N): A GROUP OF PEOPLE THRIVING IN THE SAME ENVIRONMENT.**

As a digital CEO of your beautiful brand, you have this wonderful OPPORTUNITY to create your own amazing community - that you can cultivate and nurture step by step daily, just like growing and nurturing a little plant!!



*by Amruta Ram  
[www.mummadiaries.com](http://www.mummadiaries.com)*

# **5 WAYS OF CULTIVATING YOUR COMMUNITY IN 2020:**

1. Find your TOP 3 reasons for cultivating and growing your community. This is going to be your "WHY". And this will stick with you especially on days when you feel like giving up!!!

I am sharing a few options below - tick as many as you feel like - and then pick up the TOP 3 that resonate the MOST with you.

I WOULD LIKE TO CULTIVATE A COMMUNITY -

- For brand awareness.
- To share my knowledge and passion.
- To help & serve my audience.
- To build goodwill & brand trust.
- To showcase my products and services to a community that already believes in my brand values (in turn helping me to financially GROW) my business.
- To create more opportunities for brand collaborations.
- To transform lives of my fellow people, one woman at a time.
- To organically grow my business.
- To initiate collaborations.
- To create a mark in my sector of business.

Now write your own reasons, if any:

# HIGHLIGHT YOUR WHY.



Write down your TOP reasons, your BIG why on a piece of paper and put it as a reminder in your work place.

# AFFIRM IT TO YOURSELF, DAILY.

Create your COMMUNITY-AFFIRMATION.

E.g. "I have built a meaningful community that loves my work in 2020. This community is highly interactive and allows me to exponentially scale up my business to 6-figure mark in 2020!!"

Take out 5 minutes daily to actually visualize all that you truly want happening inside the community - the interactions, the positive testimonials, the sales - creatively visualize all of it as if it is already happening for you!



## 2. KNOW your community, little by little!

If you take time out to listen to them - you will understand who they really are and what they really need help with! You don't need to have answers to all these questions right away! Give yourself and your audience time to warm up!

### **KNOW THY COMMUNITY.**

Start by really asking yourself these questions - and then going out there and talking to your audience and getting to KNOW them better:

1. What is it that they truly need HELP with or support on?
2. How can you HELP them?
3. What kind of conversations your audience LOVES?
4. What are the conversations or posts that they don't really like?
5. What are some of the CHALLENGES they face?
6. Which social media platforms are your audience majorly on?

Dont just assume answers. Ask them! Run a poll. Form a focused group, talk to them. Involve them!

3. Find your fave digital channels to build and cultivate your community!  
You do not have to be everywhere, and you do not need to do it ALL.

This December, spend some time thinking about your fave platforms - PICK any 2 of them initially to GROW your business.

## **WHAT WILL YOU CHOOSE?**

Here are few examples:

- Email list
- FB Page
- FB Group
- Instagram
- IG TV
- YouTube
- Pinterest
- Tiktok
- Twitter
- LinkedIn
- ChatBot
- Whatsapp



**OUT OF THESE EXAMPLES CIRCLE IN ON 2-3 THAT RESONATE THE MOST WITH YOU!**

I strongly recommend that you grow your email list - as that is something that you truly own!

We do not have much control on algorithms of other social media channels, so a very wise thing would be to cultivate your email list in 2020!

#### 4. Creating a social media structure, and then adding your own wave of FLOW into it!!

Let's design a rhythm for your social media and digital channels - a rhythm is something that looks structured but also feels easy and flow-y (I just made that word up! But you know what I mean!!)

### **FINDING YOUR SOCIAL MEDIA RHYTHM.**

What are the things that you truly LOVE to do when it comes to connecting with your audience? Do MORE of that. It can be story telling, sharing an authentic post, creating fun graphics for them!

What is it that you truly do NOT like? How about you outsource it? Can be planning your SM posting or creating an automated email sequence.

# CREATING STRUCTURE:

Have a weekly / monthly plan for your different Social media platforms.



This can be:

- Automating your daily posts on FB or IG using an auto-planner or scheduler.
- Creating a plan for daily / weekly / bi-weekly emails
- Having set days in a week for interactive posts.  
Here are a few ideas for you:
  - Weekly intention setting post
  - Weekly Gratitude sharing post
  - Weekly photo share day of your behind the scenes work life!
  - Sharing your wins post!
  - Collaboration and networking post!



# INFUSING FLOW



Connecting with communities should be FUN and heartfelt! You cannot sustain it for a long time if you feel it is some boring task!

So be sure to infuse LOADS of ease & flow while cultivating your community! Tell your story - share your wins & struggles - Create an emotional connect. Use a dash of humor! Be real. There are going to be some days when you will not feel like taking a digital detox break - and that is OK. Show your audience that YOU are a HUMAN. Do your thing! Do "YOU"!

I cannot tell you that use this particular strategy or that. What truly will stand out is your UNIQUENESS - This is what will truly connect your audience to you & your BRAND.



5. Nurture yourself and things that matter the MOST to you. This will in turn HELP you to cultivate your community with all your HEART.

