



## Membership Booster Checklist:

Implement these 10 action items to boost your membership:

**1. An App For Your Membership**

If your product has an app as a gateway, helping people access it more easily and more frequently, they're likely to use it more and stay around longer. (We use [TheAppMatch.com](#))

**2. Bundle Your Single Products Into One Solution**

Having dozens of products to promote scatters your focus. If you can pare things down or bundle them into one quality product, it will be better both for you and for your customers.

**3. Upgrade Your Shopping Cart**

A good shopping cart should be user-friendly and allow you to accept a wide range of payment options. If your current cart is limiting the payment methods your customers can use, consider a more flexible solution like [ThriveCart](#).

**4. A Waiting List**

Making your prospects apply for your membership and wait to get in lifts the value perception of your product. It also allows you to prep them with email content that will showcase what you have to offer them once they're in. We use [Deadline Funnel](#).

**5. Online Summits**

When done right, online summits are a great way of delivering value and attracting members to your community.

**6. Relevant Bonuses**

Avoid offering bonuses that have nothing whatsoever to do with your product. If a customer is genuinely interested in your membership, they will appreciate a bonus that supports that interest, like free training related to your main product.

**7. Annual Payment Focus (Instead Of Monthly)**

Granted, it's easier to get people to sign up with a monthly payment option. It's also easier to lose them. With yearly or six-month renewal, you get higher-quality customers who are more committed and stick around longer.



**8. Seasonal Promotions**

Even if you're not in the US, you can jump onto Black Friday by offering sign-ups something extra that can't be had the rest of the year. Just make sure existing customers won't mind.

**9. Quality Live Event Recordings**

Live events are not just a chance to absorb useful info and make connections. Invest in quality video and audio recording for talks to create content you can offer inside your membership or even sell.

**10. Personal Video Greetings**

Add a personal touch to your communications by using Bonjoro, an app that lets you send quick, custom video messages to customers.

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