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Community: How to Start, Grow and Engage Your Community

Zack Miller

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Community: How to Start, Grow and Engage Your Community Zack Miller
Community provides insightful directions on how to organically grow a community or organization. Including details on how to engage others who are interested in your industry of choice, this book equips the reader with the know-how on the development of their ecosystem.

This book includes Miller's 4 most important factors on creating this community. Including, Location, People, Education, and Microbreweries. Yes, Microbreweries.

From creating events, workshops, seminars, and implementing educational series, captivating your audience is the most important aspect of the growth process, creating value for those who have the potential to do business with you. Creating atmospheres where serendipity is more likely to happen is the fuel for any business community.

Launch from nothing! No matter what stage of growth your community is at (even if hasn't begun), Community will help you every step of the way. From finding others, running your first meetup and finding publicity to promote.

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