



Membership Profits

- CHECKLISTS -

#18 The 30-Minutes-Per-Week Membership Site Checklist



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Checklist #18

The 30-Minutes-Per-Week Membership Site Checklist

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Membership Profits Complete Checklists

Sure, a membership site is profitable. But it can also feel like a full-time job, especially if you're trying to do everything yourself.

The good news is that you don't have to do everything yourself. Instead, you can work as few as 30 minutes per week by outsourcing. This checklist shows you how...

Determine Your Needs

Your first step is to figure out what you want to outsource. Keep in mind that you can outsource all or part of what's needed to start, run and grow your membership site, including:

- Membership site content creation, including ebooks, reports, checklists, videos, audios, apps and more.
- Email creation, such as weekly emails to members.
- Promotional material creation, including autoresponder emails to prospects, sales letters, Facebook ads and more.
- Affiliate program management. This may include everything from recruiting new affiliates to training and motivating them to running affiliate contests.
- Site design and development, which includes setting up scripts and ensuring database and server security.
- Graphical design, for promo materials as well as site graphics.
- Customer service help, which can include fielding inquiries by email or through a help desk, via live chat or by phone.
- Forum or group interaction, meaning you hire someone to help encourage interaction and answer questions in your members only community.



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Now once you define your needs, then you need to determine which tasks you should actually outsource. Ask yourself these questions:

- How much time do you want to work per week?
- How long will it take you to outsource these tasks if you do NOT hire anyone?
- Which of these tasks are you incapable of doing, either through lack of knowledge or skills?
- Which of these tasks do you really enjoy and/or you're an expert, and it's something you want to continue doing?
- Which of these tasks would a freelancer produce a better end result than you?
- Is it cheaper to outsource or do it yourself? For this, you'll need to determine how much your time is worth per hour, how long it would take you to do a task, and how much a freelancer charges. For example, if your time is worth \$100 and a task would take two hours (that's \$200 for your time), yet a freelancer can do it for \$150, then it's cheaper to outsource.

Answer these questions honestly and you'll know exactly what to outsource. Then move onto the next step...

Invest Time Upfront Building Your Team

In order to build a freelancing team that you can really trust, you need to invest time upfront doing these tasks:

- Searching for freelancers in a variety of places. The bigger your initial list of potential freelancers, the better chance you have of finding the right freelancer to meet your needs and your budget.
- Doing your due diligence. Be sure to always search Google, get references, check feedback ratings and review each potential freelancer's portfolio to determine if they are reliable, professional, and provide good work.



- Giving the best candidates small jobs to test how well the two of you work together. Sometimes people look good on paper and come with stellar reputations, but the two of you don't communicate well. Doing small jobs initially will help you uncover these potential problems early on, rather than in the middle of your most important jobs.
- Training freelancers on how your business operates. NOTE: This doesn't mean you tell someone how to do their job. Rather, you let them know how your business operates, so they can work independently within that structure.

For example, you'd explain your branding and unique selling proposition to all content producers so that they can integrate your USP into sales letters and other content as needed.

Yes, all of this takes time upfront, but it has the potential to save you a lot of time and money over the long run. So take care with this step. And once you build your team, you can move onto the next step...

Put Your Team to Work

Now you need to put your freelancer (or team) to work. Here are tips for managing your team in as little as 30 minutes per week...

- Prepare detailed projects and tasks. The more detail and examples you can provide about what you want, the more likely it is your freelancers will produce the sort of work you're envisioning.
- Use project templates. Save yourself time by saving all your projects and creating templates for them, which you can then reuse for similar projects.



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- Create training materials. Again, this is something that takes time upfront, but it saves a lot of time over the long run. For example, you can create a training guide for customer service staff, which cuts down on the personal training you'll need to do.
- Encourage questions. Never make freelancers feel like it's a "burden" for you to answer questions, otherwise they won't... and you'll get poor results and work in the long run.
- Require updates. Let your freelancers know how often you expect them to update you. (E.G., Daily? Weekly?)
- Use project management software to organize projects and communicate with your team more efficiently. Try Asana.com (our preferred software) Basecamp.com or Teamwork.com
- Give your freelancers access to each other. For example, your copywriter should have access to your web designer so that they can work together to create your sales letter page. This saves time so that you don't have to be the go-between for routine tasks.
- Plan ahead. If you need content two months from now, then make sure your freelancers have it done in one month. This gives you a cushion in case a freelancer misses a deadline.

And one last time saver: consider hiring a project manager. Then you only need to talk to this person for a few minutes each week, because they'll be in charge of answering questions and managing your team of freelancers.

Conclusion



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Just because you're running a membership site doesn't mean you need to be chained to your desk. You can cut down your actual work time to as little as 30 minutes per week if you outsource using the checklist above! While you'll need to invest time upfront, once your team is in place you can kick back and relax while your team does all the work!



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