



Membership Profits

- CHECKLISTS -

#11 The Membership Monetization Checklist



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Checklist #11

The Membership Monetization Checklist

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It's fun to watch new and ongoing membership fees come into your PayPal account each and every month.

But you know what? Those frontend profits are really only a fraction of the amount of money you could be making with your membership site. In fact, many membership site owners report that 50%, 60% or even up to 75% of their income is made up on the backend of the site. In other words, they get members to purchase additional products and services.

You can do the same thing. Take a look at this membership monetization checklist...

Part 1: Create Related Offers

The first step is to make sure your backend offers are highly related to your membership site. It's even better if your backend offers enhance the use and enjoyment of the content inside the membership site.

For example, let's imagine you have a weight loss site. Backend offers may include:

- Low-calorie cookbooks.
- Meal-planning app.
- Exercise videos.
- Access to a motivation/support forum.
- Downloadable audio files with motivational music or messages for working out.
- Personal coaching/training (e.g., you design a personalized meal plan and training program for them).
- Physical products such as pre-packaged diet foods, dieting aids and supplements, and exercise equipment.

Point is, make sure that your backend offers help your members achieve their goals. These could be reports, apps, videos, audios, access to live events like webinars, done-for-you offers, physical products and more. You can also offer these products and services at a



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variety of price points, from “no brainer” \$10 upsells to \$1000 premium offer such as coaching.

Go ahead and make a list of all the possible products and services you can offer inside your membership site. Then move onto the next step...

Part 2: Install These Offers Through Your Site

Now that you know what you want to sell on the backend to your members, the next step is to promote these offers all throughout your site. Here’s how...

Upsell On the Order Form

As soon as prospects click the order button, you can offer them an upsell. This could take the form of:

- A one-time offer. If customers don’t purchase this offer now, they’ll never get a chance to buy it ever again. (Creates urgency.)
- A special add-on offer. Customers will get a special price if they order now. They can still get the product or service later if they don’t order now, but they’ll need to pay full price.

E.G., “Would you like to upgrade to a Gold Membership for just \$3 more per month?”

Next...

Place Offers On The Thank You/Confirmation Page

This is the page your customers reach immediately after they’ve completed the purchase. Just be sure that you place access to the site



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at the top of this page and any additional offers at the bottom. (In other words, make it easy for people to get what they paid for.)

E.G., “The most successful members of this site invested in personal coaching to get them further, faster. Now you too can do the same thing. Click here to get started...”

Promote Offers in Membership Site

There are multiple places where you can promote backend offers within the membership site itself. For example:

- Create a prominent “Featured Product” space right on the login page, so members will see it first thing whenever they visit the site.
- Offer a “Recommended Resources” section that includes links to related offers.
- Place promos in forums and in private groups.
- Insert offer on the members-only blog. (You can do this within the content, in the sidebar, or even as a pinned post at the top of the blog.)

Next...

Insert Offers In Products

No matter what kind of products you’re giving to your members, you can insert offers inside them. This includes:

- Within text products. You can insert “recommended resources” sections in ebooks, featured ads right in the beginning of the product, soft-sell recommendations within the product, and/or promos at the end of the product.



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- In the dashboard of apps, plugins and software. You may even give customers the lite version of an app as a bonus, and then encourage them to upgrade to the full (paid) version.
- Within videos, audios and live events such as webinars. Be sure to promote the benefits of the offer and then relay the link and a call to action.
- Inside individual tools, like checklists, mind maps and cheat sheets. Be succinct with your benefit statement, link and call to action.

... And in all other content and products you offer to members. Be sure to do this in both your regular products as well as any bonuses you offer.

Send Offers Via Email

One of the most effective places to sell products and services is through the emails you send to your members. For example:

- Insert promos in your initial thank-you/confirmation email.
- Write a "stick letter" and point to the recommended resource section of the membership site.
- Feature a product every time you send an email announcing that there is new membership content available.
- Create a multi-part email series that's designed to teach your members how to do some process, and include a link to a related offer in each email. For example, a five-part series about email marketing might promote a specific autoresponder company that you really like to recommend.



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- Send solo emails from time to time (such as once per month or so). Choose a featured product each month and send a direct promo to your members. You don't want to do this too often (more than once per month), as members will start feeling like they paid to get advertisements, which won't make them very happy.

... And any other time you send an email.

In Sum

Whenever you have a chance to communicate with your members, you also have a chance to promote a related offer. If you're providing great content and solid recommendations, then you members will grow to trust you... and in turn, that will solidify member retention and create even more backend revenue.



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