



THE MIGHTY GUIDE TO

# Moving Your Community to a Mighty Network

 **mighty networks**



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# Welcome to Your Community's Next Chapter

Tens of thousands of brands and creators have successfully moved their online community, courses, events, memberships, and subscriptions to a Mighty Network from another platform.

And while these types of transitions can feel a bit nerve-racking in the moment, the success stories speak for themselves.

You can absolutely move your community and more to a Mighty Network. It's easy to learn and your members are going to love it.

This guide is designed to make your move even easier.

But we don't just stop with a PDF. We understand that moving a community is easier and less stressful when you have a supportive community made up of people who have made this same move before you.

That's why we built Mighty Hosts, our own Mighty Network for the brands, creators, business owners, and community builders just like you. They've already been down this road, and are there for questions, ideas, concerns, and celebrations.

You can successfully make this move. And we'll be with you every step of the way.

With that, let's get started.

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## What We Cover in This Guide

Given the sheer number of different variations your online community could have, this guide will cover:

- I.** The most common and compelling reasons to move your community.
- II.** The most frequent objections you'll hear and how to respond to them.
- III.** How to avoid the most common mistakes in transitioning to a new platform.
- IV.** A step-by-step announcement and transition strategy for your move.
- V.** The most frequently asked questions around moving your community.
- VI.** Sample scripts for posting or emailing your announcement and follow up.

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

Here are the most common reasons people make the jump from one platform to another:

→ **Your current community is making it hard for you to help your members meet each other and accomplish their goals.** The brands, creators, course instructors, and Hosts choosing to move from another community platform to a Mighty Network want to have impact. They want to unlock the most relevant relationships between members to help each person in the community master something interesting or important, and achieve their goals.

- By introducing members to each other, especially members near them, like them, and interested in the same topics.
- By taking advantage of the rich, vibrant details that surface when members share their stories, experiences, and ideas with each other.
- By giving members more people to meet, more stories to hear, more questions to answer, and more events to attend.

When those things are in place, each member is more likely to come back, stick with a program or course, or simply find more value in a membership.

Sadly, it's surprisingly difficult to create this value in Facebook groups or across Slack communities, WhatsApp groups, Discord servers, or old school web forums.

Whether it's an algorithm you can't see and don't control in a Facebook group, the need to jump from channel to channel in a Slack community, or the dizzying expectations of keeping up with the messages and tapbacks that dominate any chat-based group, the conventional options for community are lacking.

Therefore, as more and more people build communities, run online courses, and explore memberships, they're looking for a new breed of emerging community platforms that are purpose built for getting members results they can't get on their own. And more people are deciding to move their communities to these new platforms, including Mighty Networks.

**On a Mighty Network, you are building a community, courses, and memberships that get more valuable to every member with each new person who joins and contributes.**

This opportunity to build a community like this is valuable.

While your members may come for your content, they stay because they're contributing and consuming the stories, experiences, and ideas of other members – dramatically improving the odds that they accomplish their goals.

