

30-day community launch plan

A day by day plan for building a community from scratch. Week 1 soft launch, week 2 open invites, week 3 conversion pushes, week 4 review and double down. Each day is one action of 30 to 60 minutes, a sample post, and one number to write down. This plan is also a Google Sheet with a Metrics tab that adds up your numbers by week.

The first 30 days of a community are the hardest, because the room is small and the habit is new. This plan removes the daily decision. Open the day, do the action, post the sample, write the number. By day 30 you have a channel with a rhythm, a pinned message that converts, a first swap, a first live session and a month of numbers to judge by.

What you will learn

- The four weeks and what each one is for
- Thirty daily actions, each with a sample post and a metric
- How to read the Metrics tab at the end of each week
- What to change in month two

The four weeks

Week	Job	What success looks like
1: soft launch	Build, fill, seed. Do not share the link	10 members who react, 7 posts, bots on
2: open invites	Share everywhere, forwardable posts, first Q&A	Members growing by 2 to 3 a day, first forwards
3: conversion pushes	The pinned message, the setup post, the honest line	START messages arriving, first platform questions
4: review and double down	Metrics, first swap, first live session, monthly recap	Views per post rising, one thing to change decided

Every post ends with your message CTA. Every result carries the risk line. Every platform mention carries the partner line. The starter kit has the rules, welcome and pinned message. The conversion message library has the pitches referenced by number.

Week 1: soft launch

Day	Action	Sample post	Metric
1	Create the channel. Paste rules, pin 'how to start' from the starter kit. Add Rose and Shieldy (or MEE6 and Dyno). Do not share the link.	Pinned: How to get started here. 1. Read the last ten posts. 2. Message me START for the checklist. 3. When you are ready, the platform I use: [link]. I am a partner. 4. Message me when you have an account. Trading is high risk and most people lose money.	Setup done (yes/no)
2	Post two lessons and one real life post, dated today, so the channel is not empty.	What a stop loss actually does, in three lines: it is where my idea is wrong, I set it before I enter, I never move it further away. Message me START for the checklist.	Posts in channel (target 3)

Day	Action	Sample post	Metric
3	Post one honest result from your own trading, screenshot, lesson, risk line. Record a 10 second round video message.	Stopped out on gold today. Correct decision, wrong outcome: the level held, I was early. Screenshot below. Trading is high risk and most people lose money.	Posts in channel (target 5)
4	Invite ten people you know by direct message. Ask each one to react to five posts and reply to one.	DM: I started a channel where I post what I learn about trading, wins and losses. Would you join and react to a few posts? It helps it not look empty. [link]	Members (target 10)
5	Post a poll and a real life photo. Reply to every reaction and message within the hour.	Poll: Have you ever placed a real trade? Yes / Only demo / Not yet / Thinking about it	Reactions per post (target 5)
6	Weekend post: no charts, one line about why you started. Write next week's seven posts in ControllerBot or the scheduler.	No charts today. I started this because I lost money for a year before anyone explained a stop loss to me. Message me if you have a question for Monday.	Posts scheduled (target 7)
7	Weekly recap. Numbers from the week. Put the channel link in every bio.	Week one. Posts: 7. Members: 11. Trades: 2, one loss, one win, both here. Lesson of the week: size before chart. Message me START if you are new.	Members / Views per post

Week 2: open invites

Day	Action	Sample post	Metric
8	Share the link publicly: end of your next video, a story, a post on X. Daily post continues.	End of video: Every trade I take, wins and losses, is in my channel. Link in bio.	New members this week
9	Post a lesson that ends with 'forward this to someone starting out'.	Five things I check before any trade. 1 the calendar 2 the level 3 where I am wrong 4 the ratio 5 my size. Save this. Forward it to someone starting out.	Forwards (ask members)
10	Q&A starter. Answer every reply in public.	What is the one question you have never asked because it felt too basic? Ask it here, I answer all of them tonight.	Replies / messages received
11	Trade idea or lesson with the full structure. Platform as one line at the end.	Gold 4H, third test of 2,340. Entry above 2,348 on a close. Wrong below 2,332. Target 2,372. Why: level held twice, daily trend up. Not advice, this is what I am doing. Risk line.	Views per post
12	Voice message, 45 seconds, one tip. Message three people who joined this week and ask what they want to learn.	Voice: one tip. Text: Message me START for the checklist.	Messages received
13	Weekend post plus write next week's seven posts.	Weekend. One line about trading. Reply with the lesson you are on.	Posts scheduled (7)
14	Weekly recap with names: thank everyone who replied this week. First invite post.	Week two. Members: [n]. Thank you [names] for the replies. If this channel has helped you, send it to one person who needs it. That is how it grows.	Members / Views per post

