

Membership Sites

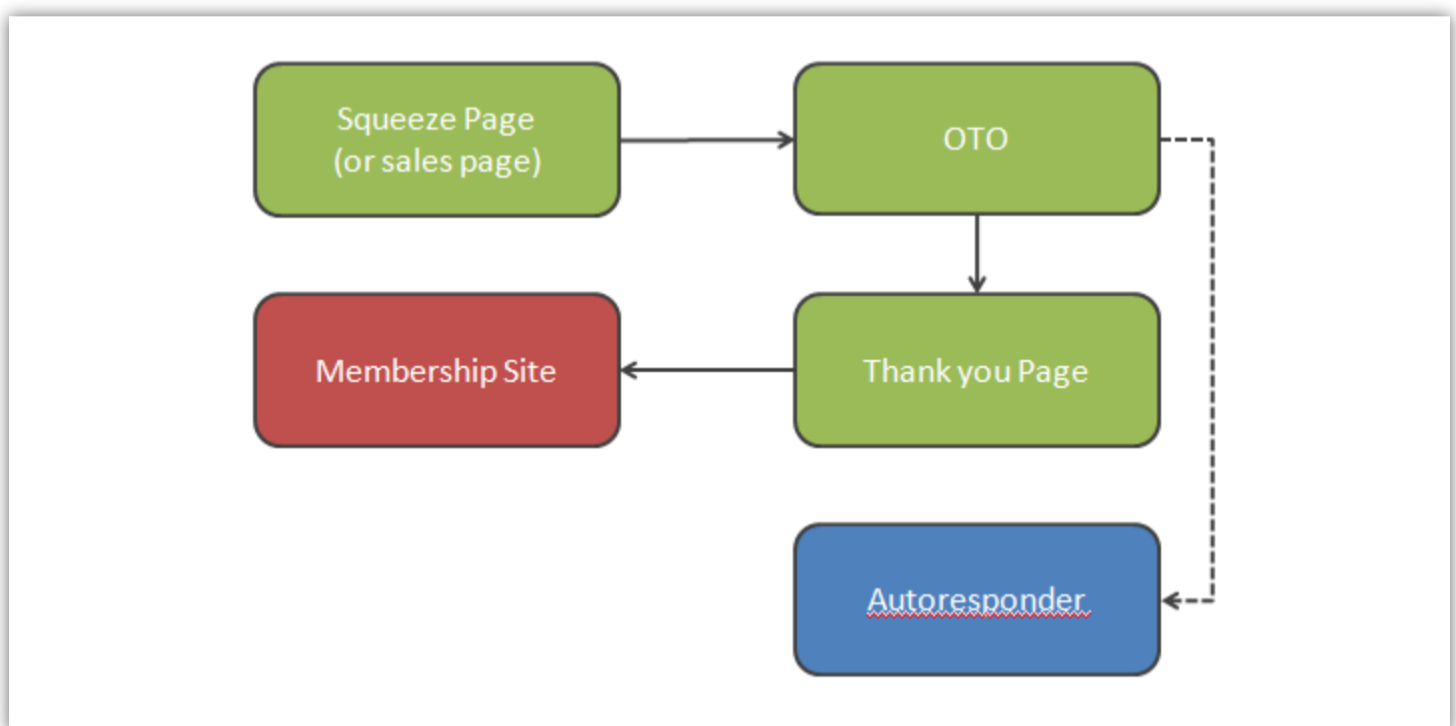
Membership vs Micro Continuity

- * MC increases average retention rate
- * MC you can plan when someone starts
- * MC do the work once (M on going)
- * MC can provide better value
- * MC can create from existing content
- * MC maintain relationship with customer
- * MC easier to upsell next product

What can you membership?

- * Access to drip fed content (text, audio, video)
- * Access to community area
- * New graphics, audios, articles etc each month
- * Industry insider news
- * Software requiring premium data feeds
- * Discounts to regularly needed products/services
- * Group coaching

Membership Design



Reframing Membership

- * Training program
- * Become an (exclusive) 'identity'
- * Rent to buy
- * "if you still need the service after 6 months you get access free for life"

Ways To Sell Memberships

- * Offer free trial
- * Give free trial or upgrade as bonus for affiliates to give away with their products
- * Package with another fixed price product. Offer a discount on that product if they take trial on the membership
- * Position as premium price, then give coupon to get it for free. Monetize through affiliate offers, adsense or upsells.

Action Steps

1. Decide on a niche
2. Design your membership program
3. Design yours sales flow
4. Build your site
5. Add first part of content
6. Start promoting
7. Finish content