

The Go-To Guide to Creating Membership Sites

**101 Tips, Secrets, Ideas, Suggestions, Methods,
Hacks, Templates, Shortcuts, Resources and Lists**

If you're planning on setting up and running a membership site, then you need to go through a five-step process. These five steps include:

- **Planning:** here's where you decide on the niche and topic for your site, as well as picking your membership site model and starting to plan your content.
- **Production:** at this step you start producing your content and setting up your site.
- **Preselling/Persuasion:** here you create materials to presell prospects and persuade them to join your membership site.
- **Profits:** this is where you'll seek out strategies and best practices for boosting your membership site profits.
- **Participation:** getting members active and participating in your site is the key to member retention, which is why you'll want to put these participation tactics to work for you.

Let's jump in...

PLANNING

Your first step in setting up a membership site is to do a little planning and research. Check out these tips, strategies and best practices...

1. Three Best Practices for Market Research

The worst thing you can do is go through all the work of setting up a membership site, only to find out no one is interested in the topic. That's why you'll want to do your market research. Here are three best practices to follow:

- Use multiple methods to do your research, but remember that the best predictor of future buying behavior is to look at past behavior.

- Look for gaps in the market. Is there a particular subniche or topic that no other expert has fully claimed or specialized in?
- Avoid relying on surveys. What people say they're going to do and what they actually do often tends to be different.

Next...

2. Three Characteristics of a Good Topic

Got a topic in mind that you think would work well delivered in a membership site format? Check that it has these three characteristics:

- It's focused enough to attract a targeted market, yet broad enough for a membership site. Typically, you deliver many months' worth of content, so be sure you have enough information to cover across multiple lessons.
- It's a pressing problem or "obsessive" hobby for your audience. If the audience is lukewarm about the topic, they're not going to stay members beyond a month or two.
- It's something that you're knowledgeable about and find interesting. This will keep you motivated to keep running your site. Plus, it helps establish you as an expert once members see how knowledgeable you are on the topic.

Here's the next thing to know...

3. Three Dos and Don'ts for Picking a Model

One of the steps in planning your membership site is to pick a model, such as an ongoing site, a fixed-term membership site or a vault-style site. Check out these dos and don'ts:

- Don't pick an ongoing membership site model if you can't plan out a couple years' worth of content.

- Do consider where your membership will fit into your sales funnel. For example, a vault-style site may be a good entry-level offer, while a fixed-term site may make a good core offer.
- Do create a list of pros and cons for each model to help you make the best decision. For example, if you're teaching a process that takes months for the user to complete, then a fixed-term membership would be a good choice.

Next...

4. 2 Tips for Profiling Your Customer

One of the keys to creating great content (and great sales copy) for your membership site is to understand how your customer thinks, how they feel, and what they want. To that end, follow these two tips:

- Gather basic demographics with a Google search. E.G., search for "dog owner demographics," and then gather data from well-known research organizations.
- Spend time talking to your audience. The best way to understand how they think and feel is to do what they do, and talk to others about their experiences. E.G., if you're targeting bodybuilders, then join gym to both become a part of the niche and to talk to your audience.

Here's the next tip...

5. #1 Tip for Creating an Awesome Membership Site

What makes a great membership site? To answer this question, join popular membership sites, and then reverse engineer their success. Ask yourself:

- What do you like about the site?
- What could you use improvement?

Then use your answers to ensure you create a great site for your customers.

6. Three Survey Questions to Ask Your Audience

You shouldn't use survey questions as a standalone method for gathering market research data, but surveys can help you gather insight into how your audience thinks and feels. To that end, here are three open-ended questions to ask your audience:

- What are your biggest [niche/topic] challenges?
- What one thing would help you the most to [get a good result]?
- What tools would make it easier for you to [get a good result]?

Next...

7. The Key to Running a Smooth Membership Site

The #1 key to starting and growing your membership site is to NOT try to do everything yourself. To that end, always be on the lookout for ways to automate your site (such as using a good membership site platform) and ways to delegate/outsouce the tasks you need to do.

For example, don't get tied to your computer sending out new membership content. Instead, use an autoresponder or a membership site platform or plugin to drip-feed content to your members automatically and on a schedule.

Which brings us to the next point...

8. What to Do When You Get Stuck

If you're new to creating a membership site or even new to online marketing in general, then there are times you're going to get stuck. For example, maybe you don't know how to install a membership site platform (like aMember), or maybe you don't know how to create a video for your members.

What should you do when you get stuck? Outsource. Go to a site like upwork.com and find a pro who can do the work for you, which will keep you moving forward and on track.

9. Creating a Schedule to Keep You on Track

Creating and launching a membership site is a big process. To keep you on track, you'll want to create a calendar or schedule. You can break it down this way:

- List all the tasks you need to do to start your membership site (this is your master list).
- Estimate how long it will take you to do each task.
- Set a deadline for EACH task on your list.
- Decide which tasks you'll outsource.
- Break your master list into the tasks you need to do each month.
- Break your monthly lists into weekly tasks.
- Use your weekly task list to create your daily to-do lists.

Now on any day of the week you can check your to-do lists to see if you're on track to get your site up and running on your desired timeline.

10. Ask These Two Questions Before You Begin

Before you set up your site, ask:

- What is your income goal with this site? This will help you make decisions about pricing, what model to choose, etc.
- What do you want members to learn and do? This will keep your site focused on helping members achieve a specific goal.

Now the next major component of setting up and running a membership site...

PRODUCTION

Here's where you start producing content and other materials for your membership site. Check out these ideas...

11. Three Questions to Ask Yourself

Are you going to do everything yourself or outsource some (or even all) of the tasks needed to set up your site? Ask yourself these three questions:

- Which tasks do you hate? These are the ones you tend to procrastinate on (and that means it's better to outsource them).
- Which tasks do you do really well? These are the tasks you'll likely complete yourself.
- Which tasks are low-value tasks (meaning the return on investment of time is low for you)? These are the tasks to outsource.

Next...

12. Three Productivity Tips for DIYers

If you plan on creating your membership site content yourself, then check out these three tips for getting more done in less time:

- Block out distractions. Figure out what distracts you the most, and then block it. For example, if you keep checking your phone, then put your phone in another room.
- Set a timer 20 minutes. The idea here is to challenge yourself to get as much done as possible in the 20 minutes. Once the timer goes off, rest for a few minutes. Then re-set the timer and again challenge yourself.

