



A Membership Change Campaign in 4 Steps

An effective paid membership is one that gets better with time, and one way to ensure this is with an occasional change campaign. This is basically finding out what can be improved and making those changes. This can involve the following steps:

1. Get advice.

The obvious source for targeting what needs change is your current and past members. Reach out to them with a simple email. When drafting your message, take note of the following:

- Do not use the word "quiz" or "survey".
- Do not put in anything sales-like - No back end, thank you page or upsell.

An effective sample subject line might be, "Do you consider yourself a helpful person?"

Keep your message simple, along the lines of:

Hi, there,

I was hoping I could ask your advice on something relating to (your membership). [Click here to help.](#)

Regards,

Provide no pre-selected answers, no radio buttons, nothing pre-filled. Responses should be in long-answer text form.

2. Tally the responses.

Gather the responses and paste them into a tool called TagCrowd. What TagCrowd will do is create a word cloud of the most common responses. This way you can see the dominant themes of your respondents' answers. From there, you should be able to place them in one of three categories:

- a. You wouldn't take the advice because you know something they don't / you don't agree with them / it's not practical / it won't be helpful to those who find nothing wrong with the current solution
- b. Things you've been given advice for that are already in place. Depending on how many such responses you have, this may indicate a need for better communication with your customers.



c. Advice given that you would really like to make changes on. This is the stuff you will actually implement.

3. Respond.

The next step is to send a response email to everyone you contacted. Do this in the first week or so, not, say, three months later. Say simply that you asked them for advice, that you appreciated their responses, and that you will be making improvements. Talk about the things that won't be changing, and explain why. Then talk about what will be changing. End by saying that you will update when changes have been made.

4. Follow through.

Implement the actions that you have decided will benefit your membership and inform your members/past members when done.

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