



GREATIDEAGIRL

What is Clubhouse (CH)?

An audio-only, social networking platform that allows you to join in on conversations about almost any topic you can imagine. You can join and just listen or can make a comment or ask a question. You can also host your own meeting rooms.

How do I join?

The app is only available for Apple/iOS devices (phone/tablet). The app is in beta so membership is by invitation-only which means an existing Clubhouse member must approve you for membership.

I recommend everyone download the app and request a login. Once you do this, if your phone# is in the contact list of an existing member they will get a notification asking them to approve you.

How does it work?

Think of clubhouse as building with a lot of meeting rooms with discussions about different topics. When you enter the building, you're in the hallway where you can scroll down and see all the meeting rooms that you can enter. The specific rooms you see depend on who you follow on the platform.

- One tap enters you in the meeting room there is a stage where the moderators are and an audience.
- When you come into a room, you're in the audience. If you want to comment or ask a question, tap the icon to 'raise your hand' and one of the moderators will bring you onto the stage.
- Once you're on stage Clubhouse etiquette is to immediately hit the mute button so you don't disrupt the person currently talking.

When it's your time to talk, the moderator will let you know, and you can unmute your phone and speak.



GREATIDEAGIRL

So what's the big deal about it?

The big deal about Clubhouse is Connections + Content.

Connections

- Connect and learn from people who, without this platform, it would cost you a lot of money to be able to connect with them - if you could do it at all.
- Example: In an IT Recruiting room I heard a person looking for a job come on stage and talk about what they were looking for. A recruiter for a big tech company happened to also be in the room and she had a pending job posting for the exact skills that this person had. The recruiter advised them to send them a DM to move forward. #JustLikeThat

Content

- The spirit of the platform is for hosts to giveaway valuable information for Free!
- Never sell your stuff without giving value first. CH is not the place to come just to try and sell people your stuff. Be about building community + Be about helping others.
- Example: Bill Gene in Marketing

