

INDUSTRY 4.0 CLUB

CLUBHOUSE BRIEFING



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Purpose - (Why we exist):

To engage the power of diverse worldwide talent to accelerate the global evolution to Industry 4.0.

Vision - (What we hope to accomplish): In three years, the Industry 4.0 Club is known inside and outside of Clubhouse as the leader for engaging and connecting diverse individuals in the promotion, development, and adoption of Industry 4.0 to improve business results.

Mission (How we plan to achieve our Vision): Host respectful, thoughtful, and inter-disciplinary open conversations on wide-ranging Industry 4.0 topics generating club members and followers who become part of our community because of the quality of the content provided and the connections they can make with other industry leaders.



GETTING STARTED

WHAT IS CLUBHOUSE?

If you have been hanging out on social media the past couple of weeks, you have probably heard a new buzzword: Clubhouse. This new platform lets people chat in real-time, share stories, collaborate, and bounce ideas off each other using their voice without the need for a lot of other equipment. Limitations on invitations have only fuelled its appeal among entrepreneurs and business elites. Yes, from Elon Musk to Oprah is on the app.

HOW TO USE CLUBHOUSE APP: USE CASES FOR BUSINESS OWNERS AND MARKETERS

Connect and engage with professionals outside of your industry or niche in spontaneous rooms filled with real-time chats on a variety of topics.

The focus is on high-value conversations rather than produced content. **It is currently an invite-only app (IOS)**

BEST PRACTICES

BIO

- The first 3 Lines - The first 3 lines are your most important real estate. It is what people see and it is what inspires them (or doesn't) to ultimately, connect with you.
- Photo - Your photo should be bright and clear.
- Emoji Power - Use emojis within your bio. They are part of Clubhouse's search algorithm. Plus, they break up your texts.
- Link Twitter to your Clubhouse account.
- Get Notified - Set your notifications in settings to "on" so that you receive notices when people you are following join rooms.

SPEAKER

- Introduce Yourself - Test different ways to introduce yourself. The host will sell you for you if you put away your sales hat and delay your introduction :)
- Clarity - After introducing yourself and how you help people state your question or golden nugget of wisdom.
- Be Positive
- Quiet! - Eliminate background noise. It is a voice app.

HOST

- Prep - Develop a list of people you want to have as core moderators and speakers for the room.
- RECRUIT A CO-HOST - Choose at least one person who is willing to be your co-host.
- Give your session a title
- Reset the Room - Watch for new attendees coming into the room and, when it's right you can give a recap for the purpose of the room.
- Avoid Too Much Self-Promotion - Pretty much every attendee will visit your profile when you are the host. Let your profile sell you instead of pitching your services.
- Provide any special instructions or things to avoid.
- Include - Be welcoming and recognize new arrivals.
- Watch - Upgrade audience members to speaker when they raise their hand and welcome them to the stage.
- Follow - You can ask all participants to follow the speakers and moderators
- Limit - Eventually, you will have someone in your room who takes advantage of the situation and tries to own the room. Be polite. Mention something from the person's profile and acknowledge how great it is to have the person in the room and then mention that you need to get to others with questions or comments.
- Practice - First-time hosts can start a room and get a few people together to experiment with features and controls within

ROOM

- Schedule Rooms in Advance - Schedule rooms using the calendar graphic at the top of your hallway screen.
- Develop a Good Title - Use a title that “sells the sizzle, not the steak.”
- Your room title is a headline just like a headline is used for a YouTube video or blog post. Its job is to get passers-by to read the description of the event so they can determine if it will be worth their time to attend.
- Timing - Schedule your room at least one day before it is supposed to go active.

HELPFUL LINKS

APPS

- Clubhouse Invite Exchange - https://t.me/clubhouse_invites_exchange
- Paid Rooms- <https://paidrooms.ch/>
- Yoyo Club - <https://www.yoyo.club/>
- CH Pic - <https://chpic.me/>
- Clubhouse Glow - <https://www.clubhouseglow.com>
- Clubhouse Bio Builder - <https://www.clubhousebio.app/>
- Clubhouse Tools - <https://clubhousetools.app/>
- Get Host Notes - <https://gethostnotes.com/>
- Direcon - <https://www.direcon.com/>
- Club Top - Clubtop.info
- Spore - spore.gg
- Clubhouse DB - clubhousedb.com
- Clubhouse Monitor tools - monitor.clubhousetools.xyz