- Group similar tasks together. Multitasking doesn't work. Focus on one task at a time, and group similar tasks together to boost productivity.

Next...

13. How to Stick to Your Production Calendar

The key to sticking to your production calendar is to be sure you create daily and weekly goals and to-do lists. That way, you'll know immediately (in one day) if you're off track. If you only create monthly goals, then you won't know just how far off track you are until the month is nearly over.

14. 9 Ways to Find Freelancers

If you plan on outsourcing all or part of your membership site content-creation and other tasks, then the first step is to cast a wide net to find as many potential candidates as possible. Here's how:

- Post on a freelancing site such as [upwork.com](https://www.upwork.com), [fiverr.com](https://www.fiverr.com), [guru.com](https://www.guru.com), or [freelancing.com](https://www.freelancing.com).
- Ask colleagues for recommendations.
- Blog about your need for a freelancer.
- Post your request on social media (and ask people to share it).
- Run a Google search.
- Post in a business group or forum.
- Network at masterminds or offline business groups and ask for recommendations.
- Place a want ad in a local newspaper (including university publications).

- Place a want ad on a local site (including sites like Craigslist.org).

Note: once you find several potential candidates, then do your due diligence to find the one that best fits your needs and budget.

15. 5 Ways to Make PLR Content Unique

If you plan on using PLR as the basis for your membership site content, then you need to tweak it to make it unique. Here are five ways to do it:

- Rewrite the introductions and conclusions.
- Tweak the content so it matches your unique writing voice/style.
- Compile multiple pieces of PLR content to create something unique.
- Insert your own unique tips, examples and stories.
- Convert content into a different format (such as turning a report into a video).

Next...

16. 3 Places to Research Your Content

One of the keys to creating a good piece of content is to make sure you research it thoroughly before writing. However, you need to also be sure you're researching credible, trustworthy sources. Check out these three ideas:

- [Google Scholar](#), where you can research academic research journals.
- Other known experts in your niche. For example, if you were researching dog training, you might research Cesar "The Dog Whisperer" Millan's site.

- Other credible sources. For example, respected news organizations like the BBC and NPR tend to fact-check their articles and sources before posting.

Next...

17. A Simple Outline for Training Lessons

If you're sending out training lessons, the you can use this outline as the basis for all your content:

A. Introduction. Remind readers of what they learned in the last lesson. Build anticipation for this upcoming lesson, using curiosity if possible to keep people reading. E.G., "In just moments you'll discover my #1 tip for keeping readers hooked and engaged..."

B. Body of the content. Share your training materials. You might organize the content in these ways:

Chronologically, for step-by-step information.

Categorically, where you arrange categories and list information within these categories.

Complexity, where you organize information from simple to complex.

C. Conclusion. Recap what your readers just learned and reiterate the benefits of taking action on this information.

D. Assignment. Here's where you give readers an action step to take which will put them one step closer to their goals (and will help them implement what they just learned).

Next...

18. How to Gather FAQs to Answer

If your membership content includes the answers to frequently asked questions in your niche, then your first step is to gather the questions. Here are three ways to do it:

- Visit Quora.com to see what questions your audience is asking.
- Browse a niche-specific Facebook group or forum and gather commonly asked questions.
- Check your emails to see which questions pop up repeatedly.

Next...

19. 2 Questions to Ask When Creating a List of Tips

Readers across most niches love tips, which is why you'll want to include individual tips as well as lists of tips alongside your content. Here's how:

- Ask yourself: what pieces of information will make it easier and faster for readers to complete a process or achieve their goals?
- Ask yourself: what information can I share that no one else is sharing?

Next...

20. 7 Tools to Include In Your Membership Site

Whenever you have an opportunity to share a tool that makes a process faster, easier and better, do it. These tools may include:

- Cheat sheets.
- Worksheets.
- Checklists.
- Templates.
- Swipes.
- Planners/calendars.
- Spreadsheets.

Next...

21. How to Repurpose Existing Content

One way to speed up content creation is to repurpose your existing content. For example:

- Turn a webinar script into a training module in your site.
- Compile a set of blog posts to create a bonus report.
- Use an email article as a post inside your membership's private group.
- Turn a lead magnet into a video for your members.
- Pull an excerpt out a paid product to create a weekly lesson.

And so on. If you've got a piece of popular content, see if you can repurpose it for your site.

22. 4 Tips for Writing Engaging Content

One of the keys to creating a high-quality membership site is to ensure you're crafting engaging content. Check out these tips:

- Use a friendly, conversational tone. Just imagine writing to a friend.
- Inject variety into your content, such as by offering tips, examples, bulleted lists of ideas, mini-checklists, illustrations and similar items.
- Write to your audience's level (which means you need to know what they know so your content isn't too basic nor too advanced).
- Inject some light humor. But be sure you understand what your audience finds funny before you attempt this.

Next...

23. Active Vs. Passive Voice: How to Tell the Difference

Active content keeps members engaged and reading, while passive content bores them and has them click away. The difference is that active content has a definite subject performing the action.

E.G., "You must take the dog outside first thing in the morning."

Meanwhile, passive content doesn't make clear who's performing the action.

E.G., "The dog must be taken outside first thing in the morning."

Hint: telltale phrasing like "must be" or "will be" will help you find and identify passive content.

24. The #1 Way to Draw Readers Into Your Content

One of the best ways to engage readers on both an intellectual and emotional level is by telling a story. For example:

- Don't just share a tip. Instead, tell the story of how you discovered this tip.
- Share your mistakes in the form of a story, which is more engaging.
- Motivate readers with inspirational stories.

Here's the next set of ideas...

25. 7 Ways to Open a Piece of Content

You only have a couple seconds to grab your reader's attention, which is why your openers are so important. To that end, check out these seven gripping ways to open a lesson or other piece of content:

- Tell a story.
- Bust a commonly held myth.
- Share a controversial opinion.

- Say something unexpected (like confessing you were wrong about something).
- Share a scary statistic.
- Ask an intriguing question (e.g., “have you ever_____”).
- Pose a trivia question.

