



Membership Profits

- CHECKLISTS -

#6 The Membership Site Shortcuts Checklist



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Checklist #6

The Membership Site Shortcuts Checklist

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If you're looking for ways to make running your membership site faster and easier than ever before, then look no further than this shortcuts checklist! You'll want to take a look right now, and then put these ideas to work for you as soon as possible...

Shortcut 1: Automate Your Site

The beauty of running a membership site is that there are plenty of tools you can use to automate your site. This includes:

- Using a membership platform. If you use a full-featured software such as [WishList](#) or [Amember](#), then you can do everything from manage members to schedule content effortlessly.
- Setting up an autoresponder. If you're running a vault site or fixed-term membership site, then you may opt to use an autoresponder to deliver content. You can upload evergreen content to your autoresponder and let your membership site run on autopilot. [Aweber](#) is a great autoresponder service for this type of delivery.
- Creating a hands-free affiliate program. If you use a platform like ClickBank.com or WarriorPlus.com (our favorite), then you don't even have to worry about cutting checks since the provider takes care of everything.

Here's another shortcut...

Shortcut 2: Create Content Faster and Easier

As a membership site owner, you're going to need to create a lot of high-quality content for your members on an ongoing basis. Fortunately, you can make this process faster and easier in a variety of ways, including:



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- Making use of content templates and swipes. You can create these tools yourself, or make it even easier on yourself by getting them at [Contentaire](#). This is a great resource for templates, checklists and case studies.
- Outsource content creation. Go to a freelancing site like Upwork.com or Guru.com to find competent freelancers to create all or part of your products, emails, articles, videos and other content for you.
- Crowdsourcing content creation. Still another way to create content fast is by getting other experts in your niche to create it for you. For example, you can invite experts to do webinars with you. Not only do you get the opportunity to present your members with a high-value live event, but you can distribute the replays/recordings for months or years to come.

Here's another shortcut...

Shortcut 3: Pick Your Model Carefully

Simply put, some membership site models require less content than others. And some types of content may be easier for you to create than other types. So if you plan a membership site where content creation is fast and easy, then you're building a shortcut right into your business model.

Specifically:

- Vault-style sites, fixed-term sites, and peer support sites require less content than the traditional monthly membership sites.
- Some membership site owners find it easier to create "talking head" videos as opposed to reports or other text content. If this is true for you too, then you may elect to deliver training videos rather than text lessons.



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Here's the next idea...

Shortcut 4: Get Members To Spread The Word

Some of your best site "evangelists" are going to be your existing members. That's why you're going to want to do two things:

1. Make it easy for members to tell others about your site.
2. Encourage or even incentivize existing members to tell their friends. (offer exclusive affiliate links OR give a free month of membership for referrals)

Here are tips for growing your site through word-of-mouth marketing:

- Include social media share buttons on your site, along with call to action to use those buttons.
- Offer members a free product or even a free month in your site if they share the sales page link on their social media pages.

TIP: You can automate this by using a social sharing tool such as a tell a friend script, or an app like SocialShareMonkey.com.

- Start a referral program. You can give members discounts and free months in your membership site for every X number of paying members they send your way. As an added perk, give the referrals an introductory discount too.

TIP: Alternatively, you can encourage your members to join your affiliate program, which will let them earn cash for every paying member they refer to your site.



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And finally...

Shortcut 5: Focus On Member Retention

Some marketers use a “churn and burn” membership site model, which is a lot of work since you need to constantly find new members. That’s why focusing on member retention can make it faster and easier for you to grow your membership site. Because not only do existing members pay frontend membership fees, they also buy products on the backend AND tell their friends about your site.

Here are three ways to improve member retention:

- Start a loyalty program. The idea is to give “points” to customers for every month that your member remains a member, as well as for every product they buy on the backend. Members can then exchange these points for discounts, free months in your membership sites, or even gift cards to restaurants or popular sites like Amazon.
- Offer ongoing bonuses. You may give your members a new bonus every month, every two months or every three months. Be sure that you’re offering your best products as these bonuses, as this will keep your members excited to remain members just so they can get the next bonus.
- Create continuity with your content. Obviously you should provide REALLY good content to keep members satisfied. But you also want to provide continuity between lessons so that the information builds on previous months, and members eagerly anticipate upcoming content. E.G., “Stay tuned for next week’s lesson, where you’ll get the fifth and final strategy for doubling your conversion rates fast – this is the best one yet, so don’t miss it!”



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- Add select new paid products that you create for the public as a one time purchase to your membership. Essentially you're giving a 100% discount to members but it pays off in the end.

In Sum...

A lot of people never get beyond planning a membership site, because they assume it's going to be a lot of work. You can reduce the work and make running and growing your membership site faster and easier than ever by using the strategies outlined above. So put these ideas to work for you today, because you may be amazed at how well they work!



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