



Membership Profits

- CHECKLISTS -

#20 The Membership Site Hacks Checklist



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Membership Profits Complete Checklists



Checklist #20

The Membership Site Hacks Checklist

The Membership Site Hacks Checklist



Membership Profits Complete Checklists

If you've put the other checklists in this package to work for you, then your membership site is going to get off to a good (or even roaring) start. Now it's time to take your membership site to the next level by using the same tips, tricks and hacks used by the top membership marketers. This checklist shows you how...

Offer Free Subscriptions

Providing free memberships has plenty of benefits, including:

- Giving people a sample of the type of content you have inside. Once people see your high-quality information, they're sure to upgrade to a paid membership.
- Getting more members into your site. This has the dual benefit of providing you more backend opportunities, plus you'll have more people interacting on your members only forum or group.

There are multiple ways to offer free memberships. Pick the one that suits your business model the best"

1. Offer free memberships. If you have multiple membership levels, then you might set your lowest level as free.
2. Offer free trials. Here you offer people a free peek inside your site for a limited time, such as one week or even one month.
3. Give free memberships to select people. This is where you manually hand out free memberships. You might stock your membership site with respected people in the niche, you might run contests to give away free memberships, or you might even hand out free memberships to deserving people who seemingly can't afford your fees.

Next...



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Run Group Challenges

One great way to get members engaged—which improves member retention—is to run group challenges and events.

For example:

- Challenge dieters to cut out soda this week.
- Challenge members of a writing site take part in “speed writing” activities.
- Encourage members of a career membership site to send out three new resumes this week.

In all cases, be sure members publicly state that they’re doing the challenge, and then they report back on their results as a way to motivate other members.

Next...

Provide Insider Access

People can get information just about anywhere, including the type of information you’re offering. But what they can’t get anywhere else on the planet is access to YOU and your expertise. That’s why you’ll want to offer some sort of personal access, where members get a chance to ask you questions and regularly interact with you.

For example:

- Set up a members-only group or forum, and answer questions at least once per week.
- Do live webinars where you field questions.
- Ask members to send you their questions, which you then answer in an upcoming member email.

Next hack...

Track What Works



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You can follow the best advice in the world for setting up your membership site, but that doesn't mean the strategy is going to work for your particular audience. What's more, something that's working right now might not work six months from now. And that's why you need to track what works, and then adapt to the changes.

Now typically when we talk about tracking results, we're referring to things like sales letters and marketing campaigns. Yes, you should definitely track those activities to improve conversions. But you also want to be keeping track of what's actually working inside your site to engage members and improve retention rates.

For example, you might ask the following types of questions (and then get answers by doing some tracking):

- Are your weekly webinars well-attended? If not, should you turn them into monthly or bi-monthly events instead?
- Is your content delivery method working? For example, are people getting your emails... or would you get a better response if you delivered content through other channels as well?
- Are people participating in your contests? If not, how can you create more engagement?
- Are members buying your backend products? How can you boost responses and backend revenue?

HINT: In answer to that last question, you can test out different products, sales pages and price points.

Which brings us to the next point...

Set Up A Sales Funnel



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In most cases, the majority of your income is going to come in through the backend of your site. That's why you want to set up a sales funnel at the same time you're setting up your membership site. In other words, plan your entire sales funnel so that your membership site is a perfect fit within this funnel.

TIP: Many membership site owners set up the membership site as the frontend offer, and then sell related products and services on the backend. Keep in mind that your membership site can fit ANYWHERE within your sales funnel.

For example, you may have a free lead magnet entry point, followed by an inexpensive trip wire, followed by a core offer... and THEN your membership site might be a backend offer to the core offer.

Point is, insert your membership site in the place it fits the best into your sales funnel (which isn't necessarily near the entry point).

And finally...

Create Evergreen Content

Whenever you create content for your membership site, try to create evergreen content. That means the content is relevant and works today, it will work next week, and it will still be relevant and useful a year from now. That way you don't need to constantly update your content, which saves you a lot of time over the long run.

For example, let's suppose you're running a weight loss site. You can create evergreen content by offering time-tested advice on cutting calories, doing cardio and lifting weights. Stay away from mentioning things that may go out of vogue, such as fad diets and new supplements.

Conclusion: One Final Tip



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Here's one last piece of advice: take daily steps to grow your membership site.

You see, you don't need to take huge steps or do earth-shattering things to create a successful membership site. Instead, taking small steps on a consistent basis is what yields big rewards. So make it a point to do something each and every day to grow your site, from creating content to finding marketing partners to engaging your members... and watch your site grow before your eyes!



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