26. 2 Ways to Close a Piece of Content

The way you close your content is important, because it’s going to determine, in part, whether your reader gets all the way to the end and follows your call to action. To that end, here are three ways to close your content:

- Share one more really good tip. If someone skimmed down directly to the end of your content to find a really enticing tip, they’re likely to go back and read the rest of the content.
- Summarize what they learned. Be sure to reiterate the benefits of taking action on this information.

Next...

27. 3 Curiosity-Arousing Swipes

One way to keep people reading is to arouse curiosity in the beginning and middle of your content by hinting at what’s coming. Check out these swipes:

- In just a moment, you’ll find out the surprising way this story ends. But first _____...
- What’s the best way to _____? That’s what you’ll find out in moments...
- You could be sabotaging your results if you _____. Keep reading to find out if you’re making these mistakes...

Next...

28. 6 Things to Look for When Proofing Your Content

Once your content is done and you're ready to proof it, use this mini checklist:

- Did you run spell check and grammar check?
- Did you ask someone else to review it?
- Did you make any common errors? (Such as their vs. there vs. they're, and too vs. to vs. two.)
- Did you read it out loud to see if it sounds smooth?
- Does it *look* easy to read? (E.G., small sentences, small paragraphs, and plenty of white space.)
- Does the content engage readers?

Next...

29. How to Write Faster Than Ever

Most people can talk faster than they can type, which is why one of the top ways to write faster is by using speech-to-text technology. One of the original tools that's been on the market for decades is Dragon Naturally Speaking, but you can search Google for other alternative solutions.

30. 3 Places to Get Graphics

Good graphics will add value to your content. Here are three ways to get your hands on high-quality graphics:

- Hire a designer from Fiverr.com.
- Create them yourself using Canva.com.

- Purchase graphics using a site like depositphotos.com or bigstockphoto.com.

Next...

31. The Two Crucial Parts of a Compelling Call to Action

A compelling call to action should possess these two parts:

1. Clear instructions on what the reader should do next.
2. A good reason why they should do it now.

E.G., "Take out your credit card and click here now to get started, because the best body of your life is waiting for you!"

32. 5 Surefire Ways to Add Value to Your Content

The higher the perceived value of your membership content, the greater your customer satisfaction (and the more you can charge). To that end, here are five ways to add value to your content:

- Insert tools, such as checklists, worksheets, and templates.
- Share intermediate and advanced-level information.
- Provide information that users can't find anywhere else.
- Offer content in a high-value format, such as video.
- Insert graphics to make content more attractive and to provide visuals (such as an illustration of how to do an exercise).

Check out these tools...

33. 3 Tools for Converting Word to PDF

If you need to turn a Word document (or other text file) into a .PDF, here are three ways to do it:

- Adobe Acrobat, which is a professional tool:
<https://acrobat.adobe.com/us/en/acrobat.html>.

- CutePDF: <https://www.cutepdf.com/index.htm>.
- PDF Architect: <https://www.pdfforge.org/pdfarchitect>.

Check out this next idea...

34. 5 Templates to Create Persuasive Lesson Titles

Prospects decide whether to purchase a membership based on content titles, and these same titles are what persuade members to download and read a piece of content. That's why you'll want to put these templates to work for you to create compelling titles:

- The #1 Way to [Get a Benefit].
- How to [Get a Benefit] In Just [Small Amount of Time].
- The [#] Deadly [Type of] Mistakes You Could Be Making Right Now.
- The Ultimate Guide to [Getting a Desired Result].
- What the World's Best [Type of People] Know About [Topic].

Now the next component...

PRESELLING/PERSUASION

One of the keys to selling more memberships is to warm up (presell) and persuade your audience. Here's how to do it...

35. 10 Different Types of Products to Offer as a Lead Magnet

Most people who land on your sales letter for the first time won't purchase a membership. That's why you'll want to get them on your mailing list first, which you can do by dangling an enticing lead magnet. Here are different types of lead magnets you can offer:

- Ebook/report.
- Video.
- Audio.
- App/software/plugin.
- Template.
- Checklist.
- Cheat sheet.
- Templates.
- Swipes.
- Gear lists.

Next...

36. 5 Lead Magnet Titling Templates that Get Attention

A lead magnet with a good title gets attention and persuades people to join your list. (Bad titles get ignored and get people clicking the back button.) With that in mind, check out these five templates:

- The Secrets of [Getting a Good Result].
- The Step-by-Step Guide to [Getting a Good Result].
- The Quick and Easy Way to [Get a Good Result].
- How to [Get a Good Result] – Even If [You Enter the Process Without any Prerequisites]. (E.G., “How to Lose Weight Fast – Even if You Have a Slow-As-Snails Metabolism.”)
- The Super Simple Way to [Get a Great Result].

Next...

37. 7 Characteristics of a Good Lead Magnet

Before you launch your next lead magnet, use this mini checklist to ensure you’re creating an effective product:

- Is this a product your audience really wants?
- Does it have a compelling title?
- Does it have a professional, attractive and compelling ecover graphic?
- Does the lead magnet provide a useful yet incomplete solution?
- Does the lead magnet naturally lead to your paid offer?
- Is the interior professionally designed/laid out?
- Is it a digital product that's easy to distribute?

Next...

38. The Effective Lead-Page Checklist

Creating an effective lead magnet is essential, and so is crafting an effective lead page that persuades people to exchange their email address for your free product. Use this checklist before you publish your lead page:

- Does the page look attractive and professional?
- Does the page include an attention-getting, benefit-driven headline?
- Does the page include a set of benefit statements that get prospects excited about the offer?
- Does the page include a strong call to action that tells people how to claim the offer and why they should do it right now?
- Do the web page colors match your branding?
- Does the opt-in form work properly?

Next...