Yes, you gotta be driven, you gotta be sincere. But also be easy on yourself and access grace, at all times. Because how you love yourself will show how you love up your community.

Be gracious to yourself so that you can be gracious to your loving community.



Fill up your cup, so that you can pour that love out to your audience!

**NURTURE WHAT MATTERS. ONLINE AS WELL AS OFFLINE.**



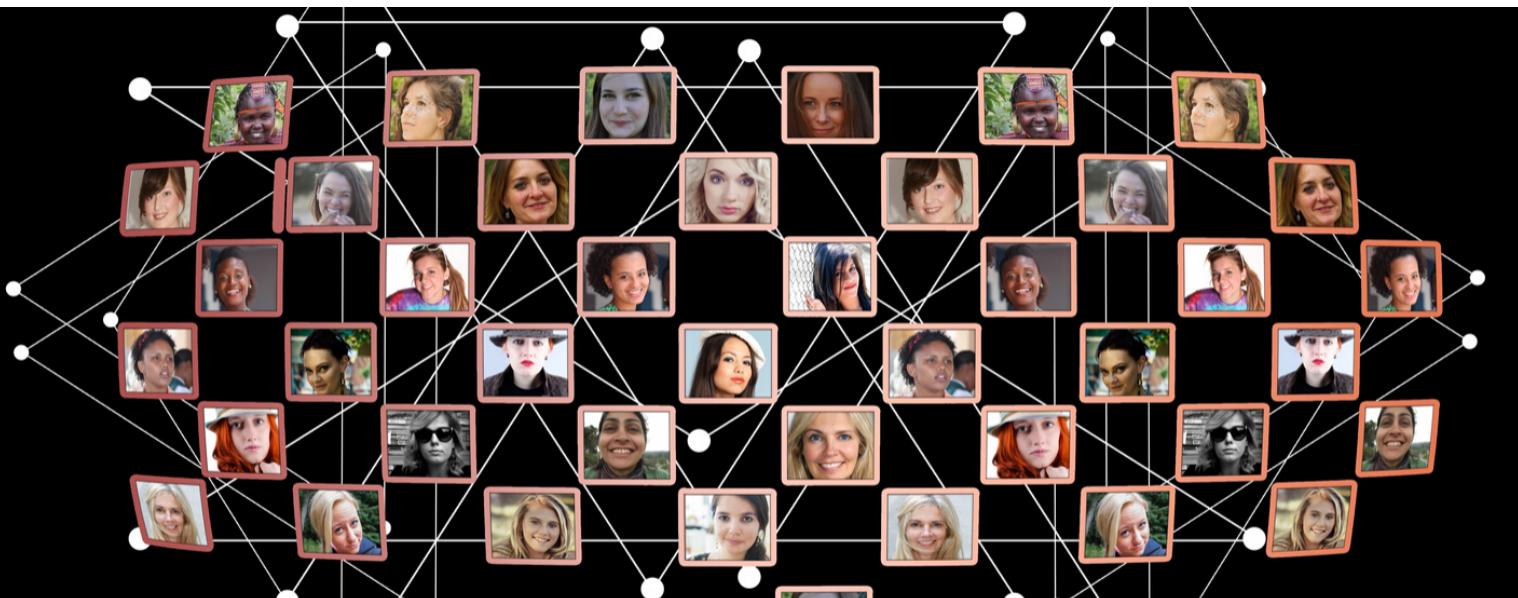
# CONNECT WITH YOUR AUDIENCE: POWER HOUR (OR POWER HALF AN HOUR OR EVEN POWER 15 MINS.)

Take out some time from your schedule to reply to your audience and connect with them. You can set out brackets of time to do that. Can be 15 mins in the morning, 15 mins in the afternoon and 15 mins in the evening.

Make real conversations. Show them you care. I even love sharing with my customers a quick voice or video note, so they feel heard and they feel special.

Go out of your way in this power-connect time to serve and help them unconditionally.

But again stick to your schedule, as you do not want to get overwhelmed or overworked. Prioritize and have fun!!



# MAP YOUR SOCIAL MEDIA GOALS FOR 2020



Now that you know your strong WHY and 5 simple steps of how to cultivate your community, reflect further on what is it that you truly want to achieve for your business through social media!

LIST down your TOP 3 Goals!!

E.g.:

I want to start my own FB group in 2020.

I want to increase my revenue by "X" % through my social media promotions.

I want to start planning my weekly content on SM.



# LET'S STAY CONNECTED.

I would love to cheer you on! Follow me on my social media channels right here:



## NEED HAND-HOLDING INSIDE YOUR PARENTING & PERSONAL PRODUCTIVITY JOURNEY?

I know as Mom entrepreneurs we have so much on our plate. What if I told you that let me equip you every month with best of resources when it comes to parenting, learning activities for children, self love and productivity , while you focus on building your awesome EMPIRE!! This is exactly what MomFlix is all about! And right now we have a huge offer going on where you can sign up for it at just 3 USD / month!!!! It is insane, I know - but grab it wile you have it! [Click on this link for all the deets!!](#)



**MomFlix**  
Members-only

