



9 Ways to Populate Your Paid Membership

1. Email is still powerful.

No matter what your traffic channel is, build an email list. In a world of Facebook and other innovations, it is still the number one place where many online marketers go to make lots of sales instantly. If you want a sustainable business, ensure that collecting emails is part of your process.

2. Look to your support desk.

It may seem counterintuitive, but your help desk is a great converter. A sale is basically solving a problem, so your support is where people will go if they're not sure your product is a good fit for them. Furthermore, a help desk does not threaten because it is non-salesy.

3. Capture your traffic source.

Whatever your traffic source, you want to capture those leads. Offer value in return for people's name and email. It might be a cheat sheet, a checklist, a one-page resource guide. Set up an opt-in page and start collecting those contacts, so you can nurture the relationship over time.

4. Warm them up with content.

You can certainly run ads leading straight to your sales offer, however people might be too cold to buy immediately. Let people know, like and trust you by producing content of value to your audience. It might be a podcast, FAQs, short videos. Ask your help desk what people are asking over and over. Use that information to create material. You might run ads to premium content, then engage people with messenger bots or run specific ads to those who have watched your content. That way you combine a broad campaign with a specific call to action.

5. Partner with those who have your audience.

You can take the affiliate route by finding someone who already has your customers, and offering them a sales percentage or bounty for whatever sales result from them referring your product. If you have a course, you might offer it to their buyers as a bonus. This is a win-win setup - their audience gets more value; you get feedback and testimonials while building a buyers' list.

6. Retarget your leads.

When people show interest in your content, whether it's an ad on Facebook or a video on your page, you can then retarget them with a dedicated series of ads that either make an offer or send them back to your list-building funnel.

7. It's important to track.

You want to know what traffic sources are working for you, especially if you're spending on advertising, and the way to do this is by tracking your sales. There are paid tools like [Wicked Reports](#) that are phenomenal, but a free option is Google's own tracking URL tool that uses UTM parameters.



8. Take SEO into account.

If Google likes your content, it will appear near the top of search results, where people searching for you or your topic are more likely to see it, more likely to click it, and more likely to enter your ecosystem where you can then work to convert them. So transcribe your audios and videos, optimize your images and site speed, create high-value, useful content.

9. Have awesome content.

You want people to love your content. You want them to be interested in you and what you offer. You want them to happily give their contact information to get whatever value you're providing. And for this to happen, you need to create content that is useful, that solves a problem for them. It may take time, but if you consistently deliver value, some consumers of your content will eventually find their way into your paid community.

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