39. The Effective Sales-Page Checklist

Your membership site's sales page can make or break your conversion rate. That's why you want to make sure you run through this sales page checklist:

- Does the page look professional and attractive?
- Does it include a compelling headline?
- Does it include a benefit-driven subheadline?
- Does the opener draw people into the letter and engage their emotions?
- Does the page introduce your membership site as the solution to a pressing problem?
- Does the page include a bulleted list of benefits people will enjoy once they join your site?
- Does the page raise and handle objections?
- Does the page include a guarantee?
- Does the page include proof such as testimonials, case studies or screenshots?
- Does the page include a strong call to action (preferably with a sense of urgency)?
- Does the payment button work?
- Does the page include a postscript that reiterates a main benefit or introduces a new one?
- Does the page include professional, eye-catching graphics?

Next...

40. 3 Tips and Trick for Crafting Stronger Sales Copy

Whether you're creating a lead page or a sales page, you need to be sure it's effective and compelling. Check out these five tips and tricks...

- Build credibility. Your readers are wondering, "Why should I listen to you?" Your sales page needs to answer that question.
- Focus on the reader (not yourself). A quick way to check that you're focusing on your reader is to ensure you're using plenty of "you" phrases, and very few phrases with words like "I" and "me."
- Use trigger words. These words tend to almost always get attention. The list includes: you, powerful, effective, amazing, secrets, new, quick, easy, how to, guaranteed, free, proven, surprising, startling and now.

Here's the next best practice...

41. How to Make Sure Your Autoresponder Series Works in the Long Term

If you set up an autoresponder to presell prospects on your membership site, you'll want these emails to work for you over the long-term. Here's the secret: they need to be evergreen. This means that you don't share any information that could date the content.

For example:

- Don't refer to any seasons.
- Don't refer to any dates (months, years, etc.).
- Don't reference current news events (at least not in a way that makes it sound like they just happened).
- Don't refer to anything as "new" (e.g., "this new product").

- Do share time-tested information that's relevant today and will be relevant a year from now.

Next...

42. The Preselling Email Template

Use this template to generate sales for your list...

Subject line: You're not going to believe this...

Hi [Name],

If you've ever tried to [achieve some goal], then you know how hard it is to [get a good result].

But here's the thing...

The reason it's so hard is because [list reason why it's so hard].

Makes sense, right?

Because [explain/elaborate on what makes it difficult for most people to achieve goal].

And that's why you're going to love being a member of [Membership Site]...

You see, [explain how the membership site overcomes the factor that makes it difficult for most people to achieve the goal].

End result? You [get the desired result].

But don't take my word for it. See for yourself by clicking here now:

[link to sales page]

[sign off]

P.S. I didn't think it was possible to [get a good result] either. Now I'm a believer – and you will be too, once you take a look at this:

[link to sales page]

43. The Perfect Preselling Email Series

If you send out one email about your membership site, you'll get a few sales. But if you really want to get a lot of sales, then you need to presell prospects with an email series. I suggest you send out a series of three emails that focus on these three points:

- Gain. Here's where you focus on the benefits of your membership site.
- Logic. This is where you appeal to logic, such as by sharing a case study showcasing a member's success.
- Fear. This is where you appeal to emotion, such as by offering a coupon code with a quickly approaching expiration date.

Here's the next idea...

44. How to Increase Your Conversion Rate

Your prospects are going to have reasons why they shouldn't buy memberships into your site. These are called objections, and your sales materials need to raise and then handle these objections.

Common objections include:

- It's too expensive.
- It's too cheap (must be junk).
- I don't have time.
- It won't work for me.
- I don't believe this sales letter.

For example, you can counter “it won’t work for me” by offering a guarantee and offering social proof (such as testimonials). Which brings us to the next point...

45. The Right Way to Use Testimonials

The key here is to focus on quality over quantity. In other words, don’t share every testimonial. Instead, only share the best ones – that one that actually prove your membership helps people.

For example, “This is a fun site!” is a weak testimonial as it says nothing about whether the information works.

Here’s a better example: “The recipes are delicious and the information is top notch – I’ve lost 10 pounds so far!”

Point is, look for testimonials that prove what your sales page and other sales materials are claiming.

46. 3 Keys to Crafting Email Subject Lines

Your subject lines will make or break the success of an email campaign, which is why you want to pay careful attention to crafting them. Check out these three keys:

- Keep them short. Most email clients truncate subject lines (sometimes to as few as 60 characters), so be sure you get your point across in as few words as possible.
- Focus on the benefits readers will receive if they read your email. E.G., “Housetrain even the most stubborn dog...”
- Arouse curiosity when possible. Sometimes this is as easy as putting a question mark at the end of a benefit statement. E.G., “Lose weight by eating brownies?”

Next...

47. What to Look for in an Autoresponder

When shopping around for an autoresponder, be sure it has these features:

- Built-in statistics. This is so you can track, test and improve all your email campaigns.
- Templates. You can make both your emails and your opt-in forms look great using templates – no coding or skills required.

Here's the next set of tips...

48. How to Build Credibility in a Sales Letter

People won't buy into your membership site if they don't believe your sales letter. That's why you need to build credibility. Here are two tips:

- Use specific numbers. Don't just round up or down (e.g., "50"). Instead, be specific (e.g., "48"), which is more credible.
- Tout your credentials. Let prospects know why they should listen to you. For example, share results you've delivered to clients, the years of experience you have in the field, awards you've won, your relevant educational background, and anything else that builds your credibility.

Next...

49. 2 Reasons Why You Should Outsource Sales Copy

Have you studied copywriting? If not, then it's a good idea to outsource this task to a professional copywriter. Here's why:

- Outsourcing could add thousands to your bottom line. If you write a sales letter that converts at 1% and a pro creates a letter that converts at 4%, you'd be making four times the money. That's definitely a good return on your investment.

- Outsourcing frees up your time. Why struggle with a big learning curve and trying to do it yourself, when you can just hand it over to a pro? This frees your time to focusing on other high-value tasks you need to complete to run your membership site.

Here's a related set of tips...

50. How to Track and Test Sales Letters

The best way to improve your sales page and lead page conversion rates is by tracking and testing your sales copy. Follow these tips:

- Use a good split-testing tool. You can find any number of free and paid solutions online, such as SplitTestMonkey.com.
- Focus on those factors that will have the most impact on conversion rates. These factors include the headline, the overall offer (price and bonuses), and the overall design of the page.

Next...

