



The Official Yacht Club Elite “ListyThang”

1. THIS BOAT RIDE IS COMMERCIAL-FREE.

What this means is, please don't:

- Post links to your social media, or Facebook groups (screenshots are fine).
- Post affiliate links.
- Post links to your products or services, that are not specifically for evaluation or feedback purposes (we have the Richfriend Directory for that).
- Create a thread asking for members' emails or asking members to email you. Request interested Richfriends to DM you instead, and then you can transition to email.
- Post surveys.

Receipts are always welcome:

- Did you just launch or relaunch your blog or website? We encourage you to share such news with your Richfriends. To let us know that you just launched your company website or blog start your post with #receipts. Include 1 link – this is the only time we allow a link.
- Remember, on this boat we support each other. Share your wins using the hashtag #receipts so we can celebrate with you.

We have one of the most knowledge-packed, educated spaces on the web. If you have content that could be an insta-answer for your Richfriend, email it to us at info@nicolewalters with the subject line HOT TIP. If we share it, we'll tag you. I want to make the most of our brains combined – that means don't hold back with valuable advice and links to awesome content – but it's easier for all of us, when our content is organized.

If you're wondering, “Can I post a link to my website/social media so that I can get feedback on something?” Go ahead and post! That's the joy of this space – our posts are moderated, which means you can be fearless. Jan or I will take a look first, and make sure it's appropriate (or we'll reach out to you directly to give you the help you need). If your post ISN'T approved...make some changes (remove links) and resubmit – we want need your voice.

We get TONS of posts each day, and always appreciate your patience as we work through approving them within 48 hours. Please note Jan and the team typically take holidays and weekends off- that's special time reserved for family, friends, and refreshing! So there may be a slight delay in your post publishing, but we try to get timely info out asap.

2. THIS IS THE LOVE BOAT. SUPPORT YOUR RICHFRIENDS.

That's right. It's a rule – and one that probably doesn't even need to be 'official.' Love up on your Richfriends. Even if you're a lurker. Even if you think you have nothing to contribute. Even if you only pop in for the fancypants trainings and the free food (ha!) – take a moment to give a 'like' or a cheer to your shipmates. The rising tide lifts all boats, and the support means everything.

- Did you have a great experience with the product or service of a Richfriend? Tag them and give them a shoutout instead!

3. DON'T DO THIS WEIRD THING WITH LINKS.

In case you don't know what this is, a “link sharing” thread is when you create a new thread and ask people to share a link to their Pinterest profile, Instagram, etc. for the purpose of connecting outside of the group. Hold your horses there, matey! My team and I put together a shiny new directory for all Richfriends – complete with cities, business links, websites, and how to support and buy from each other! Having an excessive amount of “link sharing” threads makes the group feel spammy and less useful. And we don't want that, right?





4. KEEP POSTS AS SHORT AND SWEET AS POSSIBLE.

Moby Dick, The Odyssey, and Titanic were all long movies and books about journeys at sea. HOWEVAH, in YC – we're about time management and maximum efficiency. Meaning, we want to see posts that read more like a tweet, and less like a novel. Your post needs to be 300 words or less and you'll want to watch out for a whole bunch of typos. Why? Because this is a skill set you need in business. You have to be able to tell your story quickly, effectively, and concisely for your consumer – so this particular ruleything is less about wanting to cut you off, and more about teaching you a valuable lesson in copywriting. Don't hold back on sharing your heart, business, and questions – just give us the Cliffs notes version.

5. MIND YOUR MANNERS.

This is one of those things I don't really have to say, but technically, I have to say it. My Richfriends are among the most kind, compassionate, giving, supportive, community-minded people on the planet. It goes without saying that we will not tolerate or share things affiliated with offensive or violent language, hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, age, sexual orientation, or political beliefs. Add to that, links and comments containing sexually explicit material, violations of copyright or intellectual property rights, spam, link baiting, or files containing viruses that could invade the privacy of and damage the operation of our Richfriends' computers or mobile devices. Basically, just follow the golden rule. But you know that 😊

6. THIS IS A BUSINESS TRIP...

Every once in a while, you're gonna want to share a cute kid, holiday, or fancy new wig pic. We all have our moments – I totally understand. But more than anything, we want this journey to be one that moves our businesses forward. If your post or resource share is related to business (mindset, time management, office space, online info), then please share. But if it's just a funny joke, or a picture of a dog eating watermelon (because I've got both locked and loaded, just saying), we'd probably prefer not to have one more distraction on our timelines. Let's stay focused, and keep it on topic.

