# 4 Strategies for a Successful Launch of Your Membership Site

Too often, businesses become so entrenched in the process of creating their membership site that they forget to figure out how they are going to get it off the ground. Having a proper launch plan for your membership site is a must if you want to be successful. A good launch plan needs to increase awareness, raise interests, and build demand. When you can do this, you can put yourself in the best possible position to succeed. Here are four strategies that you can use to make sure that your membership site launch gets off to a good start.

**Offer Members a Free Video Training Course**

The most well-known strategy for launching a membership site, informational product, or online course is the Jeff Walker Product Launch Formula. The approach requires you to offer a free, three-part course on a topic that is related to your product that is delivered one video at a time over a one to two-week period. The videos that you provide should not only teach the recipients something but should also highlight the need for your product.

**Run a Launch Webinar**

These days, webinars are incredibly popular, and for a good reason. If your membership site revolves around educational content, it makes sense to start finding new members by tapping into people who want to learn something about your topic. Offering a live webinar is a great way to generate qualified leads while teaching something of value and introducing your product.

**Send a Teaser Campaign to Your Existing Audience**

As soon as you have a good idea of what you’re going to offer on your membership site, it’s a smart idea to put together some form of “waiting list” so that you can begin to gather leads. When people join the waiting list, make sure you check in with them from time to time to update them on the progress and to help whet their appetites for your forthcoming membership site. As you get closer to the launch date, start sending periodic information to your audience across social media.

**Offer Special Launch Prices and Bonuses**

Scarcity has been proven to be an incredibly powerful factor when it comes to generating sales. Your launch provides you with the opportunity to leverage genuine scarcity that is worth tapping into for the release of your site.

If you want to have a successful launch for your membership site, keep these simple strategies in mind. Start building anticipation among your target audience well before you plan to launch to ensure your success.