

The Curated Community: *Six Steps to Turn an Audience Into People Who Belong*

Everyone's being told to build community. Almost nobody's being told how.



BOOK EMILY

ABOUT THE TALK

Emily has built real, physical communities: 769 paid members in a Switch Society space in Billings, 3,100+ people in an online group that grew on its own, and a franchise model built on one belief. Belonging can't be manufactured. It has to be curated. In this talk Emily walks through The Curated Community, her six-step method for founders, operators, and leaders who want to stop broadcasting to an audience and start building a place people actually belong. You'll leave knowing which step you're skipping.

YOUR AUDIENCE WILL LEAVE WITH

- 1 The six steps of The Curated Community.
- 2 How to tell an audience from a community, and why it matters for revenue and retention.
- 3 The one step most leaders skip, and how to fix it this month.

TEDX SPEAKER

The Future of Fashion: What If Clothing Were Free

TEDxBillings, December 2024 · Watch: youtu.be/ZGhgiAEIf-E

IDEAL AUDIENCE

Community and membership organizations, franchise systems, associations, nonprofits, faith and civic groups, creator and coaching businesses.

FORMATS

Keynote: 30 to 45 minutes. Story, framework, Q&A if time allows.

Workshop: 90 minutes. Each team scores itself on all six steps and leaves with a plan.

ABOUT EMILY

Emily Petroff is the founder and CEO of Switch Society, a circular wardrobe from Billings, Montana. TEDx speaker, master's in psychology, speaking for more than a decade. She built its platform with AI.

769

paid
members

319,000+

items
circulated

3,100+

community
members

PRESENTED AT