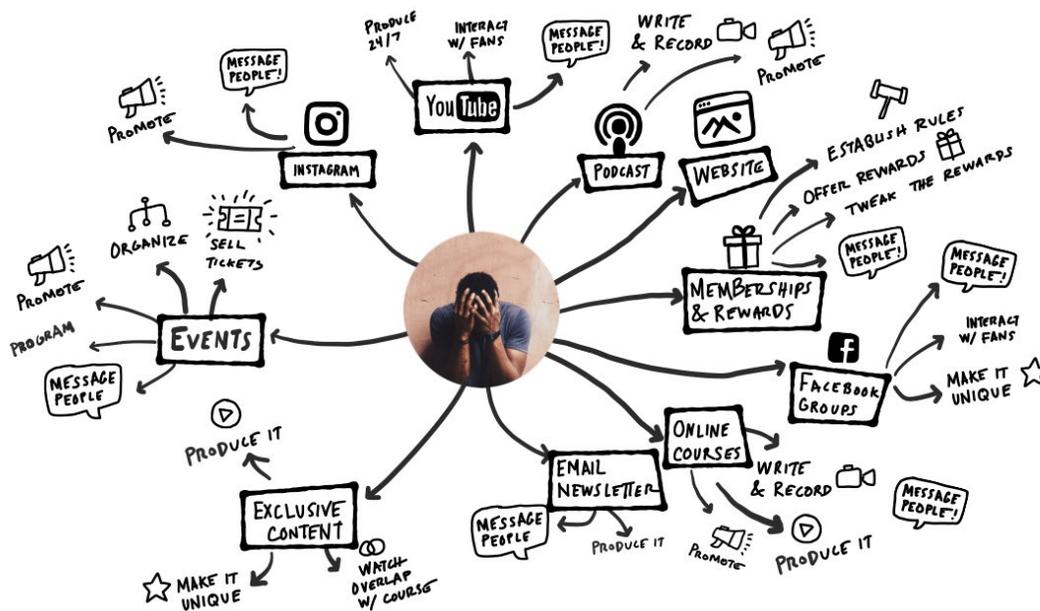
→ **You are too limited by a single Facebook group or Slack community.** If Facebook groups or Slack communities don't give you the options you need for your brand or business.

You can't:

- Add your own branding or URL.
- Add paid subscriptions or payments.
- Add online courses or structured content.
- On Slack, run your own events.
- On Facebook, create your own space away from other groups.

If you see the potential to add online courses, subscriptions to “mastermind” groups, sell ticket sales to meetups or virtual conferences, you need a community platform that doesn't stop at direct messages, or assume your members already know each other.

If you've tried to do this by keeping your Facebook group or Slack community and using separate software for a website, email, courses, memberships, and more, you know what we mean.



It's a mess.

You do a ton of work attempting to bring these pieces together, and it's still a bad experience.

In stark contrast, 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.

You can create your own world.

When you choose a community “plus” model – with your courses, events, memberships, and digital subscriptions together with your community in one place – you can build your own culture and have your own rules. You and your members can truly shine away from the noise and distractions of general, one-size-fits-all platforms.

→ **You understand the value of building your community under your own brand.** It's obvious when you build a website on Squarespace or Wix, launch a store on Shopify, or go live with your first online course on Teachable or Kajabi that your brand matters.

Yet, when you choose to build a community on Facebook groups, Slack, or Discord, these same branding expectations fly out the window.

To be fair, in the past there weren't a lot of great community options you could build under your own brand, especially if you wanted a mobile and web app. It seemed natural to use Facebook groups back when everyone was on Facebook all the time or, more recently, Slack because people were using it for work.

Fast forward to today, and trying to juggle all of these different services so that you can stay on Facebook or jump from channel to channel on Slack is exhausting.

The good news is that there are now a new breed of community platforms led by Mighty Networks that are offering not just a world class community experience under your brand, but the opportunity to integrate much more than a community alone in the same place.

With these new options, it makes today the perfect time to move your community.

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## II. The Most Common Objections You'll Hear When Moving Your Community (and What to Do About Them)

There's no doubt about it: moving a community can be a bit scary.

Will your members follow you somewhere new? Will they get mad at you for moving from Slack or Facebook to your own branded community? What if the service you choose isn't as good as you think it is?

While it's important to map out the potential risks of any move, the reality today is that more and more members want a new community – one that's off Facebook, one that's less exhausting and hard to manage than Slack, and offers a new, fresh experience under your brand.

**And, once you make the move, they are going to love it.**

We've had a front row seat to hundreds of thousands of communities as of 2021, and can now predict with near certainty that there will be at least one member of your community who will react to your announcement with one of three main objections:

*"Everyone's already here. Are you really going to make us learn a whole new platform?"*

*"I don't want to manage yet another account."*

*"But I already know how to use Slack."*

*"But I'm already on Facebook."*

Even in a sea of happy members excited to move, hearing even one person object can be stressful.

