



Helpful Online Membership Checklist

Why have a membership?

A paid membership is a great source of recurring income that, set up correctly, can eventually run with less input from you than most businesses. It's a highly-leveraged way of delivering value to a large number of people and funding your ideal lifestyle.

The essential element

As with all businesses, you need an offer that converts. Who is your audience? What are they already buying? What can you offer on an ongoing basis that will be of value to them? All this comes together in your offer, something you know will benefit your target market and that they will want to buy.

Early bird pricing

A very effective strategy when opening your membership is to offer early bird pricing. Your first members are taking a risk on you and deserve some kind of reward. It's also a retention strategy in that it allows you to lock them in at a lower rate when you eventually raise the price of your membership.

Raise your rate over time

As your membership becomes more valuable, you can gradually raise the price of entry. Each time you announce a coming price rise, you'll get new members wanting to beat the deadline. And each time you raise your price, lock in your existing members at the rate at which they entered. This will be a big incentive for them to stay.

You don't need tons of content

Many people, when looking at opening a membership, are concerned about the amount of content they'll need. The reality is, you don't need a lot. There's a limit to how much people can reasonably consume. And the more dominant the discussion/community/forum element of the membership, the less pre-existing content you'll need. The members will generate a lot of the discussion on their own. You can help things along with coaching, regular classes, or smaller pieces of valuable content.

You can also make your content marketing dual-purpose. When you create content for non-members, make it accessible within the community as well. It provides value for your members as well as fuels discussion within the membership.

Be reasonably active

You needn't be inside your membership all the time. However, it's good as the founder to be strongly visible. Don't disappear off the wall. Answer posts, look after the situation. Put an effort towards curating the feel of the community, creating a safe environment where people can be a little vulnerable.



Have a team

There's no point having a business if you're doing everything yourself. To scale, you need a team. Create SOPs so that you can pass on repetitive tasks to someone else. Your team can handle matters like support, billing, user access and content marketing, leaving you free to do the high-level stuff only you can do.

Selling the membership

Always mention your membership in your content marketing. Eventually, people who recognizes the value of your material will subscribe.

You can also sell the community off lower-ticket items, like \$7 or \$15 courses. It creates goodwill and gives your audience a taste of what the membership has to offer.

A more expensive product can be a lead-in to subscription as well. Suppose you have a live event - offer attendees a trial of the membership. Out of those who attended, a number are likely to take you up, and of those who try your product, there are those who will stay on as members.

Build goodwill

Maintain good relationships with your members. It might not always be apparent, but goodwill works steadily in the background and keeps customers renewing their membership and staying with your product. A good way of fostering good relations and strengthening your community is with face-to-face meetups.

Share yourself

People engage with real people. So while you don't have to broadcast your moment-to-moment living, allowing yourself some degree of openness and vulnerability enhances the "human" aspect members look for. The occasional family or pet photo, glimpses into your everyday life, or expressions of gratitude and appreciation for your members go a long way.

Attitude counts

Having a paid membership is much like being a parent. Like a parent, you need to be patient, supportive, openminded and caring yet firm. At the same time, as a business owner you need to question the status quo, research what really works, and seek reliable mentors who will help you grow your business.

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