Membership Profits

- CHECKLISTS –

#9 The Membership Conversion Checklist

NAMS
Novice to Advanced Marketing System
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NAMS.ws/TRIAL

The Membership Conversion Checklist

Getting traffic to your site isn't enough – you need to persuade these visitors to crack open their wallets and become paying member. So how do you do that? By using this membership conversion checklist.

Let's get started…

Polish Your Sales Letter

The first thing you need to do to turn prospects into members is to make sure you have a highly persuasive sales letter in place.

> *TIP: If you don't know anything about writing good sales copy, then you may consider hiring a professional copywriter and conversion expert to polish your sales letter. Search for a copywriter using Google, or check a freelancing site such as www.upwork.com.*

Ask yourself these questions:

- Does your headline present a big benefit and/or arouse curiosity?
- Does the opener of your letter really "grab" prospects with a story, a question, a startling statistic, or even intriguing questions aimed at identifying the problem?
- Do you explain how your solution (your membership site) is better than and different from other related products and services?
- Do you offer a bulleted list of benefit statements that build value for the offer and let prospects know why they should join?
- Do you offer proof of your claims, such as testimonials, case studies, before and after photos, screenshots, scans and other relevant evidence?

- Do you justify the price?
- Do you provide a strong call to action next to the order button?
- Do you create a sense of urgency so that people will buy now?
- Do you offer a strong postscript (P.S.) that reiterates a main benefit and/or offers a new benefit alongside another call to action?
- Did you format the letter for easy readability?
- Are the most important parts of the letter emphasized, such as through bolding, italics or even Johnson Boxes?
- Do you offer risk reversal (e.g., a guarantee)?
- Do you raise and then handle common objections to becoming a member?
- Does the overall offer appeal to the target market (in terms of price, how it's positioned, and the bonuses you offer)?
- Is the overall design of the site attractive, professional and does it help build trust?

A good sales letter goes a long ways towards persuading more prospects to become members. But here's another big factor…

Presell Your Prospects

Very few people will purchase your offer the first time they come in contact with it. So if you send your traffic directly to your sales page,

up to 99% of them are going to leave without buying. And most of that number will NEVER come back.

So here's what you do instead…

Create an enticing, related and highly valuable lead magnet, and offer this to your prospects in exchange for an email address. Then presell your prospect in these ways:

- Offer a lead magnet that solves part of the problem. In fact, you might even splinter off a portion of your membership site and offer it as a lead magnet.

  For example, if you're offering a fixed-term membership site with 24 video modules, you might offer one video module as your lead magnet. Then you'd provide a link and call to action at the end of the module

- Create a follow-up email series to close the sale. Again, think useful yet incomplete here. Each email should present a useful piece of information that helps solve the prospect's problem, and each email should pitch your membership site as the solution to the rest of the problem.

Let's imagine you're selling access to a weight loss membership site. Your lead magnet might be a two-week set of meal plans. You'd then follow up with five emails which share the five secrets of eating to boost metabolism. While the meal plans and emails solve part of the problem, your prospect needs to join the site to get peer support, new meal plans every month, and a complete guide to burning fat.

You can get great lead magnet content from private label rights. Below is my preferred vendor list. BUT I have a secret weapon too. I use a program called Automated List Profits – and if you're in the Business training or coaching niche these are perfect for you. Simple, affordable and easy. They come with landing pages, autoresponder content and graphics. It's my go to resource when I need to create a free gift FAST!.

Here is my list of preferred PLR vendors:

Coach Glue – Workshops & Planners https://nams.ws/coachglue
White Label Perks – Articles, Email Autoresponders, Planners, Blog Content and Graphics https://nams.ws/wlp
Tools For Motivation – Self Help and Motivational Content and Courses https://nams.ws/motivate
PLRMe – A Wide Variety Of Niche Workshops, Presentations, Courses, Articles & Reports https://nams.ws/plrme

Next…

Present Proof

Your prospects want to believe you, but they're mighty skeptical. They have always have a nagging thought: "This won't work for me." What you need to do is counter that objection by offering proof that joining your membership site will solve their problems.

Now as mentioned earlier, you can present that proof within your sales letter. You can also:

- Send it to your email list.
- Blog about it.
- Post on your social media platforms.

For example, you might post a case study on social media. Or you might post a video with several testimonials on your blog.

Next…

Offer Free Or Low-Cost Trials

Still another way to turn an interested prospect into a buyer is by giving them an enticing peek inside your membership site for free, or

even at very low cost. Once they see all the good stuff inside, you can bet they'll want to become members.

For example:

- Offer a free trial for one week.
- Offer a $1 trial for the first month.

Naturally, you'll send emails to those who take advantage of your free trial and encourage them to upgrade to the full membership.

And finally…

Prepare Excerpted Content

Even if you don't offer a free trial, you can still give your prospects a sneak peek at the content by offering them excerpts. Once someone gets a taste of the quality of content you offer, they'll want to buy a membership.

Here are ways to do this:

- Send a link to a video excerpt to your mailing list.
- Take a list of tips from your content and post them on social media.
- Splinter off part of your membership site to offer as a lead magnet/freemium.
- Post an article-length excerpt on your blog.

By the time prospects reach the end of your excerpt, they should be impressed and eager to get inside the membership site to get their hands on all your content and solutions.

Conclusion

A lot of membership marketers see a lot of traffic coming into their site, but the traffic doesn't convert into paying members. You can avoid this problem by using the checklist above!

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