Here are a few things to remember:

**1. There will always be people skeptical of change.** In this case, people may be skeptical of a change to their habits, the time involved in learning a new system, or simply the prospect of the unknown.

**2. Meet people where they are, but don't apologize for your decision to make a move.** You are making the right move to take advantage of new software that makes the community and business you're building more relevant, easier to use, and more valuable to your members.

You can acknowledge a person's fears while being confident that you're following in the footsteps of tens of thousands of community hosts just like you who have successfully made the same move.

**3. Keep coming back to the reasons for your move and why it matters: a better experience to get faster results and transformation for them.** When your big purpose—the motivation for your community—is clearly articulated, the right folks will follow you.

A move like this means that your members will have the opportunity to get more focus, meet more relevant people, and get to the results and transformation they want and can't get on their own much more easily.

While they may be hesitant at first, the most motivated people will give it a chance.

**4. If you find yourself in a debate with a member around features, stop.** You have permission at any point 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."*

**5. You are not alone.** Lean on the community of fellow hosts we've built in [Mighty Hosts](#) at any time. There's an active community of folks just like you who have made this move successfully and are here to help.

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## III. The Most Common Mistakes in Moving Your Community to a New Platform

As we've watched tens of thousands of recent community moves, especially to those with paid subscriptions—we've also seen what doesn't work right now.

Let's see if we can help you avoid three of the most common mistakes.

### **MISTAKE 1** : Charge a low monthly fee for something you previously offered 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.

Put yourself in the shoes of your members. They probably think, "why should I pay money and do work learning this new platform? What's in it for me?"

This leads many community builders to say, "well, if I just make it the price of a coffee, then it's so low, they'll absolutely pay."

Wrong. They won't.

Good news. There's a better solution:

**Create something new and priced at a premium for your most motivated members first.** If you are going to charge, no one wants to pay for the exact same thing they have been getting for free. That's perfectly fine.

The key to introducing a paid program targeting a previously free Facebook group or Slack community is to build something awesome for your most motivated members first.

Then, charging these early folks a premium – say, \$499 for a year or an eight week course – tells people that what you're building is valuable, special, and can only be accomplished somewhere outside a group on Facebook or community on Slack.

And it doesn't take very many of your most motivated members to join for you to be successful with this approach.

For example, when you charge \$499, you only need 40 people to buy a subscription or pay for a course to earn \$20,000. Even in a Facebook group or Slack community with thousands of members, it's a heck of a lot easier to find 40 people than 400 or 4,000 to do anything, let alone pay you.

Focus on the results and transformation they will get from being a part of your new community. For example, highlight the stories and experiences of other people they can apply to their own situation, and the opportunity to go deep via exclusive events, content, or a course that you're not offering elsewhere, etc.

## **MISTAKE 2 : Pay 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.**

This mistake is natural. It's easy to focus on the small handful of people who want to keep things the way they are – even when keeping things the same is hurting you, them, or your community as a whole.

The solution here is to:

- Focus on your most motivated members who are excited to be here.
- Reiterate the things that you can uniquely do on your new platform.
- Celebrate “the bright spots”—the successes, the positive feedback, and the unexpected surprises.

When you do this, you’ll quickly evolve what you’re doing into something that gets better and more valuable to everyone with each new person who joins.

## **MISTAKE 3 : Continue to run your old community at full speed while simultaneously investing in your new community platform.**

While it may feel a bit scary to spend less time on your old platform as you invest in your new one, that’s exactly what the most successful community builders are doing today.

That’s not to say that you have to 100% abandon your old community as you make your move. Just don’t kill yourself trying to do both at the same time.

It may feel more comfortable to try and do both. However, when you do, you’re not giving your new platform the opportunity to fully shine.

