



Membership Profits

- CHECKLISTS -

#10 The Member Retention Checklist



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Checklist #10

The Member Retention Checklist

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It's exciting when members start joining your site and you see all those membership payments pouring into your PayPal account. But it's a huge punch in the gut when you see a large number of cancellation notices hitting your account. And it's also a big loss of both frontend and backend revenue if you can't retain your members. So save yourself some time and start making more money with this member retention checklist...

Provide Good Solutions

This one is obvious – if you want members to stick around, then you need to offer high-quality content that solves their problems. 'Nuff said.

Write a “Stick” Letter

When people first land inside your membership site, they may be a little overwhelmed by all the materials. This is especially true if you're offering a vault site or other well-stocked membership. So what you need to do is write a “stick” letter or provide a video tour which shows them around the site and lets them know how to make the most of their membership.

Related to that...

Provide a Quick Start Guide

Your members want to hit the ground running and start getting results. That's why you'll want to provide a quick start guide that shows them the easiest and fastest way to get started.

For example, if they've signed up for a blogging membership site, then your quick start guide would show them how to install WordPress, customize it, and get started blogging.

Encourage Members To Take Action



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Here's a key: people who get good results are going to be satisfied members, and satisfied members will remain members for the long haul.

However, most of your members won't take action right away. Some members will look at the materials but not put them to use. Others will buy a membership, but never bother logging in. So when the first renewal comes around, they'll cancel because they're not using the site.

That's why you want to encourage members to take action. Send them regular emails that remind them of the benefits of the site, and then encourage them to log in and look at certain pieces and take action on what they've learned.

TIP: You can assign "homework" to encourage action, and then have your members send you their homework for your feedback.

Next...

Create a Community

The idea here is to offer members a place to gather with others members, such as a private forum or Facebook group. If members want to leave, then you're not just losing out on good information – they'll also be leaving their friends, a sense of community, and a lot of support behind.

Build Anticipation

Another way to improve member retention is to always let members know what's coming up, and then build anticipation for future issues/lessons/modules.

For example: "Next week's video module is going to show you the #1 way to boost your conversion rates – we've seen quadrupled rates with this strategy, so don't miss it!"



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Present Ongoing Bonuses

The idea behind this retention strategy is to give your loyal members exceptional ongoing bonus products as a thank you for remaining members. You may offer these high-value and in-demand bonuses every other month or every three months to those who remain members.

For example, give your marketing membership members a new app every three months, such as a conversion optimization app, an SEO app, etc.

Showcase Successful Members

The idea here is to give your members ongoing social proof by highlighting another member's achievements every month. For example, if you have a weight loss site, then you might create a "Member Of the Month" feature that not only applauds the member for their great work, but serves as inspiration for others. This sort of feature creates retention not only in the person being showcased, but also in those being inspired.

Offer Exceptional Customer Service

One of the top reasons people become unsatisfied with a business is due to a poor customer service experience. That's why you'll want to make customer service a top priority so that your members have a good experience and feel valued. To that end:

- Answer all customer service inquiries fast (within an hour or two, or certainly within a business day).
- Use a help desk to manage inquiries.
- Train your staff thoroughly to provide prompt and professional help.

Next...

Create a VIP Level of Members



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The idea here is to make members feel special, and to give them extra perks when they reach certain milestones (in terms of length of membership).

For example, you might unlock a special “VIP” level of membership to those who reach the six month or 12-month milestone. This VIP membership might include things like special bonuses, private group chats, coaching sessions or other things they really value.

Make Them Think Twice About Quitting

If you have a site that offers training, you might let members know that they’ll have to start at the beginning if they quit and then decide to rejoin later. You might let members know that membership fees may be higher later on, so remaining a member ensures they get to lock in a low price.

Design a Loyalty Program

This retention idea is built around giving your members “points” for participating in your site.

For example, you might offer points for activities such as:

- Remaining a member (e.g., they get points every month).
- Buying backend products and services.
- Telling their friends about the site.
- Participating in the private group or forum.

Then your members can exchange these points for free months of membership, free products, discounts, or even gift cards.

Conclusion

The math is pretty simple: the more members you have, the more money you’ll make in frontend membership fees as well as backend



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offers. That's why you'll want to make it a top priority to install a membership retention strategy that keeps members hooked, engaged and satisfied. So put this checklist to work for you from Day 1, and I think you'll like what you see when you look at your bottom line!



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