51. 3 Mistakes to Avoid When Creating Preselling Blog Posts

Preselling prospects using your blog is an effective way to boost conversions. Just be sure to watch out for these mistakes:

Mistake 1: Using weak titles. Your blog post title will make or break the success of a post, so be sure to create intriguing, benefit-driven titles.

Mistake 2: Solving your prospect's problem completely. Your blog posts should be useful (in that they solve part of a problem), yet incomplete (which lets you point to your membership as the solution).

Mistake 3: Failing to offer variety. If you post one 500-word "how to" post after another, your readers are likely to get bored. That's why you should offer some variety, such as lists, tips, interviews, infographics, video posts and more.

Next...

52. 7 Pieces of Rebrandable Content to Distribute to Affiliates

If you're setting up an affiliate program, then you can help your affiliates presell memberships and boost conversions by offering them rebrandable content to distribute. This content includes:

- Reports.
- Email series to upload to an autoresponder.
- Solo emails.
- Blog articles.
- Social media content (e.g., infographics, memes, tips, etc.).
- Graphical advertisements (such as banners and other ads).
- Videos.

You can also ask your affiliates what rebrandable content they need, and then provide it for them.

53. 3 Best Practices for Creating Effective Case Studies

One really powerful way to presell your prospects is by offering proof that the content inside your membership site will provide good results. And one way to offer this proof is in the form of a case study, which you can post to your blog, send to your mailing list, and give to your affiliates to distribute.

Keep these tips in mind as you create your case study:

- Choose a subject that's part of your target market. The more closely aligned the subject is to your ideal customer, the more the case study will appeal to your audience.

- Provide lots of data. Whenever possible, provide as much “before” and “after” data as you can. For example, if you’re doing a weight-loss case study, then offer numbers such as weight, hip measurements, chest measurements, upper arm measurements and thigh measurements. Obviously, you should take before and after photos as well.
- Consider doing it live. For example, if you’re doing a six-week weight loss case study, then you can release an installment every week with the latest data and observations.

Next...

54. 4 Tips for Building Your Authority in the Niche

People like to do business with those they know, like and trust, which is why I’ve suggested that you build a mailing list or use other platforms (such a blog or social media channel) to build relationships. These platforms also help you build authority/expertise in the niche. Here are four tips for building this authority:

- Blanket your niche with content. If your prospects see your name and content pop up every time they’re looking for a solution to their problem, they’re going to start seeing you as an authority in the niche.
- Provide proof. Your prospects want to believe you, but they’re skeptical because they’ve been burned before. That’s why you’ll want to offer proof such as case studies to show that your solutions really work.
- Offer something unique. You need to offer fresh tips, pioneer new ways of doing things, and otherwise provide information people can’t find anywhere else. Authorities are the leaders in the niche who provide new information (everyone else is a follower who provides nothing new).

- Get interviewed. When others interview you, then you're instantly seen as an expert in the niche.

Here's the next idea...

55. How to Use Webinars to Presell Your Membership Site

A webinar is a great way to presell your membership site, because it gives you a chance to showcase your expertise. Check out these tips for making the most of your presentation:

- Put together a nice presentation. This includes a professional slide deck (if it's a slide presentation). If you're aiming the camera at you, then be sure to sit somewhere with a simple background.
- Practice your presentation. This includes practicing with the webinar controls as well as practicing your actual presentation. Just don't script every word, otherwise you'll come off sounding stilted and robotic.
- Presell at the end. Use your presentation to build credibility and share really good information, and then pitch your membership site at the end of the webinar.

Next...

56. 3 Call to Action Templates for Presell Materials

Whether you're preselling using articles, lead magnets, webinars or anything else, your content needs to include a call to action. You can craft your call to action using one of these templates:

- If you want [to get a really good result], then you need to join other savvy [type of niche people] inside the membership site that has everyone talking. Find out what has everyone so excited by clicking here now...

- The very best way to [get a good result] is by [taking some specific action]. And that's exactly what you'll find out how to do when you join [Membership Site Name] now! Click here to get started...
- Want [better results]? Then you need to learn the truth about [topic]. Find out more by clicking here now...

Here's the next idea...

57. Six JVs That Raise Your Niche Authority

One way to elevate your status and authority in your niche is to align yourself with other people who've already established their authority. When your name becomes associated with these other experts, you get to borrow their credibility.

Here are six joint ventures (JVs) you can do with others to boost your niche authority:

- Co-host a webinar together.
- Create lead magnets together.
- Invite an expert to contribute a product to your membership site.
- Guest blog on the expert's blog (especially if they don't accept very many guest authors).
- Co-write a blog article and post it on your both your blog and the JV partner's blog.
- Create a video together and post it on social media.

Next...

58. A Simple Writing Tip for Boosting Conversions

As you've seen above, building authority in your niche can help you presell your membership site. Which brings us to this tip: a simple way to boost conversions in all your presell materials is by writing with authority and confidence.

Because here's the thing...

No one wants to follow someone who's unsure of himself. That's why your writing should reflect your confidence in your information. Don't use weak phrasing such as, "This [tip] might [produce a result]" or "[doing this thing] would probably be a good idea."

Instead, write confidently. E.G., "This [tip] has worked for hundreds of my clients, and it will work for you too."

Now the next component...

PROFITS

Here we're going to look at issues such as pricing, setting up your sales funnel, offering promos, and other issues that will boost your membership site profits.

59. 2 Pricing Mistakes to Avoid

When you get to the task of pricing your membership site, be sure to avoid these two mistakes:

1. Neglecting to do pricing research and testing. Many marketers base their pricing solely on their own income goals. While you should take your goals into consideration, you also need to be sure you're doing the research and testing that will help you pick the most profitable price.

2. Not taking value perception into consideration. You need to look at how you present your offer, which can affect perceived value (and price). For example, you can build premium branding, which will affect all your prices.

Next...

60. How to Frame Your Price for Maximum Conversions

If you have a fixed-term or ongoing membership site, then focus on the smallest amount your members will pay.

For example, if your site is \$15 a month, then you can frame the price as "50 cents a day." When you get people focusing on the smaller increment, they're going to realize it's affordable.

