

MEMBERSHIP AUTHORITY



CHECKLIST

Checklist

Now you've read the full ebook, you should know everything there is to know about creating a new membership site and then getting as many visitors as possible to pay for a premium membership.

All that's left is to take all that knowledge and to put it into action; which is where this checklist comes in. Read on and we'll go through all the steps you need to take in order to build, grow and maintain your site.

Choosing your niche

The best place to start is at the beginning: choosing your niche. This is not only going to define what you'll be writing about for a long time to come but it will also have an impact on the kinds of visitors you attract, how much they're willing to pay and how much competition you face.

The best niche is one that:

- ☐ Has broad appeal
- ☐ People are willing to pay for
- ☐ Is relatively specific and niche
- ☐ That gives you direct access to your specific audience through your 'routes to market'.

One of the best ways to satisfy all these criteria is often to choose a sub-category of a larger niche. For example, this might be 'fitness for diabetes'.

Building the Site

- ☐ Next comes building your site. This will start by buying hosting, then creating the site using WordPress.

- ☐ Now you'll need to install a plugin. Make plugins exist that can turn a standard WordPress site into a membership site. These include Memberful and WishList Member among others.
- ☐ Alternatively, consider using an ecommerce site to build your site.

Create free content

You need to create free content as you would with any other website in order to demonstrate your expertise, to rank on Google and to attract potential new members to your site. Make sure to offer real value and to do something that not everyone else is doing!

Types of membership site

Think as well about the type of membership site you want to create. Some common examples include:

- ☐ Content mills - Drip feed content and provide the best posts only to your paying members.
- ☐ Community sites - Here the main draw is the forum or the comments section. Create a community and then make sure there's a VIP section for paid members only.
- ☐ Service - You can turn a website into a service and by creating an app, or a set of tools.
- ☐ Course - Offer some kind of learning opportunity or course and this is something people are often very willing to pay for.
- ☐ Alternatives - There are also some alternatives to websites, including:
 - Subscription mobile apps

- YouTube subscription content
- Products
- Contest

Add extra value

No matter which of these models you picked, you can still offer extra value by combining them. For instance, you can have a content mill that also includes a members' forum. Or perhaps you might enter your members into a contest.

Pricing and structure

- ☐ The best price should be the one that maximizes profit for each customer while also maximizing how many subscribers you get! (Not easy)
- ☐ Make sure you don't undervalue yourself - if your membership is too cheap it will lose some appeal
- ☐ Consider creating multiple different levels of membership
- ☐ This creates an entry level that is easier to sell to new members
- ☐ It allows you to upgrade members from one level to the next thereby maximizing their spend
- ☐ Consider offering different payment setups
 - Monthly
 - Quarterly
 - Yearly
 - Lifetime membership

Always introduce a free trial ñ this convinces people to give your service a try and see just how much value you're able to deliver.

Remove risk by letting your visitors easily unsubscribe at any time.

Run promotions and special deals. Use this to test other price points!

Managing your site

Even though this is passive income, it requires some management normally. The good news is that this can be outsourced and sometimes even to the members themselves who will often be happy to do so for free!

Promotion

Finally, you just need to promote your site and grow it. Create a sales page and send visitors there via PPC. Keep writing great content, share it on social media and post as a guest blogger!