



6 Questions You May Have About Running A Paid Membership

1. How do you provide private coaching? Will it be very time-intensive in the beginning and get easier?

Private coaching is very high-value and will allow you to charge more for membership in your paid community. To manage it effectively, some guidelines are as follows:

- Filter your members. Some people are more needy than others. Try to acquire only the type of customers you like to work with.
- Have an introduction that explains how your service works and how members can get the most value.
- Use memory devices, such as avatar images, and running dialogues so that you can keep track of members and their concerns.
- Ask members questions and require work of them, such as research and reflection. They may end up answering their own questions.
- Create trainings to address FAQs and place them in your membership where you can direct members with related concerns.
- Set expectations of timing and cadence, such as response within 24 hours of a member's asking a question.
- Help members ask better questions. Help them refine the questions they're asking.
- When people ask multiple questions, number them so that you can answer them in order.
- When someone asks too many questions, you can slow down your answers. You can also ask them to identify which question will get the most significant result when answered. It's up to you to re-pace them.

2. What if you want people to communicate in your membership via media other than text? What is the best way to do this?

People can communicate within forums via YouTube or Loom videos. Short audios can also be an effective medium.

If you want people to interact via multimedia, make sure your membership platform supports it, letting people embed and play media without leaving the site.

Also, lead by example. If you want people to make videos and audios, give them a cue by making videos and audios. Tell them what tool(s) you use, how it's done, and demonstrate.

3. How do you make onboarding special?

Recording a personal video for each new member who enters your community makes an impact.

Small gifts sent via lumpy mail are also a great way of welcoming people. Send things that you know will be useful and kept, like a tastefully designed T-shirt, a journal or a mug.



Segment new members by their interest or challenge, then send them an onboarding document focusing on that interest or challenge and pointing them towards relevant material within your community.

If you have a weekly newsletter, welcome them there. Invite them as well to local meetups so they can immediately feel like part of the group.

4. What do you do when your members are in different time zones? How do you organize live online events to accommodate them?

You can identify a couple of times that suit the majority of your members, and alternate. Or you can suit a major portion of your audience and yourself, giving yourself time to prepare and deliver your material. Either way, record the entire event so you can share it with members who couldn't make it live.

5. What's the best way to seed a membership before opening it, and then what kind of marketing would be advisable for its first release?

To seed, have a waiting list page, to announce that the membership is coming. This will gather interest and build a pre-sell list. A series of emails would work, telling people that: something's coming, then it's about to open, then it's open. Then a case study, a demonstration of what's in the membership, a call to action to buy, then the membership is closing, about to close, then closed.

JV's, affiliates, paid traffic and ads are optional, a bit tired in some markets. When you've built up your list somewhat, you can open again. By then you may have referrals, case studies and success stories to bolster your marketing. Bottom line, create the demand so that you can open with enough members that it's worthwhile.

6. What is the key to a successful membership business model?

- Be adaptable. Platforms and trends and markets change. You need to be able to keep up.
- Have a good product. This requirement doesn't change.
- Keep churn low. You've got to get results for people, make them want to stay. A reasonable churn rate is under five percent.
- Maintain control or ownership. Even if you have an email provider, keep a backup of your database, a file you can upload to another provider if needed. Have copies of all your content that you can reupload to a new platform should you lose your current one.

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