

Twitter Thread by Dickie Bush ■



Dickie Bush ■

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Community-driven businesses are the future.

This was one of many takeaways from yesterday's Builders Build with [@gregisenberg](#).

Here are 7 can't-miss lessons on audiences, communities, courses, and the future of business:

People confuse audiences with communities.

An audience is simply a group of people who:

- Follow you
- Listen to you

Building an audience is much easier than building a *community* with that audience.

And to do that, you can use the community test ■■

There are five elements of every strong community:

- Togetherness
- Rituals
- Identity
- Belonging
- Engagement

When building a community, think TRIBE.

And to start, focus on creating rituals and fostering engagement.

There are two types of community products:

- Community-focused products
- Community-enhanced products

Community-focused products are when the product *itself* is the community.

If the community disappears, the product disappears.

This is how most people think of community.

But community-enhanced products are the real gamechanger.

This is when purchasing a product automatically gives you a sense of identity and belonging.

The most successful products will be community-enhanced.

Community-focused: @Clubhouse

Community-enhanced: @lululemon

Building an online cohort-based course?

Your number one focus should be on the community.

Course creators do not spend enough time on this, yet it's what students are most looking for.

A simple framework: ensure every student leaves the cohort with one new lifelong friend.

The three pillars of @gregisenberg's rolling fund:

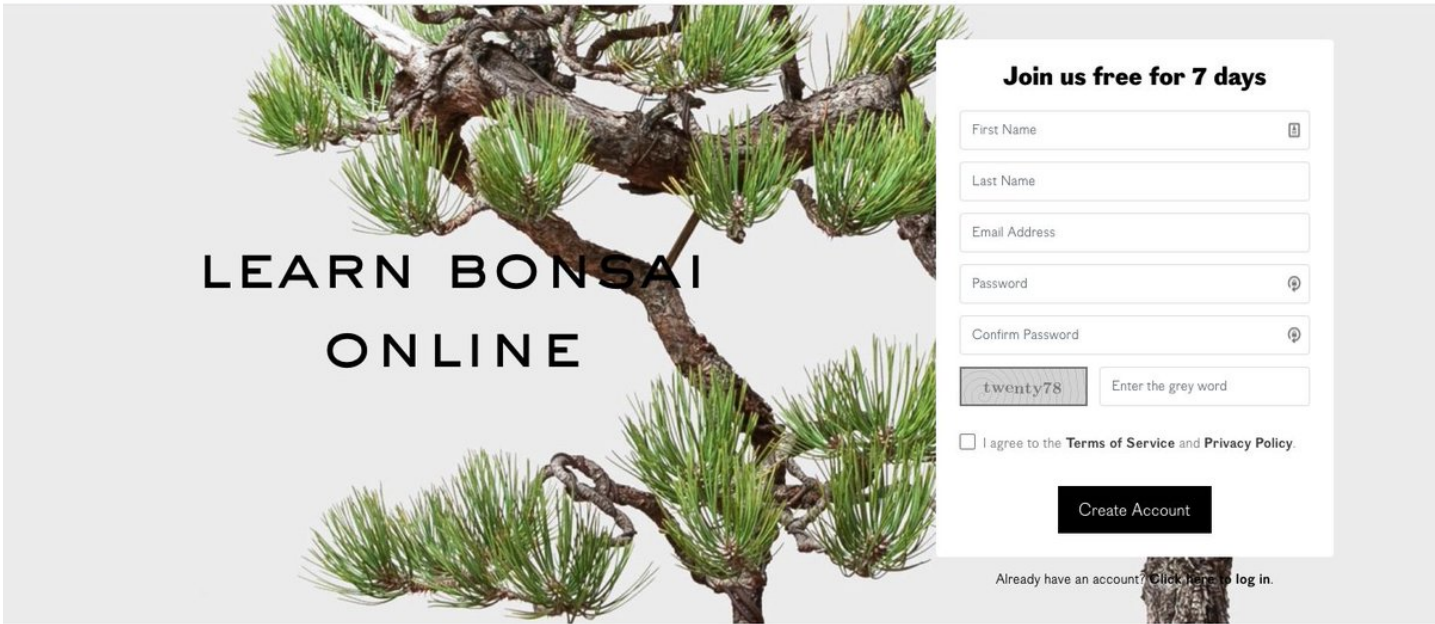
- Community-led business is the future
- "Niche" businesses used to be small. Now you can build a billion-dollar "niche" business
- Large platforms cannot be everything to everyone. Vertical products will flourish.

Here's an incredible example of a niche, community-focused business:

<https://t.co/GdtFFZar7C> → a community built around bonsai trees.

For \$20/month you get:

- Access to hundreds of hours of educational content
- A community of others all interested in bonsai trees



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The best predictor of future success: clear thinking.

To clarify your thinking, stop living on autopilot.

- Be curious
- Take notes
- Ask more questions
- Observe everything

Do this over time and it compounds into a rich, diverse perspective of thought.

I learned a ton from this conversation with [@gregisenberg](#), and I hope you did as well.

For more interviews with Full-Stack Builders like Greg, follow me and [@businessbarista](#).

We interview a Full-Stack Builder every Thursday at 5 EST on our Twitter Space Builders Build.

TL;DR of this week's episode:

- Build an audience, then build a community
- Niche products do not mean small markets
- Community-enhanced products are the future
- Optimize your community for one lifelong friendship
- Learn to think clearly and the rest takes care of itself