



Membership Profits

- CHECKLISTS -

#16 The One-Off Membership Checklist



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Checklist #16

The One-Off Membership Checklist

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As you've already discovered, one possible model that you can choose for your membership site is the one-off membership. This is where you provide a package of content or tools, as well as ongoing access to the site to anyone who pays your one-time membership fee.

The benefit of this site for members is that they get instant access to everything. You benefit by getting full payments upfront without having to add content to the site on an ongoing basis. The other big benefit is that you get to build a list of buyers, which provides plenty of backend income opportunities.

So how do you create a profitable one-off membership site? Answer: by using the strategies outlined in this checklist...

Stock Your Site

What you're going to do is create a "vault" style site of related materials. Your goal is to offer a lot of value for the money, which in turn translates into more satisfied members who'll snap up your backend offers.

For example, you might offer a package of training materials and tools to help your members achieve a special goal. This package may include:

- Ebooks and reports.
- Videos.
- Audios.
- Checklists.
- Worksheets.
- Cheat sheets.
- Spread sheets.
- Planners / calendars.
- Apps.

And other information products and tools.



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Specific example: you might have a debt-management vault site, where you provide all the tools and instruction people need to get out of debt and start saving and investing money. Your materials might include:

- A debt management manual that gives people a strategy for getting out of debt.
- A collection of worksheets, such as a worksheet that helps people determine in what order they should pay off their credit cards.
- A debt management app that helps people budget their money.
- A loan calculator.
- A set of debt management spreadsheets.
- A checklist that helps people during tax time.

Another example: you might offer licensing rights for a package of training materials and tools.

Next...

Justify Your Price

Whatever your price point, you're going to need to justify the price and explain to members why it's such a great deal.

For example: "If you purchased each of these pieces separately, you'd be triple the price! But if you act now to purchase this collection together, you'll get to take advantage of a discounted price of only \$97 for everything you see on this page..."

Next...

Create Backend Offers



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As mentioned, one of the keys to a profitable vault style is that you price your membership in a way where people can easily see they get a lot of value for the money. This ensures you get a lot of profit coming into the frontend in the way of membership fees.

The second key is to offer related products and services on the backend. Here's where to insert these offers into your site:

- Order form upsell. For example, "Would you like to order this three-volume set of cookbooks for just \$25 more?"
- On the download page/member login page. For example, "While your products are downloading, you'll want to take a look at this set of kettlebell training videos that are designed to build strength and burn fat..."
- In the initial thank you email. In this email you can thank members for their purchase and reiterate the main benefits of the site to help ward off buyer's remorse. You can then pitch a related product.

For example, "If you really want to make money with Facebook advertising, then hire us to create and manage profitable Facebook advertising campaigns for you..."

- In subsequent emails. You should be sending out regular weekly emails to members to remind them what's inside the site, encourage them to take action, and provide additional information to help them solve their problems. You can then pitch a related product or service in every email.

For example: "The sales letter templates inside the membership site make creating sales letters faster and easier than ever before. And now you can get your hands on a set of press release templates to help promote your business for FREE through the local media..."



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- Inside the products and bonus products. Don't forget to add links and calls to action to related products within the materials included inside your site.

For example, if your materials explain how to set up a WordPress blog, you might offer a package of blog plugins and themes to your members within the relevant section of that report.

Next...

Pro Tip: Design an Annual Event

If your members love the materials you've provided inside the site, then they'll be very excited to purchase a similar package of materials from you again. That's why you'll want to design an annual event where you create an entirely new package of materials that you can sell to existing customers as well as new prospects.

Every year at MyNAMS, we do something called December Deals. Every. Single. Year. Our members love it, our affiliates love it and we love it.

December becomes our highest income month in an industry when December is typically the lowest.

Conclusion

The beauty of a one-off site is that you get the equivalent of many months' worth of membership fees in one upfront payment plus plenty of backend sales opportunities, all without the hassle of providing new content every month.

Here's another tip: you can even repurpose existing products by compiling them to create a vault site. That makes it faster and easier than ever before to set up your vault site, so get to work planning your site today!



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