**YGT episode 174**

You're listening to. You've got this episode one 74 yeah. Welcome to, you've got this, a weekly podcast for higher education professionals looking to increase their confidence and capacity for juggling the day to day demands of an academic life. I'm your host, dr Katie Linder. On this episode, I want to share a little bit more about the transition that I recently went through with prolific and I'm calling it prolific 2.0 and I want to tell you a little bit about why I decided to do this and what you can expect to see in this community in 2020 and I'm really excited about this transition.

So, first of all, what was prolific? 1.0 um, so I started prolific as an online community using a tool called mighty networks. And mighty networks allows you to invite people in. They can create a profile. They can post, you know, articles and images. They can talk to each other. You can RSVP for online events.

Um, you can join groups and, um, just to kind of engage with other members in one space. And I had eventually created the prolific community with a very dedicated focus on writing and publication. And this was back when I was doing a lot of writing groups and I was coaching a lot of people around writing and publication.

And it was a space that I wanted to create so that people felt continually supported as my clients. And so when people would join a writing group, I would let them into prolific for free as like a free lifetime member. And this was one of the benefits of working with the writing groups. Um, it was also a paid community.

So I was doing a couple live events every month. Um, there were reading groups, there were writing retreats and writing sprints. Um, there were all kinds of different topics that were being covered, content, um, kind of webinars and things throughout the year. And so I had a monthly fee and an annual fee for this community.

And so people were also paying members of prolific. Um, at the same time that I had people who were in there who were there for free, who had been in my writing groups. So, um, prolific was a community that I really enjoyed engaging with over the past year. I loved having the retreats and the sprints with them.

Um, the, the kind of live events and reconnecting with people who had worked with previously was really fun. And also introducing people to each other was something that I really enjoyed. But toward the end of the year, I started to feel like, um, I was giving a lot of time to prolific and I wasn't seeing a ton of growth in the community, and I was starting to kind of wonder if it was a little bit constrained.

Um, and if I had niched it too much with the writing and publication focus, and I had a lot of clients that I wanted to kind of. Help them stay connected with each other, especially who had done like my group coaching stuff. But, um, they didn't really care about writing and publication and so prolific wasn't really a space for them.

And so what I decided to do, um, and it kinda just clicked for me very quickly. Um, it wasn't something that I think I was really consciously thinking of. And then as soon as I thought of it, I was like, Oh, yeah, that's, that's the obvious solution. Um, I decided to expand prolific to being more about meaningful productivity in all aspects of the academic life and work.

So, um, instead of just being focused on writing and publication, I wanted to create a space to think about goals and alignment. And what does it mean to be very intentional about creating a to do list or managing your calendar, um, or just accomplishing the things that you want to accomplish? How do you do that in a way that feels really values led.

So, um, I announced this to the prolific community and then I basically kind of shifted some things inside in terms of topics and events and things that I had coming up for the community. And then I also used, um, the group function. Um, mighty networks has a way to create groups. So I created some groups that are kind of public groups around topics like teaching and learning and writing and publication, um, career transition and career growth.

And then also things like wellness and health. And then I created some private groups for people who had been in my programs either currently or in the past around the seven weeks to radical self trust program. Um, people who had been part of my program around a coach training, which is launching this year.

Um, and just various other kinds of like alum communities that I knew were people that wanted to kind of stay connected to each other. So when you come into prolific, you have the option of just being a part of the general community, which is focused on meaningful productivity. And you can also, if you want to join some of these more public groups that would allow you to kind of follow and be engaged with conversations on topic areas that are maybe more kind of specifically of interest to you.

Um, then I went and invited all of my clients, um, into this community. So if you are one of my current clients, you basically get lifetime free access to prolific. And this is something that will continue if you work with me in a group coaching program, in a private coaching program, in my coach training, in my writing groups, like anything that you are kind of engaging with me around, I want to keep engaging with you after that's over.

And so I want you to be able to come into prolific and feel supported. So immediately this felt like a really good decision for me to make in terms of just opening up that space. And then I wanted to make sure that it was accessible to everyone. So I lowered the price. And I think this is something that, um, people, you kind of hear them talk about, you know, when they feel like something is not successful, maybe they'll, they'll discount the price or something like that.

For me, this was really an intentional decision around. Surprising and delighting my customer audience by saying, even the people who are currently in there who've chosen to pay at the higher price, I want you to get a lower price. I mean, like it doesn't mean that the value is not as good. Um, but it basically just means like this is something that I can be generous with because other areas of my business that are going really well.

