

Characteristics of a Great FB Group

- ❑ A Visionary Founder - able to see future needs, product capabilities, and empower a team
- ❑ Incredible Products - this is a product group so the products must be high quality and continuously evolving
- ❑ An Amazing Development Team - capable of continuous development and agile enough to roll when needed
- ❑ Rock Solid Customer Support - Group members are also customers and need to have that level of support
- ❑ An Engaging Community - the community must support and encourage itself while maintaining a positive atmosphere
- ❑ A Commitment To Value - a healthy community is one that has a high commitment to value in everything that is included in the community communications