



Create Your Meetup Checklist

1. Go to meetup.com
2. Click on “**Sign up**” in the right hand corner.
3. Enter your info and sign up for an account.
4. Login and click on “**Start a meetup.**”
5. Fill in **Section 1** – the basics. Choose a name that fits what your group will do, your community, or makes you easy to find when someone is searching based on a topic they are interested in.
6. TIP: Don't name your group the same name as your business. Meetup doesn't like that and may shut you down.
7. **Fill in the description** so folks know what you are about.
8. **Section 2** - Choose your color theme.
9. **Section 3** - type in keywords that relate to who you serve and what topic you help them with, and also other search terms that your audience might use to find a group like yours.

NOTE: When meetup emails their database to announce your new group, it will email folks who express interest in these keywords/topics, so choose topics that relate to what you do and who your audience is!
10. **Section 4** - pay your dues. It's only \$72 every 6 months to have 3 meetup groups.
11. Fill in their “**Few more things**” and your basics are all set up! Congrats!
12. Now fill in the “**Pages**” section – which is an introduction to your group. Click on the button “Pages” and then “Edit this page”. Let the world know what you do and who you serve!
13. You can **upload an image** to represent your group, such as a logo, a graphic you have someone design for you, or your own headshot.
14. Link **facebook**, **twitter** and **linkedin** on your group's homepage. Look to the left column – there are about 4 icons for social media and underneath a link that



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says, “Add your group’s links”. Follow the process to add each type of social media you can.

15. **Schedule your first meetup!** Meetup.com will announce your meetup to their database a few days after you create a new group. It can help to have your first meeting already scheduled when the announcement email goes out. You don’t have to, but it might help you get more members initially.
 - a. Click on “**Schedule a new meetup.**”
 - b. **Choose a hot title** for your first meetup because that can attract more sign ups. Use what Jesse and Sharla are teaching you about copy. Enter the title of your meeting in the “What should we do” field.
 - c. Click on “**Schedule this meetup.**”
 - d. Click the “**Edit**” link so you get the edit screen.
 - e. **Write all the info about your meetup** under “Details.”
 - f. Fill in the **date and time** of your meetup.
 - g. Fill in the **location** of your meetup.
 - h. **Tell people how to find the room you are in** (e.g. We will be in the back room, walk past the bar and turn left.)
 - i. You can edit the fields of “Who’s hosting this meetup” if you are not the host.
 - j. You can “**Automatically repeat this meetup**” if you want it to repeat each month or every few weeks.
 - k. You can **charge for your meetup**, and connect payment methods like paypal to automatically take your payments online.
 - l. In “RSVP settings” **set the maximum number of people you want to allow to RSVP**. Keep in mind often about half of the people who RSVP actually show up if the meeting is free, so you may want to double your numbers. For example, if the venue you have rented fits 25, you may want to allow 50 to RSVP.
 - m. You can choose an automatic **wait list** (nice since you don’t have to remember to go back into meetup and check on your wait list often) or



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- manual, if you want to have more say in who can show up once the event limit is reached.
- n. **Set an end time for when members can RSVP.** You may want to know your numbers at least a day ahead of time or more, or you may not mind and allow people to RSVP right up until the event starts.
 - o. Remember to turn on “**Email members automatic reminders**” and meetup will take care of reminder emails for you.
 - p. After a while, you may choose to turn off “**Email event hosts when members RSVP**” when you feel like the excitement of seeing RSVPs has worn off and you don’t want so many emails in your inbox.
 - q. You can **ask questions when members RSVP** if you like, and do a little market research.
 - r. Click “**Change details.**”
16. TIP: In the meetup invite details, you can **request that members help spread the word** and share the link for your meetup with friends. Also remember to tell them what they are going to learn and include an agenda.
17. Once you’ve clicked on “Change details” it will take you to a page where it asks if you want to **announce the meetup**, at the top of the page. If you have enough details about the meetup filled in, announce your meetup!
18. **Congratulations!** You have started your first meetup group and scheduled your first meetup!
- ***Remember to get your gifts at www.bit.ly/rypgiftsdana