

Clubhouse Room Topic Brainstorming Worksheet

The following worksheet is designed to help you identify and choose the best topics suited to your niche and your listeners. It will also walk you through some ways to increase listener engagement.

TOPICS

Who is your ideal target market?

List your target market segments:

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What is the top-5 most popular articles on your website by popularity?

Article Title	Category/Topic
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What 10 niche-related problems do most of your readers/listeners struggle with?

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What causes are most important to your target audience?

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Who else do your audience go to online for advice, answers, or suggestions?

Person	Site/URL
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What niche-related questions do your readers/listeners ask most frequently?

What recent evening news affects or applies to your target audience?

What have you read recently that inspired you to create a chat room about it?

What real-life event have you heard/experienced that would help your listeners?

ENGAGEMENT CHECKLIST

Keeping your audience engaged is just as important as the content you provide.

- Make it easy for listeners to contact you. Dedicate an email specifically for your Clubhouse or perhaps have them DM you on one of the social platforms.
- Encourage listeners to reach out to you with their comments and questions.
- Respond to their emails, DMs and messages as quickly as possible. You don't have to have long, drawn out conversations, but do answer their initial question.
- Remember your regular speakers. Address them by name. Recognition boosts engagement.
- Talk about feedback you've received about previous calls.
- Share a story about the success of a listener, customer, or follower.
- Host "Ask Me Anything" room where listeners can submit questions ahead of time and you answer them. Or just do it "Open Mic" style where you invite listeners to raise their hand to ask a question.
- Spend a small amount of time building real connections and relationships with your audience in all areas of the business such as email, social media, blog comments, etc.
- Remind listeners to take plenty of notes because there is no recording or replay available after the room closes.
- When you attend in-person events, invite your Clubhouse followers. A few days ahead of the event, check if anyone is coming and make a point to meet up with them if only to shake their hand and say hello.
- Share your challenges and how you overcome them. Tell stories that your listeners can relate to. Ask for their advice or how they overcome similar situations.