Week 3: conversion pushes

Day	Action	Sample post	Metric
15	Free course pitch 1.1 from the conversion library (beginner groups) or setup post 2.1 (trader groups).	This is my setup [screenshot]. I trade on [platform] because [one true reason]. Link in the pinned message. I partner with them, so I may earn a commission. Trading is high risk and most people lose money.	Link clicks / START messages
16	Lesson post that leads to the pinned message naturally. Reply to everyone.	How to open a demo account and place one trade with a stop loss, in five steps. The platform I use has a free demo, link in the pinned message.	START messages
17	Honest result post, win or loss. Risk line. One line at the end: the platform in the pinned message.	Result from Tuesday: target hit, 2.5R. One trade, not every trade. Trading is high risk. Platform in the pinned message, where I am a partner.	Messages received
18	Poll: Demo or real money first? Then the follow up lesson.	Poll: Demo or real money first? Demo for a month / Small real account / Demo until profitable / Real from day one	Poll votes
19	The 'I earn a commission' post 2.10. Trust post, no ask.	One clear thing: when someone opens an account through my link, I may earn a commission. It costs you nothing. I only recommend what I use.	Messages received
20	Weekend post. Write next week. Check: how many people messaged START this week?	Weekend plan: no charts, one lesson from the free course with a coffee. Reply with the lesson you are on.	START messages this week
21	Weekly recap. Count: members, views per post, messages, people who asked about the platform.	Week three. Members [n], views per post [n], messages [n]. Lesson of the week. Platform questions answered in private, honestly.	Conversions (accounts opened, as told to you)

Week 4: review and double down

Day	Action	Sample post	Metric
22	Look at the Metrics tab. Which post type got the most views? Make two of those this week.	[Your best post type from weeks 1-3, new angle]	Views per post
23	First cross promotion: message one host your size with the swap offer.	DM to host: I run a channel for people learning to trade, [n] members. I like what you post about [x]. Open to a swap? I post about yours Tuesday, you post about mine Thursday. Honest description, no obligation.	Swap agreed (yes/no)
24	Quiz, three questions, with the explanation as the lesson.	Quiz: A stop loss is placed to? A lock in profit / B limit a loss at a level you chose / C enter / D close all. Answer B: it closes the trade at a level you set in advance.	Quiz answers
25	Announce the first live session for day 27. Post the swap about the other host's channel.	Friday 7pm: live Q&A, 30 minutes, ask me anything about starting. Reply with your question now.	Questions submitted
26	Honest result or no trade post. Message everyone who joined this month and has not messaged you: one question.	No setup today. Watching 2,340 and 2,372. If nothing happens, nothing happens.	Messages received
27	Live session. Record it. Post the recording.	Live tonight at 7. Recording will be here for anyone who misses it.	Live attendees

Day	Action	Sample post	Metric
28	Post the recording with three takeaways. Weekly recap with names.	Recording of Friday's Q&A. Three things that came up: [a] [b] [c]. Thank you [names].	Views on recording
29	Monthly recap post. Members, posts, results, lesson. The month two plan in one line.	Month one. 29 posts, [n] members, [n] trades, [n] losses posted on the day. Month two: same rhythm, one swap a week, a 30 day challenge from day 35.	Members / Views per post / Conversions
30	Fill in the Metrics tab for the month. Decide the one thing to change. Write week five.	Month two starts tomorrow. If you are new: pinned message, then message me START.	Monthly review done (yes/no)

Reading the Metrics tab

Every Sunday, three numbers: members, views per post as a share of members, messages received. Thirty percent views per post and above is a living community. Under ten percent means the content is not reaching them or the members are not real. Messages received is the number that becomes clients.

Month two

Do not write a new plan. Keep the rhythm, add one swap a week, start a 30 day challenge on day 35, and run the live session every Friday. The playbook for 100 to 1,000 members is in the growth guide.

Key takeaways

- Week one is building and seeding, with the link shared nowhere.
- Week two is sharing everywhere and asking for forwards.
- Week three is the pinned message, the setup post and the honest line, once each.
- Week four is numbers, a swap, a live session and a decision.
- Judge the community at day 90. Day 30 is the first data point, not the verdict.

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