61. Which Is Better: Free Trial or Low-Cost Trial?

One good way to boost your profits is by offering a free or low-cost trial. But which one is better? Consider these factors as you make your decision:

- A low-cost trial makes it easy for you to get credit card information. Even if you just charge \$1 for a trial, you can set up your payment processor to automatically collect the full membership fee once the trial ends (unless members cancel, of course).
- A low-cost trial brings in serious buyers. People who give their credit card information are likely to be serious about wanting to be members (rather than tire kickers).
- A free trial will attract a larger number of people. You can then follow up with this list to encourage them to become paying members, as well as to promote related offers.

Think about your business goals and audience to determine which trial option will work best for you. (Or, better yet, test them so you know for sure what works best.)

62. 3 Questions to Ask When Splintering Content.

One way to presell your membership site and boost your profits is by splintering content from the site and offering it as a free lead magnet (or a low-cost tripwire). As you set about the task of determining which piece of content to splinter, use these questions to help you make the final decision:

- What is one of your best pieces of content? (E.G., What lesson or bonus is really popular and high value?)
- Which content naturally leads to people wanting to join your membership site?
- Which piece of content is easy to splinter, meaning it works well as a standalone product?

Next...

63. How to Use Payment Options to Boost Profits

One way to boost your profits is by giving customers an option of how they'd like to pay their membership fee. For example, you might offer PayPal, Amazon payments, or you may even accept credit cards by phone. You may need to do some research and testing to determine what sort of payment options your audience prefers.

Secondly, if you've set up a vault site (where members pay one fee one time and receive instant access to all content), then you may offer a payment plan. For example, if your vault site is \$197, you might offer a plan with two \$99 payments, or a payment plan with four \$50 payments.

64. How to Get Customers to Spend More Money on the Order Form

There are two ways to boost your per-transaction amount:

1. Raise your prices. (Which may or may not be an option for your membership site.) For example, you may raise your membership fee from \$10 to \$15 per month.
2. Offer upsells and cross-sells on the order form. For example, if you're selling access to a copywriting membership, you may cross-sell sales letter templates and swipes on the order form.

65. 5 Examples of Cross-Sells

While cross-sell and upsell are used interchangeably, a cross-sell is actually a related product, while an upsell is when you offer a premium version of the current offer. Here are examples of cross-sells that you might offer on your order form or elsewhere in your sales funnel for two different niches:

Weight loss membership cross-sell examples:

- Promote a related membership site, such as one focused on bodybuilding for fat loss.
- Offer personal coaching to help members achieve their goals.
- Sell additional meal plans and recipes.

Online marketing membership cross-sell examples:

- Sell related tools, such as WordPress plugins to help people optimize their sites for the search engines.
- Sell done-for-you services such as setting up and running a Facebook ad campaign.

Next...

66. 2 Examples of Upsells

As noted above, an upsell is a premium version of an offer. Here are examples of upsells that you might offer on your order form or elsewhere:

- Offer a “Deluxe” or “Platinum” membership with more perks, such as advanced materials and access to a private group.
- If you’re selling monthly training that arrives in .PDF form, then you might upsell “Deluxe” training with video modules.

Next...

67. 3 Elements of a Good OTO

As the name implies, a one-time offer is something your customers will only ever get to see once (on the order form). Here are the elements of a good OTO:

- The offer should be exclusive. This means the product isn’t available anywhere else, OR the offer (price/bonuses) have never been offered anywhere else.
- Be sure the offer is really attractive. If your OTO is based on offering a discount on a product, then make this discount irresistible. For example, 10% off isn’t going to get too many takers. Something around 25% off will get attention. Anything up from there – such as 50% off – will make your offer truly irresistible.
- Create an OTO that complements the membership site. A good OTO product makes it faster or easier for members to achieve their goals. For example, offering personal coaching as an OTO is a great offer, because people who get personal guidance will get better results.

Next...

68. 3 Ways to Use Bonuses Strategically to Boost Profits

A good bonus can boost the perceived value of your membership site and increase conversions. Here are three ways to use your bonuses strategically:

- Offer a bonus that handles an objection. For example, if a common objection is that people don't have time to complete the process you teach in the materials, then offer a bonus (such as a tool) that speeds up the process.
- Offer a delayed bonus. This bonus reduces refunds and boosts member retention. For example, you might offer an enticing bonus every two or three months.
- Offer an unadvertised bonus. This boost customer satisfaction, which in turn increases member retention.

Here's the next set of ideas...

69. 6 Surefire Promo Ideas to Generate Sales

Need a quick surge of sales? Check out these promos you can do for your membership site:

- Introductory launch week special with "charter membership" pricing.
- BOGO (buy one, get one). You can offer a buy one month, get one month free price.
- Free or low-cost trial offer, such as \$1 for the first month.
- Flash sale, where you offer a really good deal for a very short amount of time, such as 24 hours.
- Coupon promos, where you (and your affiliates) distribute coupons good for discounted memberships.
- Bonus promos, where you offer more value (in the form of extra bonuses) for the same regular price.

Here's another way to drum up new sales...

70. How to Encourage Members to Refer Friends

Some of the warmest traffic you'll ever receive is when you have satisfied members referring their friends. And one of the best ways to encourage this is by starting a referral program, especially a two-way referral program. This means that both the member and referral get some sort of discount when the referral becomes a paying customer.

For example, you might offer the referral and the referring member 50% off a month of membership.

71. Getting Repeat Sales the Easy Way

Satisfying your members is the #1 thing you need to do in order to generate backend sales. Now here's another way to boost those sales: develop a loyalty program.

For example, you might offer "points" for every month that your member stays a member, along with points for other offers they purchase from you. Members can then turn their points in for free or discounted products, including free months in your membership site as well as other valuable product.

E.G., "Buy six months in the membership site, and get your seventh month free!"

72. Questions to Ask Before Raising Your Prices

Raising your prices boosts your per-transaction amount, and it may even boost your conversion rates (as prospects often associate higher prices with higher quality). But before you raise your prices, ask yourself these two questions:

- Can I justify a higher price? Look at the perceived value you're offering. If people think they're getting an amazing deal now,

then it would be pretty easy to raise your prices without adding any extra value to the site.

- How will higher pricing affect my profits? As mentioned, in some cases you may end up with higher conversions. But that's not always the case, and you need to be prepared for conversions to stay the same or even drop. Be sure to crunch a variety of numbers so you know how much you need to make on the front end and backend to meet your income goals.

