

Skool Community Excellence Checklist

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🎯 Foundation & Strategy

- ☐ **Clear niche definition**
Solve a specific problem you've personally overcome
- ☐ **Compelling mission/vision**
Articulate your community's purpose and transformation promise
- ☐ **Strong value proposition**
Define what members will achieve and how you'll help them
- ☐ **Target audience clarity**
Know exactly who you're serving and their core challenges
- ☐ **Pre-launch audience building**
Build an email list or social following before launching (6-12 months of content marketing recommended)

🏠 Setup & Branding

- ☐ **Professional branding**
Custom logo, banner, and consistent visual identity
- ☐ **Compelling "About" page**
Include video walkthrough of community + course content
- ☐ **Clear description**
Concise explanation of problems solved and expected outcomes
- ☐ **Member testimonials**
Showcase success stories and social proof
- ☐ **Strategic category organization**
Set up discussion categories (General, Value Bombs, Wins, Q&A)
- ☐ **"Start Here" post**
Welcome video (2-5 minutes) explaining how to participate

⚡ Engagement Systems

- ☐ **Gamification setup**
Configure leaderboards and level-based rewards
- ☐ **Level-unlock incentives**
Offer exclusive content, coaching calls, or bonuses at certain levels
- ☐ **Action-based posts**
Use Skool's "Add action" feature to incentivize specific behaviors
- ☐ **Consistent posting schedule**
Weekly themed content minimum (reliability over frequency)
- ☐ **Active admin participation**
Respond to posts, ask questions, provide feedback daily
- ☐ **Peer-to-peer encouragement**
Facilitate member-to-member connections and support
- ☐ **Recognition system**
Celebrate wins publicly and spotlight top contributors

📺 Content Strategy

- ☐ **Quick wins content**
Provide immediately actionable tips and resources
- ☐ **Course organization**
Categorize classroom content logically (if offering courses)
- ☐ **Onboarding course**
Create intro module explaining community mission, gamification, and participation
- ☐ **Native video hosting**
Upload videos directly to Skool for seamless experience
- ☐ **Curated resources**
Share valuable external content relevant to your niche
- ☐ **Success documentation**
Track and share member wins and transformations
- ☐ **Regular value bombs**
Dedicate space for high-quality insights that might get lost

🔥 Events & Interaction

- ☐ **Weekly live calls**
Regular Q&A sessions or workshops (minimum monthly)
- ☐ **Calendar utilization**
Schedule events with automatic timezone conversion
- ☐ **Co-working sessions**
Host accountability or work-together sessions
- ☐ **Interactive challenges**
Create weekly/monthly challenges to drive engagement
- ☐ **Polls and discussions**
Use polls to understand needs and spark conversation
- ☐ **Guest expert interviews**
Bring in industry leaders for added value

💰 Monetization & Growth

- ☐ **Clear pricing strategy**
Start free and transition to paid after proving value (or keep free and sell courses)
- ☐ **Native payments setup**
Connect Stripe or use Skool's built-in payment system
- ☐ **Multi-tier options**
Consider different membership levels if appropriate
- ☐ **Affiliate program leverage**
Utilize Skool's 40% lifetime commission for referrals
- ☐ **SEO optimization**
Add relevant keywords to improve discoverability
- ☐ **Email broadcasts**
Use weekly email updates (1 every 72 hours max)
- ☐ **Referral incentives**
Reward members who bring in others

🔧 Technical Features

- ☐ **DM settings configured**
Enable or restrict member-to-member messaging strategically
- ☐ **Auto-DM for new members**
Set up automatic welcome messages
- ☐ **Membership questions**
Add screening questions for new members
- ☐ **Zapier integration**
Automate workflows if needed
- ☐ **Meta Pixel tracking**
Set up for ad retargeting (if running ads)
- ☐ **Mobile app optimization**
Ensure experience works well on iOS/Android apps

🏆 Quality Over Quantity Philosophy

- ☐ **20 engaged > 200 inactive**
Focus on attracting genuinely interested members
- ☐ **Early adopter strategy**
Give first members special recognition and advantages
- ☐ **Accountability groups**
Create small groups for deeper connection
- ☐ **Feedback loops**
Regularly survey members about their needs and satisfaction
- ☐ **Continuous improvement**
Iterate based on community feedback

☀️ Differentiation Factors

- ☐ **Simplicity and focus**
Don't overcomplicate with unnecessary features
- ☐ **Community-first approach**
Prioritize connection over just content delivery
- ☐ **Personal involvement**
Show up authentically and share your own journey
- ☐ **Results orientation**
Focus on member transformations, not just content consumption
- ☐ **Retention metrics**
Track engagement levels, not just member count

Key Success Metrics to Track

- Weekly active members (not total members)
- Post engagement rates
- Event attendance
- Member progression through courses
- Success stories and testimonials
- Monthly recurring revenue (if paid)
- Referral rate