

# Start Where You Are:

## A SIMPLE COMMUNITY-BUILDING CHECKLIST

For people who are managing a community — and aren't sure where to begin.

### BEFORE WE START

If you are reading this, chances are you:

- Are responsible for managing or growing a community
- Have inherited a group, audience, or space you didn't create
- Feel pressure to “do something” — but aren't sure what actually matters
- Are overwhelmed by advice about tools, platforms, and growth

**This checklist is not about launching something new or fixing everything at once. It's about getting grounded — and starting with what already exists.**

### WHAT YOU NEED

- A Pen and Paper
- A bottle of water
- One hour of your time

#### 1. YOUR ROLE: WHAT YOU ALREADY BRING

Before looking outward, take a moment to notice your own assets as a community manager. **Note & Check what applies:**

- ☐ Skills I regularly use in this role (facilitation, organising, listening, writing, coordinating, etc.)
- ☐ Lived experiences that shape how I show up in this community
- ☐ Topics I understand well enough to guide or hold space for discussion
- ☐ Values that matter to me and influence my decisions

#### Reflection:

What kind of presence do I naturally bring to a group?

#### 2. PEOPLE ASSETS: WHO IS ALREADY HERE?

You don't need more people yet — you need clarity about the people you already have.

- ☐ Core members who show up consistently
- ☐ People who contribute, ask questions, or help others
- ☐ Quiet members who observe but haven't engaged much
- ☐ Past contributors or collaborators who still care

#### Reflection:

Who would I speak to first if I wanted to understand how this community really feels?

### ABOUT THE AUTHOR

Mary Job is a community strategist who helps people and organisations build communities that are grounded, relational, and sustainable. She works with community managers, founders, and teams who want to move beyond surface-level engagement and build something that actually lasts.

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#### 3. PLACES & PLATFORMS: WHERE COMMUNITY ALREADY HAPPENS

Avoid adding new tools right now. Start with what exists.

- ☐ Platforms the community already uses (Slack, Discord, WhatsApp, email, etc.)
- ☐ Spaces where conversation happens naturally
- ☐ Channels that feel active vs. those that feel forced
- ☐ Offline or informal spaces where relationships already form

##### Reflection:

Where do people seem most comfortable being themselves?

#### 4. SHARED CHALLENGES: WHAT PEOPLE ARE NAVIGATING

Community isn't about fixing people — it's about understanding what they are dealing with.

- ☐ Questions that come up repeatedly
- ☐ Frustrations people express (directly or indirectly)
- ☐ Gaps in support, clarity, or connection
- ☐ Topics people care about but rarely talk through together

##### Reflection:

What feels unresolved — not broken — in this community?

#### 5. CONNECTING THE DOTS: WHERE MOMENTUM COULD COME FROM

This is where community starts to take shape.

- ☐ People who could benefit from knowing each other
- ☐ Skills within the community that aren't visible yet
- ☐ Conversations that want to happen anyway
- ☐ Opportunities for you to host or facilitate, not control

##### Reflection:

What small connection could create value without adding pressure?

#### 6. ONE SMALL NEXT STEP (CHOOSE JUST ONE)

You don't need a strategy yet. You need a starting point. Choose one action:

- ☐ Reach out to 2–3 members for a listening conversation
- ☐ Ask one open-ended question in an existing space
- ☐ Invite a member to share their experience or perspective
- ☐ Create space for connection rather than content

**That is enough for now! Subscribe to my newsletter for more community-building insights!**

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