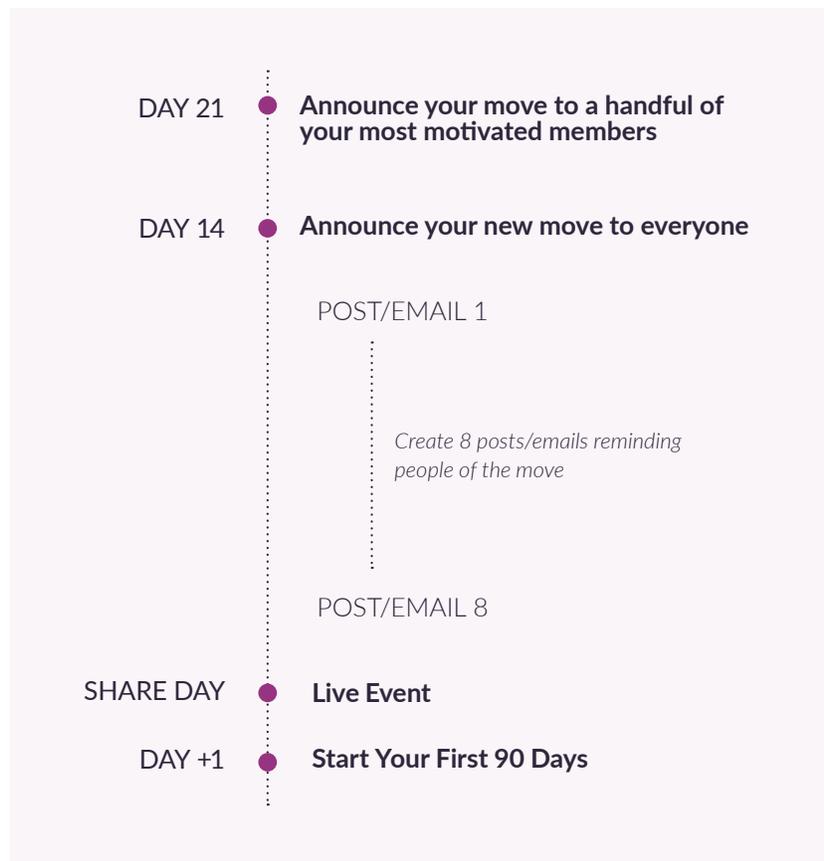
This doesn’t mean that you must immediately close your Facebook group or Slack community. But give yourself a transition period where you spend a fraction of your time on your old platform while transitioning to the new one.

Invest where people can get the best results while still telling people about it elsewhere.

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## IV. Sharing Your Move to a New Platform

We've tested our way into a concrete announcement plan that you can use when you're ready to announce your new community. 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: reach out individually to a handful of your most motivated members. Think about this as your early “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 people— you'll be building a group of people committed to the shift on announcement day.

If you have existing moderators or admins, use them. Otherwise, reach out to 2-3 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: announce your move.** In our experience, two weeks ends up being the ideal amount of time to convince people that moving platforms is great. Make it longer and people won't think you're serious about moving. Make it shorter and they will feel rushed.

During these two weeks, put your new community in an open "Coming Soon" state. On a Mighty Network, use your Mighty Checklist to set up a few early articles and questions ahead of your "Share" Day, or launch.

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.

**3. On your "Share Day," host a live event on [Zoom](#) or [Crowdcast](#).** Your Share Day live event is for members only. It's a way for your new members to see who's here and learn from you where your community is going from here.

**4. Between your 1st Announcement and Share Day, publish 8 posts or emails leading to your live event.** Across eight emails or posts, highlight the benefits of your new community, your new paid program, and what you're the most excited about.

Sample posts are available at the end of this guide.

**5. After your Share Day live event, continue to tease new and exciting activity from your new community into your former one.** Give folks a few more weeks \*after\* your Share Day event to make the move. You can use this time to get more people excited to make the move

If any of this is making you nervous, do not fear. There's more support for this move over in [Mighty Hosts](#), and you can ask questions.

