



# Membership Profits

*- CHECKLISTS -*

**#4** Your First 100 Members Checklist



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Checklist #4

## Your First 100 Members Checklist

### Your First 100 Members Checklist



There's nothing worse than launching a new membership site to the sound of crickets. That's why you'll want to launch with a bang and start taking orders the day you launch. Use this checklist guide to get your first 100 members...

## **Create an Affiliate Program**

Here are the steps you need to take:

### **Step 1: Set Up Your Program**

This step includes these sub-steps:

- Decide what commission rate you'll offer to affiliates (generally 50%, residual commissions).
- Determine if you'll offer any other perks, especially to super affiliates and other special partners. (E.G., co-promotions.)
- Choose how you'll set up your affiliate program. You might run your affiliate program through a processor like ClickBank.com or WarriorPlus.com

Then there are softwares that can run both your membership site and your affiliate program like [Zaxaa](#) or [Amember](#)  
Next...

### **Step 2: Stock Your Affiliate Center**

Now you need to create content for your affiliates to use to promote your membership site. These materials include:

- Rebrandable report.
- Autoresponder series.
- Solo email(s).
- Blog posts.



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- Social media posts.
- Graphical ads (e.g., banners and buttons).

Next...

## Step 3: Send Invitations to Affiliates

Now that your affiliate program is ready to roll, it's time to recruit affiliates. Here's how:

- Promote your affiliate program to your platforms (blog, social media, newsletter).
- Seek out affiliates directly and send invitations. You can find affiliates by:
  - Looking for top vendors on sites like ClickBank.com, WarriorPlus.com and JVZoo.com.
  - Seeing who owns the top blogs and sites in your niche (search Google).
  - Checking who owns the top social media pages in your niche.
  - Searching for affiliate contests to see who wins them in your niche.

*TIP: It's easier to get an affiliate to say yes to your request if you build a relationship with that person first.*

Here's a sample email you might send...

Subject: Up to [\$x] per sale and [\$x] every month... (see inside)

Hi [First Name],



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It's [your name] here from [your site], and I'm writing to personally invite you to an affiliate opportunity that puts up to [\$x] in your pocket per sale, with ongoing residual commissions of [\$x] per month!

It's a brand new membership site called [name], and I know your prospects, followers and customers will love it because [reason why it will appeal to that audience].

But don't take my word for it – please feel free to review the site for free by logging in here: [link]

Username: [username]

Password: [password]

Once you look around, I know you're really going to like what you see. That's why I urge you to use the affiliate link included inside your account to start promoting the offer immediately. Here's what you get when you join our elite group of affiliates today:

[Insert all perks in a bulleted list, including commission rate and amount on the frontend and backend, access marketing materials, co-promotions, and any other special perks you're offering affiliates.]

So please take a look around at the link above to see for yourself that a great money-making opportunity this is. And if you have any questions, please don't hesitate to contact me at [contact info].

[sign off]

P.S. I hope to see you on board!

== End Sample

Bottom line, starting an affiliate program is one of the better ways to get on the road to your first 100 members. Here's the next idea...

## **Promote On Your Platforms**



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Naturally, you should build anticipation and promote heavily to your own platforms. This includes:

- Your mailing list.
- Your blog.
- Your social media platforms, including Facebook (Pages and groups), Twitter, and YouTube.com.
- Do a webinar to your mailing list/
- 

Create at least five articles and/or videos for each of these platforms to specifically identify a problem, introduce your site as the solution, and then feature the benefits of your site.

Next...

## **Do Guest Blogging**

Another good way to start bringing in traffic that you can convert to members is by guest blogging. Here's an overview checklist of how to do it:

- Search for suitable blogs that accept guest articles. Use Google to search for your niche keywords alongside words such as "guest articles," "guest blogging" and "submit articles." E.G., "dog training guest blogging."
- Submit some of your best content. Be sure your article:
  - Leads with an attention-getting, benefit-driven and/or curiosity arousing title.
  - Keeps and holds attention through engaging content (humor, stories, conversational tone).
  - Provides useful, actionable content.



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- Matches the other content on the blog in terms of topic, style, and formatting.
- Relates directly to the content of your membership site, so that people who enjoy your article will naturally want to be a member of your site.

TIP: Read and follow the submission guidelines carefully before submitting anything.

- Include a byline with a call to action and a link pointing back to your site.

*TIP: Your link can point directly to your membership site sales letter. However, to increase conversions it can point to your lead page instead. That way you can capture leads on your list and follow up to close the sale.*

Next...

## **Purchase Advertising**

Finally, you can round out the list of your first 100 members by bringing them in through paid advertising. This includes:

- Placing ads on Facebook.
- Using Google AdWords with highly targeted keywords to generate leads.
- Placing site ads or solo ads directly on niche sites.

As always, you'll likely get better conversions if you drive traffic to a lead page (and then close the sale via follow up emails).

## **In Sum...**

Getting your first 100 members isn't difficult, but you do need to take consistent steps to get the sales coming in and to keep them coming in. That means you need to make it a daily priority to take steps



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towards getting new members, such as posting on social media, recruiting new affiliates, or finding new places to advertise.

Keep in mind too that sending traffic to a lead page first will help you salvage traffic and it boosts your conversions. So put this strategy to work for you today to give your membership site a jump start!



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