



Membership Profits

- CHECKLISTS -

#15 The Membership Site Levels Checklist



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Checklist #15

The Membership Site Levels Checklist

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As you're developing your membership site, one of the tasks you'll need to give some attention to is your pricing. Market research and testing will help you determine the pricing sweet spot.

But heads up: since you're offering a membership site, you can increase your conversions and profits by offering different membership levels. That way, each member only pays for the features and benefits they want and need. And those who see the value of the membership site are likely to upgrade to a higher level, which puts more money in your pocket.

Take a look at this membership site checklist to see if offering levels is a good fit for your site...

Determine If Levels Make Sense

The first thing you need to do is determine if your particular site is able to offer two or three levels to members.

NOTE: In some cases, you may realize that you could offer four, five or more levels to your members. However, generally this isn't a good idea. That's because offering too many choices to prospects can actually dampen conversions. So stick with two or three levels.

The question you need to ask yourself is if you can provide added value at the higher levels of membership to justify the price increase. Here are examples:

- A weight loss membership site offers access to a private forum at the higher membership level.
- A marketing membership site offers access to a conversion app at the higher membership level.
- A PLR membership site offers unrestricted PLR to those who opt for a higher level of membership.



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Here are specific questions to ask yourself to help you determine what you can offer to members:

- What additional products can you offer higher-level members every month? In some cases, you can create a higher membership level simply by offering extra content.

For example: if you have a private label rights (PLR) site where you offer members two new ebooks per month, then you might create a higher level where members also receive a set of 20 related articles on the same topics.

- In what ways can you add value to the existing content? Depending on your site, you might be able to offer:
 - Licensing. If you're offering content to online marketers, you can give higher-level members the rights to resell the content. If you're providing apps or other software, you can give higher-level members a license to install the software on multiple devices. You might even offer a developer's license so that web developers can install items such as WordPress plugins on their clients' sites.
 - Content in a different format. For example, you might give basic members access to text content, while higher-level members get access to video modules as well.
- Can you offer live events such as webinars? You can do these webinars yourself, or you can bring in special guest experts to cover topics on their areas of expertise.
- Can you offer high-value services such as personal coaching? For example, you might offer sales letter critiques for higher-level members of a copywriting site.



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- What sort of “done for you” offers can you provide? For example, you might offer higher-level members of a fitness professional site a monthly done-for-you package of training routines and meal plans for them to give to their clients.
- Are there tools you can provide to higher-level members? These are tools that help your members take action and get results, such as checklists, worksheets, cheat sheets, planners and more.
- Can you offer a group or forum? This is where you can offer peer support or even group coaching.

Set aside some time to brainstorm how to add value to your basic offer in order to create different membership levels. Then move onto the next step...

Define Your Levels

Once you determine what you can add to create different levels, then you need to take two additional steps.

Step 1: Determine the Number of Levels

As mentioned before, you should stick to two or three levels. The number you choose depends on how much value you can add to the basic offer (e.g., are you able to add enough value to create three levels? Or is it more doable to create two?).

Next...

Step 2: Create Labels for Your Levels



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Next, you need to name your levels. The traditional way to name these levels is around metals, such as:

- Bronze, Gold and Silver levels.
- Gold, Silver and Platinum levels.

Some people put descriptive yet basic labels such as:

- Basic and Upgrade levels.
- Standard and VIP levels.
- Standard and Diamond levels.
- Regular and Preferential levels.
- Beginner and Pro levels.

Still others choose clever names based on their niche. For example:

- Puppy and Pack Leader levels.
- Copy Hack and Copy Pro levels.

If you can choose clever labels that make sense, go for it as that will help your membership stand out while also giving members a sense of community. Otherwise, any of the traditional labels will do.

CONVERSION TIP: Be sure your highest-level members feel SPECIAL. The name should reflect it (e.g., "Diamond Members"). The sales letter should refer to the highest levels in terms of it being "exclusive" and only suitable for a "smart people who want to get great results." The content within the site should also make them feel like they're part of a special inner circle.

Next...

Designate Prices

Now the final step is to assign prices to each membership level.



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CONVERSION TIP: Assign prices in a way where the value goes up significantly at each level, but the prices don't go up a proportionate amount.

For example, maybe you have Bronze, Silver and Gold levels, with membership fees that are \$10, \$20 and \$30 per month respectively. However, the Gold level shouldn't merely provide twice the value of the Bronze level – it should provide triple or quadruple the value. That way, members see that it's a better deal to invest in a higher level membership.

Conclusion

Offering different membership levels is a great way to give your members control over what sort of value they get from your site. However, you can help ensure people choose your higher levels by using your sales letter to relay exclusivity, as well as pricing in a way where people realize the higher levels provide significantly more value for just a tiny bit more money.



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