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## V. Frequently Asked Questions about Moving Your Community

### **When I'm ready, should I delete my old community? What if I'm on a Facebook group?**

In general, choose a path that's going to make your life simple, easy, and straightforward. Unless there is some additional value on your old platform—such as being a source of new members—typically it's simplest to delete your old community after a few weeks.

For Facebook specifically, you can choose to delete or “archive” your Facebook group. Here's how [Facebook describes the difference between deleting and archiving](#). Given 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.

### **What if I don't want to charge? What if I just want to move a free community from one platform to a new one?**

Go for it. Whether you are moving a paid or free community, the same reasons apply. The nice thing is, with a Mighty Network, even if you create a free community you'll have the option to add courses or Groups that you charge for later.

### **What if I'm not getting the engagement in my new community I expected?**

There are two main reasons why a new community doesn't get members adopting it:

The purpose of the community is unclear. If you're too broad in who your community serves, what you're going to do together, or what results and benefits your members will get from participating, it will be hard for you to get members to engage.

Your members don't know what they are supposed to do. Today, it's critical to be explicit with your community's culture. This is best done with a Culture Guide, or an article in your community capturing what members are supposed to do together.

If you're nervous about engagement or are looking for ways to ensure that you've got everything you need to create a thriving community, we also have two resources designed to deliver engagement.

First, the [Community Design Masterclass](#), which offers a proven program to create a community so valuable you can charge for it, and so well-designed it essentially runs itself.

Second, we built the [Mighty Refresh](#), an online workshop for anyone who wants to go deeper when engagement isn't quite where you want it.

Both are available at any time and designed to empower anyone to build a thriving community.

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## VI. Announcement Scripts

The most important thing for you to know when you are building your announcement is that people may not necessarily jump on board right away. **It typically takes anywhere between 4 and 8 posts or emails for someone to make the move.** Trust the process, and don't get discouraged.

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 is your internal starting point and the more details you can capture in it, the better. The more specific you can be in who you serve, what you're going to master together, and what members will get from doing this 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 results.** These are captured in your Big Purpose sentence above (they are the “so that we can...” part), but being clear on the results and transformation, 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 old community 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.

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## Sample: First Announcement Post with FAQ

[Member Name],

Today is a big day.

We're moving [our community] and starting our next chapter.

I know, I know. For some of you, this may come as a shock. But the momentum for us to move off [Facebook, Slack, or Discord] has been building for a while.

Yes, there's been challenges with [Facebook, Slack, or Discord]. But our reason for moving is a positive one:

**There's simply so much more we can do together to master [the topic of your community].**

We're excited to bring you all together in our own dedicated space, where we don't have to jump from channel to channel or get distracted by everything else happening on a big platform.

We are creating our own unique 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
- Set up and run recurring events on Zoom and, soon, back in the real world

Best of all, this new space will be all ours – under our own brand, on our own URL, and with nothing standing between all of us going deeper together.

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].

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 a members only live event.** Details are here: [insert the link to the event in your new community/Mighty Network]. In this event, we’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 community 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.

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]

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## Your Frequently Asked Questions

### **I'm intrigued, but I don't know if I want to learn something new. Why are we moving?**

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

The problem is that our community's potential has been limited.

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, run events, and more together in one place, there's only one login. Plus, with the Mighty Network we chose, it's easy to learn and we think you're going to love it.

### **Yay! When can we leave [Facebook, Slack, or Discord]?**

Starting today. Follow [this link] to join our new community over on our new Mighty Network. While things won't start in earnest 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 the old community 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 updates here from our new Mighty Network.

### **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 platform.

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** for each and every member.

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.

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## 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 follow-up posts and/or emails.

In your follow-up posts, you'll want to reiterate what you're going to be able to do in your new community that you can't do on your current platform. Additionally, 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 the multiple types of follow-up posts you'll want to offer.

One quick note: Don't be afraid to build momentum for your move by reflecting back on 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.

[Member Name],

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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