



Membership Profits

- CHECKLISTS -

#12 The Membership Site Launch Checklist



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Checklist #12

The Membership Site Launch Checklist

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When your membership site is ready to go, you can start planning your big launch. Use the checklist below to ensure you have a smooth, successful and profitable launch...

Be Sure Your Site Is Ready

The first thing you need to do is be sure your site is indeed ready for your members. Check these points:

- Is your sales letter persuasive? Be sure your sales letter is polished and ready to go. If you're not proficient in writing sales copy, you may want to hire a professional copywriter.

TIP: The best way to tell if your sales letter converts is by testing it. You may want to run pre-launch tests by driving traffic via Facebook ads and Google AdWords. That way, you can boost conversions and give your marketing partners conversion rates when you're recruiting them.

- Does your autoresponder work? Test the opt-in form as well as checking that your emails are delivered on your preferred timeline, and are formatted to be read easily on all devices. If you're using HTML, be sure to use a responsive design.
- Does your payment button work? Run a test purchase to be sure a completed purchase sends the customer to the correct page (where they can register and log into their membership account).

TIP: If you are planning a big launch, you may want to inform your payment processor about the expected influx of payments. Otherwise, your processor may freeze your account due to suspicious activity.



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- Does your membership site script work? Be sure it's integrated with your payment processor, and that it correctly handles new registrations, cancellations and other issues.
- Is your customer service platform ready to go? Where applicable, be sure your help desk script works, and any email addresses, telephone numbers or other points of contact work.
- Is your site server ready for the influx? It's a good idea to hire a web developer who's experienced with database and server maintenance and security to be sure your site is ready for the increased traffic load, and ready to handle sensitive data.
- Do you offer a launch-week special? You can increase conversions by offering charter memberships, low-cost trials, or other special introductory pricing schemes to your prospects.

Next step...

Motivate Your Affiliates

NOTE: If you need help setting up your affiliate program and recruiting marketing partners, please refer to the Your First 100 Members Checklist.

You already have a team of affiliates ready to promote – what you need to do now is motivate them. Here's how:

- Hold an affiliate contest. This is one of the best ways to motivate affiliates, especially if you offer large and attractive prizes, such as cash or gift cards. You can offer prizes to the top five affiliates to make the most sales during the contest period, as well as offering smaller random-draw prizes that are available to anyone who



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makes at least one sale. This motivates even the smallest affiliate to get out and promote.

- Give them coupons to distribute. Affiliates like to offer coupons to their customers, as coupons tend to increase conversion rates.
- Provide them with new marketing materials. The idea here is to keep affiliates motivated by making it really easy for them to promote your site. You can do this by regularly offering new promo materials such as emails, social media blurbs, videos, rebrandable reports, graphics and more.
- Send motivational emails. You can remind them of what sort of commissions they'll earn, as well as the conversion rates on your sales letter. You can also highlight successful affiliates as case studies to motivate those who haven't started promoting yet.
- Make yourself available for interviews. Affiliates can interview you on webinars, teleseminars or even via text interviews, and then distribute this content with their affiliate links to generate sales.

Next...

Build Excitement Around Your Launch

The idea here is to presell your audience (and your affiliates' prospects) in advance of the launch date. To that end, you'll want to build up your platforms – such as your mailing list and social media networks – in advance of the launch, so that you have a waiting audience. And secondly, you'll want to build anticipation and excitement around your launch.

You do this by sending out a series of social media posts, blog posts and emails to your prospects in the week or two leading up to the launch. This series may look something like this:



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- Email 1: Identify the problem and give your prospects part of the solution in the form of a freemium.
- Email 2: Introduce your site as the solution to the rest of the problem. Build anticipation for the upcoming launch by sharing the benefits of the site.
- Email 3: Offer proof of your claims, including social proof (such as case studies and testimonials from beta users).
- Email 4: Launch day – recap the main benefits and offer a call to action. Create urgency with a low-priced “charter membership” offer. This charter membership offer may be good during the launch week only, OR you may cap it according to membership numbers (e.g., good for the first 200 members only, and then the price increases).
- Email 5: Day after launch... mention member numbers as a way to use social proof to drive more sales. E.G., “173 smart novelists have already joined this membership site and are raving about it. Join them today to find out what’s getting everyone so excited!”

Also, remind prospects of the special pricing for charter members.

You can then offer an email per day during the initial launch week which shares testimonials, reminds prospects of the introductory offer, and shares your site’s USP (unique selling proposition).

Conclusion

The best way to make sure your launch goes smoothly is use this checklist to ensure you have all your ducks in a row. Don’t forget: if



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you need help with the actual marketing aspect, check the checklist included in this package that shows you how to get your first 100 members.



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