

20 Membership Site ***Power Tips***

Tip #1

Always offer a free trial!

**This gives you the chance to make a strong case
for your membership!**

Tip #2

Create a collective pronoun for your members!

This helps to make them feel like a part of something big! Often it means taking your brand and putting 'ers' on the end!

Tip #3

Talk about membership elsewhere in your site.

Drop into conversation occasionally how your members just received their free gifts etc. and make sure that everyone else sees!

Tip #4

Have a strong brand!

Branding becomes extra important when you're trying to get people behind your movement. Your brand should speak to your philosophy and be something people want to get involve in!

Tip #5

Create a movement that is driven by a philosophy!

This is what makes you a movement and not just a business. What is the lifestyle you're promoting? Why is it important to people?

Tip #6

Choose the niche with the best route to market.

Sometimes this will mean thinking about what markets you already have easy access to. Who do you know who can help you promote your product?

Tip #7

Make it easy to unsubscribe.

Not only does this prevent disgruntled customers, it removes the risk associated with signing up.

Tip #8

Use a recognized payment system.

Like PayPal. This also removes risk by using something people are already familiar with.

Tip #9

Let your subscribers help you!

You can do this by making them moderators for example, or by getting them to contribute content. You can even make this a condition that has to be met for them to become a member...

Tip #10

Offer more than content.

**You can also offer videos, consultation,
podcasts, apps, physical products and
much more!**

Tip #11

Be inventive with your content!

Originality is an absolute must when you are charging for your content.

Tip #12

Treat this as a service.

**That means you have to answer emails and
complaints.**

Tip #13

Partner with other brands to provide the VIP treatment!

If you really want to give your customers the feeling of being VIP, partner with other companies to get them discounts and special offers.

Tip #14

Over deliver.

This means that you're going to offer more value than you promised. This is a great way to create satisfied customers!

Tip #15

Start small.

Don't expect to make a million bucks overnight – start modest and build up.

Tip #16

Verify your market.

Make sure there's an audience for what you're selling before you invest too much time and effort in creating content.

Tip #17

Create content in advance.

**This is a good idea to make sure that there's
no lapse in content when you get a busy
week!**

Tip #18

Choose a niche you enjoy!

You're going to be writing about it for a long time to come so you might as well enjoy it!

Tip #19

Have tiers of membership!

This lets you attract the lower paying customers and then potentially 'upgrade them' to a premium membership down the line. It also makes the premium option seem even more premium by comparison!

Tip #20

One question to always ask...

Is 'would you pay for it'?