Here's the next profitable tip...

73. Adjust to Your Member's Needs

In order to keep making profits, you need to adjust to your members' changing needs and expectations. For example, your niche landscape may change fast, and your member content needs to stay on top of these updates.

Tip: Check in with your members regularly to gather feedback. Find out if you're meeting their expectations, and what recommendations they have for making the site even more valuable to them.

74. Create a Quick-Start Guide

As your site grows, it can be a little overwhelming for new members to log in and see the vast resources available to them. That's why you'll want to create a quick-start guide, which gives people a step-by-step guide to getting the most out of the site and getting a jump start on the niche process or goals. Be sure your quick-start guide includes quick wins (information your members can put to use immediately and see good results).

75. 3 Ways to Ask for Testimonials

Testimonials from satisfied members can help you convert other prospects to paying members. To that end, here are three ways to ask for testimonials:

- Insert a request inside your membership site.
- Put a request at the end of each email you send. Occasionally, send out an email for the specific purpose of gathering testimonials.
- Make a personal request, such as asking webinar attendees to submit a testimonial.

Be sure to make it easy for people to send you their testimonials, such as by linking to an online form or providing an email address.

76. Create a Member Case Study

Another way to provide proof and boost conversions is by sharing case studies. As a bonus, this strategy also cements loyalty among the subjects of your case study. Follow these tips:

- Solicit case study subjects regularly. Post in the member area of group, email your members about it, and mention it inside your membership materials.
- Screen potential candidates. Be sure to pick someone who's likely to follow-through, as well as someone whose profile closely matches your ideal customer (as this will help prospects relate to him or her).
- Showcase successful case studies. Post them on your blog, share them on social media, email them to your list, and ask your affiliates and marketing partners to distribute them.

Next...

77. Make it Easy for People to Upgrade or Downgrade

If you have multiple levels in your membership site, then ideally members should be able upgrade or downgrade their memberships themselves (without any manual intervention from you). In particular, people who are

thinking about cancelling a higher level of membership should be encouraged to downgrade their membership (rather than canceling).

78. How to Test Pricing to Boost Sales

You'll need to do some price testing in order to find your pricing sweet spot (the price with the most profits, which is best conversions and fewest refunds). Here's what to test:

- Test the big price. For example, you can test prices such as \$10, 17, and \$27.
- Test smaller increments. For example, if you're charging around \$19, then test \$18.99, \$19, \$19.97 and \$19.99.

Be sure to use a good split-testing tool (like SplitTestMonkey.com or the tool of your choosing).

Next...

79. Check Your Traffic Logs

This will give you insight into how people are using your site. You can use this information along with user feedback to improve your site.

For example, if you notice that members are using the search function or even your help desk a lot in order to find specific pieces of information, that's a signal that your site needs to be better organized and more user-friendly.

PARTICIPATION

One of the keys to increasing member retention is to be sure your members are active and participating in the membership site. To that end, check out these tips for boosting retention...

80. 3 Characteristics of an Effective Onboarding Sequence

An onboarding sequence of emails engages your new members and gets them to start using the site. In turn, this creates satisfaction and boosts retention. Here are the characteristics every onboarding sequence ought to possess:

- A good sequence makes frequent contact. Initially, you may contact members every day or every other day for the first week. After that, you should be touching base weekly.
- A good sequence offers tips and tools not found in the membership site materials. This keeps members engaged and opening emails.
- A good sequence encourages people to take action. For example, you might reiterate a specific benefit of the membership site, and then encourage the member to download and read/use the specific content that will help the member get the benefit.

Next...

81. The 4 Things Your Introductory Email Must Include

The very first email you send to your new members needs to help maintain excitement in your site. To that end, this first email should do the following:

- Thank them for becoming a member. Let them know how much you appreciate them choosing your site, even though they had other options.
- Remind them of the benefits of the site. Doing so will help them reduce buyer's remorse, which reduces refunds and churn.
- Tell them what to expect. Here you set expectations for the membership site as well as the emails they'll be receiving from

you. Be sure to build anticipation for what's coming over the next few weeks.

- Call them to action. Finally, tell your new members what you want them to do next. For example, you might point them towards a quick-start guide so that they can start enjoying the benefits of the site.

Next...

82. Swipe This “Welcome Letter” Template

If you've set up a membership area, then it's a good idea to show your new members a welcome letter or video when they first log in. Here's a simple template you can use:

Welcome to [Membership Site Name]!

I'm very excited and happy about your decision to join. And once you start using the materials inside this site, you're going to be really happy too. That's because [remind member of the big benefits they'll receive once they start using the membership materials].

Now before you jump in, let me give you a quick overview of this membership site. Here's what you'll find:

[List the major components of the site, such as the membership materials, where to get the bonuses, the recommended resources, a link to a private group, your contact information, and whatever other links are inside your site.]

There's lots of good stuff to get to, but I suggest you start [tell them where to start and why they should start there].

Click here to get started: [provide a link to a quick start guide, or some other link where you want them to go first].

Thank you again for joining. I'll see you inside!

Here's the next idea...

83. The #1 Way to Get Members Excited About Their Membership

The key here is to share content that will give your new members a quick win. This is a tip or tool they can put to work immediately and start seeing good results quickly too.

For example, if you have a copywriting site, you might share a way to tweak a headline to boost conversions. Members can take just a few minutes to tweak their own headlines using your tip, and see the results immediately. This builds momentum, excites members, and motivates them to dive into the rest of your content.

84. 5 Ways to Get Members Engaged and Active

Encouraging your members to get interactive and participate is a good way to keep them engaged, active and happy. Here are some of the top ways to get members engaged:

- Hold webinars. Be sure to make time to answer questions at the end.
- Create a private group. Then encourage members to introduce themselves, answer questions, and ask their own questions.
- Build a private blog. Post great content on the blog, and then encourage members to contribute in the comments section.
- Offer group coaching. You can solicit questions during the week, and then select the best questions to answer.
- Ask for feedback. Then implement suggestions to improve your membership site.

Which brings us to the next set of ideas...

