



**Clubhouse**

*Success Secrets*

# So, what exactly is Clubhouse?



- Launched April 2020
- Audio Only Social Media App
- 10 million active users weekly
- Unicorn startup, joining the ranks of Uber and AirBnb

# Celese's Top Clubhouse Success Secrets



# Show Up, Speak Up, Follow Up



## Ways to Show Up

1. **Come As Your Authentic Self!**
2. **Your Bio**
  - 💡. Try different bios for different rooms
  - b. Space. It. Out!
  - c. Use Emojis
3. **Find Your Tribe**
  - a. Be intentional with your follows and
  - b. Start a Club!
  - c. Search for clubs/interest areas

# Show Up, **Speak Up**, Follow Up



## 1. Practice Makes...Progress

- a. Elevator Pitch
- b. Toastmasters
- c. Or...just wing it!

## 2. Read The Room



Give it about 2 mins before joining the stage


## 3. Change Your Audio Quality




When on stage as a speaker, click 3 dots in upper right corner and change audio quality to HIGH

# Speak Up: Moderating Tips!


## 1. Try Starting A Room With Friends

- a. Test the controls
- b. Get out the jitters
- c. Or ask to co-moderate with another experienced moderator
-  Ask club owners if you can start rooms in their clubs.

## 2. Moderating = **Facilitating** a Conversation

-  Try to not “hog the mic”
- b. Scan the audience for subject experts
- c. If room grows, introduce speakers by reading their bios.

## 3. Resetting The Room

-  Clubhouse now auto asks for follows ;)

# Show Up, Speak Up, **Follow Up**



## 1. Make it EASY

- a. Connect IG/Twitter
  - i. Get linktree on IG



Fewest Steps Possible

- c. Clear call to action

- d. Email List



Auto-replies for DMs

## 2. Follow Up With Valuable Contributors

- a. DO NOT spam
- b. DM and mention where you met them



Follow and click the bell icon

- d. The sooner, the better!

# Thank You!

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