So...what can I post?

I'm glad you asked! Here's a few examples of the types of posts we love to see in YCE:

- Business Tips (marketing, sales, branding, speaking, tech, e-commerce solutions, etc.)
- Questions
- Job Postings (especially Richfriend-to-Richfriend)
- Resource sharing (books, tools, etc.)
- Valuable content with no opt-in (blog posts, e-guides, etc.)
- Entrepreneur Mindset-related issues (things like getting over the hump, imposter/overachiever syndrome, mom moments, and customer/coin problems. Just remember Ruleything #4!)
- Receipts – big, small, monetary, non-monetary, physical, spiritual, emotional, parent wins – you name it, we want to celebrate you, and help you learn to look for these many moments in your life. You will always find a cheering section here. Let's us know how you're winning today!

About that stuff I shouldn't post...

I'm not an iron fist kind of gal, but there are a few types of posts we want to avoid in YC – so that information beneficial to everyone can shine through. . We're very particular about approving quality posts only because otherwise you would be overwhelmed and inundated with content. Here's what you should think twice about posting in the group:

- Link sharing posts (see Ruleything #3)
- Links to content posted on other pages.
- Affiliate links
- Personal promotions for products, services, webinars, etc.
- Requests for "likes" and "follows" on your business pages and accounts
- "Rant" posts (Your feelings are valid! We just need a clear-cut path to helping you, and it's difficult to get to the root of your challenge without a definitive point.)
- Non-business related content with the potential to derail the momentum of the group (funny memes, petitions, unvetted articles, etc.)





7. RESPECT EACH OTHER'S SHIP CABINS. DON'T SEND PMs WITHOUT AN INVITATION.

I know we're all awesome and want to love up on and do business with each other. Just don't send unsolicited group requests, PMs, and messages. That's just good business and good people-ing 101. We haven't had this problem in the past – and we wanna keep it that way.

8. I'M HERE AND SEE YOU – YOU DON'T HAVE TO TAG ME.

This isn't one of those communities where I just leave you to it solo. I'm in here with you! You'll see me comment, answer questions and pipe up when I see a Richfriend SOS. You may mean well when you tag me in posts, but it's not necessary. Besides, the beauty and benefit of Yacht Club is connecting with our whole crew – be open to advice and insight from Jan and your fellow Richfriends too. I'll chime in if I need to add more specific thoughts that I believe will help you.

9. THIS TRIP IS FOR TICKETHOLDERS ONLY.

I know that many of you have businesses where you may share responsibilities with your spouse. Or maybe you help each other out here and then. I get it – I mean I leave all that legal stuff for my biz to the Hubbin.' But I want to make sure that we only allow commenting and engagement for members only. Please refrain from account sharing or allowing a spouse to comment on your behalf.

10. YOU'RE ON BOARD. YOU EARNED YOUR TICKET. NOW SHOW UP AND SHOW OUT!

Listen. This voyage is nothing without YOU. You may have moments where you feel you're not good enough to post, advanced enough in your biz, or have anything valuable to contribute – but you're wrong. You are ENOUGH. Your voice is necessary here – just think of all the times someone put their fear aside to ask the very question you needed the answer to. Be that voice for another person in our group. I care about you. I want you here, and I support you in all you do – so please don't disappear on us. Check in regularly – even if it's just to say "I'm kinda lost and I need help. Don't give up your dream – it's worthy, necessary, and the world will be a better place with it.

Thank you for being part of this experience, I am so grateful that you're here. If you have any questions or concerns about this listything, please reach out at: info@nicolewalters.com

