



## 7 Steps to a Better Membership

### 1. Have your membership automatically open and close.

Alternating periods when your membership is open to new members with stretches of time where it's closed can assist with helping members value access, attracting more prospects of better quality. Automating it, in the meantime, allows you to concentrate on running your membership rather than messing around with your site every time it's scheduled to open or close.

(Specific training for this is available [inside SuperFastBusiness membership](#).)

### 2. Have a team and SOPs (standard operating procedures).

If you're doing all the work, you don't have a real business. Document every process that needs doing more than once. With standard operating procedures recorded in detail, it's a cinch to delegate those tasks that you'd rather not do, or that others can do better than you. This frees you to do the high-level work that only you can perform.

(This is also covered in [training for SuperFastBusiness members](#).)

### 3. Minimize churn.

A membership that loses more members than it keeps is in trouble. There are a number of things you can do to prevent too much churn.

**Grandfathering** - Start your membership off at a relatively low price, then raise that price at intervals over time, allowing existing members to continue paying the rate they started on.

**Do as much marketing inside your community (or more) as you do outside** - It's cheaper and easier to deal with your existing members, so do all you can to give them value and make sure they're reaping the benefits of the membership. A weekly newsletter or a follow-up message reminding them of the resources available to them will help.

**Different membership levels** - Differently-priced levels of membership will give members options if for some reason they feel they can't continue at their current rate.

**Have exit questions** - When members do leave, ask their reason(s) for doing so. This will help you improve the community and be ready with answers if other members consider leaving for those same reasons.

(Look for training on this specific topic [inside SuperFast membership](#).)

### 4. Combine an app with your membership.

Everyone's on mobile now, so an app corresponding to your membership will deliver ease of use and accessibility. Your community will literally be at members' fingertips, which means they will use it more, benefit more, and be less likely to leave. We recommend [www.TheAppMatch.com](http://www.TheAppMatch.com) for apps.



## **5. Hold Conferences.**

After weeks or months of bonding online, members will be keen to meet in real life, so offer that opportunity. It is another chance to offer value, and it's also a way to lessen churn by strengthening relationships between and with your members.

A tip: At the time an annual event is held, or shortly after, have the theme, etc. of your next event in place so that you can immediately start selling early bird tickets. Start your price low, then up it at intervals till it reaches full price nearest the event.

Another advantage to selling tickets well ahead of time is that you can arrange for multi-pay, letting would-be attendees pay in installments.

## **6. Market via podcast.**

Podcasting is one of the most effective content marketing mediums to be on. It's highly accessible, can be listened to anywhere. When you deliver consistent value via a podcast, you build a following, and it's not unlikely that listeners who appreciate your free content will eventually become interested in your paid offers as well.

## **7. Hold local meetups.**

Bring members together in their home town. With such positive experiences, members who meet will stay in the community.

For more help with your business, join [SuperFastBusiness membership](#)