

## Community Identity & Value Proposition Worksheet

*Fill out the worksheet below to help narrow down and focus the identity and value proposition of your community. This will help you better tailor your strategy around community design, user acquisition, content and engagement within your community.*

Question	Answer
1. Why does the community exist?	
2. What does the community hope to achieve?	
3. Who is the community for?	
4. What are the traits, values and experiences that community members share?	
5. What is the main driver for members to join and engage with the community?	
6. What value can the community create for its members?	

With the answers from above, you should be able to narrow down and clearly express the identity and value proposition for your community. Your community design, type of content put out and interactions with members should be focused on these concepts to maximize the end user engagement.