85. 6 Tips for Creating an Engaging Private Group

If you set up a private group (such as a Facebook group) and just expect it to become active all on its own, you're likely to be disappointed. That's why you'll want to put these tips to work for you:

- Encourage people to join the group and introduce themselves immediately. Make this as part of your onboarding sequence.
- Post thought-provoking posts. Then ask members, "What do you think?"
- Ask members to contribute tips. For example, you might share your three favorite tips, and then ask members to share theirs.
- Encourage members to share experiences. For example, you might ask members to share the mistakes they made when they first started.
- Consider offering perks for participation. For example, members who post X number of times get access to valuable bonuses.
- Post regularly. This will keep members coming back to see what's new.

Next...

86. Two Tips for Creating Group-Coaching Sessions

Adding group-coaching tends to boost value and get members to be more active. Check out these tips for making the most of group-coaching sessions:

- Do experiment. You might offer live video coaching and text-based coaching in a private group to see which one works best for your audience.

- Do showcase your expertise. If you're collecting questions ahead of time and answering them all at once, then insert your own questions that showcase your expertise. Sometimes members don't know the best questions to ask, so you can help them by inserting questions that will help them the most.

Next...

87. The #1 Key to Boosting Retention

If you have an ongoing or fixed-term membership site, then you need to keep track of when people tend to drop out. Once you identify the point where people tend to cancel, you can increase retention by making membership content more valuable and offering delayed bonuses to keep members active.

For example, if members tend to drop out right before the fourth month, then offer one of your best bonuses at the beginning of the fourth month.

88. Why Live Events Make Great Bonuses

A live event like a webinar makes a great bonus for these reasons:

1. It has a high perceived value since it's a live event.
2. You can record it and offer the replays as part of your bonus package.
3. You can offer regular webinars (such as one per month) that will keep members engaged, active and looking forward to the next event.
4. You can pitch a related offer at the end. Thus, this bonus pulls double duty – it keeps members active, and it gets members opening their wallets to purchase a related offer.

Which brings us to the next point...

89. 20 Kinds of Bonuses Your Audience Will Love

When some marketers think of bonuses, they immediately think of reports. Those are great, yes... but here are other bonuses you might consider offering to your audience:

- Bonus modules/lessons.
- Videos.
- Audios.
- Access to a related membership site.
- Access to a private group.
- Apps/software/plugins.
- Multipart ecourse.
- Checklists.
- Cheat sheets.
- Templates.
- Swipes.
- Planners.
- Done-for-you services.
- Coaching/consulting.
- Access to a live webinar.
- Webinar recordings.

- Access to your marketing partner's products.
- Discounts on popular products.
- Physical products, such as a home study course.

And yes... you can also offer valuable reports and ebooks. 😊

90. 2 Keys for Making Members Feel Special

When members feel special, they tend to remain members for the long term. To that end, here are two keys for making members feel special:

- Greet members personally on webinars. If you spend a few minutes before and after webinars talking to people, as well as interacting in other ways (such as in a group), your members will feel special and valued.
- Give members a special name. For example, members of the Wedding Bee forum are referred to as "Bees," which makes them feel special and part of the group.

Here's the next tip...

91. Offer a Troubleshooting Guide

The idea here is to give people some way to diagnose the problem if and when they get stuck. For example, you can offer marketers a checklist of problems to look for that may cause a high cart-abandonment rate.

92. Give Top Members Responsibility

If you have a private group or forum, then give some of your most active members some responsibility, such as making them group moderators. Not only does this make the members feel special, but it also helps them take ownership of the site. As an added bonus, these extra moderators will help you keep your group active and engaged.

93. Schedule Live Events With a Global Audience in Mind

Whether you're doing webinars or even live text-based coaching, be sure to schedule them with your global audience in mind. Your best bet is to schedule them on a variety of days as well as at various times of the day to accommodate different time zones and work schedules.

94. Do Exit Surveys

The only way to know for sure why people cancel their membership is to ask them. To that end, do exit surveys to find out how you can improve your site. You might also offer them something valuable for free (such as a free month in the site) if they answer your survey. (Though keep in mind that doing so could bias their answers.)

95. Win Back Customers Who Cancel

When members cancel, you have an opportunity to win them back. Here are a few ideas:

- Give them the option to downgrade to a lower membership tier.
- Offer a discount for the next few months if they remain members.
- Provide a valuable bonus if they choose to join again.

Next...

96. Be Sure Your Site is User Friendly

You want to be sure that your members have good experience every time they log in. To that end, do these two things:

1. Train your customer service staff carefully so that you know members are receiving good care. You'll also want to monitor exchanges to be sure the care meets your exacting standards.

2. Check that your site is performing well. From to time, check that all links, forms, and scripts work. You'll also want to optimize page speed to create a better experience.

Next...

97. Encourage Participation Through Accountability

If you have a platform for your members, whether it's a forum, group, or even just a blog with commenting, then create an accountability thread. This is where members check in, share their goals, and report their progress. This is a great tool for getting members to take action and start getting good results.

98. Encourage Success Stories

The idea here is to encourage members to share their success stories with you. Ideally, they can share their successes on a member platform, such as in a private group if you've set one up. Otherwise, they can send them to you via email, and you can then share them with other members in your regular newsletter. It's a simple thing, but it makes members feel special, it inspires them, and it keeps them active in your site.

99. Recognize Successful Members

The idea here is to create a "Hall of Fame" on your site, where you showcase successful members. Not only is this inspirational for other members, but it makes the showcased members feel special. As an added bonus, if you make this page public, then it helps convert prospects to paying members.

100. Publish a Content Calendar

If you have an ongoing monthly membership site, then publish a content calendar for members so that they know what's coming. Don't just list topics, though. Build anticipation by sharing the benefits of what they'll be learning about.

101. Offer the "Pause" Option

Sometimes marketers try to scare people into not cancelling their membership, but saying they'll need to start all over if they cancel. However, you need to recognize them sometimes life happens, and people can't focus on their training for a month or two or more. That's why you'll want to give people the option to "pause" their membership... and when they rejoin, they can pick up exactly where they left off.

Conclusion

You just discovered 101 tips, tricks and best practices to build and grow your membership site. The key here is to start putting these tips to work for you right away – because the sooner you do, the sooner you'll start seeing great results!



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