And I want to give a gift back to people. So right now the price of the prolific community is nine 99 a month or 99, 99 for the year. And um, it allows you access to the groups that I mentioned and to the general posts and things that we're doing. Um, the primary thing that we do in there is kind of a weekly accountability check-in about what are the goals that you have for that week and how are those going.

But the other thing that I think is really fun is we have live events where I facilitate different events and you can sign up and come to these live or you can watch the recording later. So a couple of the things that I have planned for this year in prolific is every month we're going to do goals and intention setting within the community.

So I'm, I will host an event and I'm kind of using my power sheets as a model for how I'm doing this in terms of what I'm asking people to reflect on, um, in terms of how things went the past month and, and what they're planning for with the upcoming month. Um, but you don't have to have power sheets to do this.

I want to be really clear about that. I do know several people within the prolific community have invested in power sheets. They just think it's a cool tool, and so they want to be using it. So, um, this'll be a time and a space for us to come together 12 times throughout the year to really check in with ourselves, with our, to do lists and to be really intentional and purposeful about what that looks like for us.

So we're going to do those events every month. And then I'm also squeezing in some prolific reading group events, and we're going to be reading a few different books throughout the year. We're starting year by reading, um, atomic habits by James clear, which is something that people have really loved, um, within this community.

And they've talked about it a lot. So I wanted to read that book together. And then we have some other books that we're reading, um, throughout the year, like Twyla Tharp's, uh, creative habit and, um, Marie Forleo's. Um, everything is figureoutable and some other things that I've kind of chosen that I thought would be fun for the group to read together.

So we have that going on. And then in the summer, I've also booked some sessions that are retreat spaces. So this would be, um, kind of writing retreats if people want to use them that way. You could also use them for creative retreats or other kinds of things you want to do. But this was something that I think people really enjoyed in prolific.

1.0 was setting aside this time as really a dedicated space to move some writing projects forward. And so I wanted to keep that, and summer felt like a really good time to do it. So these are days that run basically like nine to five, and we do check ins throughout the day on, on different writing projects.

So I went ahead and booked a few of those throughout the year. Um, and I'm really excited to. To see how those are going to go. And then at the very tail end of the year, I'm wanting to do some things around just kind of what are the accomplishments from 2020 that we feel really good about, and how do we plan for the year that's coming.

Um, and so I always do kind of those annual planning events as well. And then I'm looking forward to using some of those monthly goals and intention sessions as kind of quarterly check ins. Every few months we'll do some quarterly work as well. So, um, I think this is going to be really fun. I'm excited to see how the group decides to use this community and.

It is very group led because, um, all the posts and things that people are contributing to the group, um, it's up to them to decide, you know, what they want to talk about or if they want to share a new tool or resource that they decided was interesting to them. Um, so if you're interested, if, if this is something that sounds like it might be kind of intriguing for you, I do hope you'll check it out.

Um, there's a really fun and creative community already in there, and I think the live events alone are worth the. The time. Um, if you're really interested in accountability this year, this is, I think, a group that's going to be very focused on that and helping people to move their goals forward in a way that feels not only meaningful, but manageable and realistic given everything else we have going on in our lives.

So you can find more about prolific at prolific dot. M N. dot. C. O. It's also linked on my website. If you want to check it out there, I'll link it in the show notes. And the other, I think, helpful thing to know about prolific is it does come in the form of an app that you can use on your phone. So there's a browser edition if you want to keep it off your phone and you just want to be engaging with it on your computer.

Or you can have an app on your phone that allows you to kind of stay connected to the prolific community when you're on the go. And I use both. I really like having the option of kind of commenting and liking people's posts when I'm out, you know, out and about or, um, when I have a few minutes, you know, over my lunch break or something to check in.

Um, but if you want to just kind of keep it in your browser, that's fine too. Um, so it works in a couple of different ways and I think that's a really fun part of this community. So I would love for you to check it out. If you have any questions about prolific, you can always email me@helloatdrkatielinder.com.

You can tweet to me at Katie double underscore Linder. You can connect with me on Instagram at Katie underscore Linder, and soon. Soon, very soon you'll be able to write me letters again. I'll be sharing my new PO box in the next few weeks and I really look forward to connecting with you and, um, communicating that way as well.

So I hope to see you over in prolific and thanks so much for listening. Thanks for listening to this episode of you've got this show notes and a transcript for this episode can be found at Katie linder.work/podcasts. If you found this episode helpful, please also consider rating and or viewing the show in iTunes.

Thanks for listening.