

Create a Membership Site

Create a Subscription based Website for Passive
Income



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Action Guide

Table of Contents

Introduction – Membership Site Models	3
Choose Your Profitable Membership Site Niche / Topic.....	6
Gather and Create Your Site Content	15
Set Up Your User-Friendly Membership Site	21
Attract and Sign Up New Members for Your Site	24
Run Your High-Retention Membership Site	31
Conclusion and Next Steps	34

Introduction – Membership Site Models

1. Write down the benefits for you and your business in creating a membership site.

Benefits

2. Write down any cons for yourself and your business in creating a membership site

Cons

3. If you belong to any membership sites, which type of sites are they?
How do they deliver value to you?

Site Name	Value	Notes

Choose Your Profitable Membership Site Niche / Topic

1. Brainstorm ideas for possible topics.
 - a. What topics really interest you?
 - b. What topics are you an expert in?
 - c. What problems do you know how to solve?
 - d. What topics do you have an existing bank of content on?

Topic Ideas		

2. Create a 'Target Member Profile' to detail a description of your ideal member for your site.

Demographics	
Age:	
Gender:	
Occupation:	
Income:	
Location:	
Education:	
Family:	
Other:	

Values	
1.	
2.	
3.	

Goals or Dreams	
1.	
2.	
3.	

Biggest Challenges or Problems	
1.	
2.	
3.	

Biggest Fears	
1.	
2.	
3.	

Main Buying Habits

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

1.	
2.	
3.	

Motivations to Take Action	
1.	
2.	
3.	

3. Choose your research methods, conduct your research, and note your results.

➤ ClickBank

- Amazon books
- Marketplace top sellers
- Survey of current customers
- Keyword Research
- Questions on social media
- Questions in communities (like Quora)
- Questions in internet forums
- Competitors

Research Methods

Results

4. Based on your research, create a shortlist of the topics/problems for which your target market has the strongest need for solutions.

Problem Shortlist

5. Choose your solution-focused topic for your membership site. Keep a note of your other shortlisted topics to come back to later.

Your Solution-Focused Topic

6. Decide which membership model you will use. Choose the model that best suits your market’s needs and your topic.

- Fixed-Term

7. Craft your site’s Unique Value Proposition.

- What are your qualifications?
- What do people say about you?
- How does the competition stack up?
- Are you the first to offer a membership site?

Your UVP
<i>e.g. "My membership site helps [target members] solve their need for [problem it solves] by providing [unique solution – specifying what’s different]."</i>

8. Brainstorm and pick a name for your new membership site. Keep the title short and add a tag line for more detail.

Your Site Name



Gather and Create Your Site Content

Using the guidelines in this module:

1. According to your topic and membership model, outline the structure for your site – key steps, categories/subcategories, and/or topics you will create content for. Use separate paper if needed.

Key Steps	
Categories/Subcategories	
Topics	

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

2. Identify and note down the **types** of content you will create for each step, category/subcategory and topic/subtopic. Fill in only the areas that are relevant for your membership site structure and model.

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

	Where You'll Create Content	Content Type
Key Steps		
Categories/ Subcategories		
Topics/ Subtopics		

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

3. Identify and note down relevant content you already have.

Content You Already Have

4. Identify and note down the specific content you need to create before you're ready to open the doors and launch your membership site.
5. Schedule completion dates for each piece of content.

Content You Need to Create	Completion Date

Price & Set Up Your User-Friendly Membership Site

1. Consider the various influencing factors outlined in this module, and decide on your pricing structure for your membership site using the Pricing Structure Worksheet (separate spreadsheet).

Consider:

- Your site income goals
- Running & maintenance costs
- Payment structure
- Your UVP
- Market research
- Content value

2. Define what you need from a membership platform. Note those requirements down and put them in priority order. Consider:

- Do you need to take recurring subscriptions?
- Will you be drip-feeding content?
- Do you need multiple subscription plans?
- Will there be a built-in forum/community?
- Will you include an online store?
- Will you include an affiliate program?
- Which autoresponder will you use?
- Do you need extra features?

	Membership Platform Requirements
1	
2	
3	
4	
5	
6	

Research a selection of popular membership platforms, and choose a platform for your site. Choose the one that is most user-friendly, and fits as many of your needs as possible.

Your Membership Site Platform:	
---------------------------------------	--

3. Sign up for your chosen membership site platform (preferably a free trial), watch the tutorials, and set up the key pages and branding for your site.

Attract and Sign Up New Members for Your Site

1. Using the list of ideas in this module, plan how you will attract and convert members for your new site. Make a list of the main tasks you have to do, including learning more about any specific method you want to implement:
 - Email your list
 - Create an affiliate program
 - Create a referral program
 - Joint promotions
 - Advertising
 - Social media
 - Host a free webinar
 - Blog
 - Guest blog
 - Create a lead magnet

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

Attraction Method			
Task			
Step 1	Step 2	Step 3	Step 4
Task			
Step 1	Step 2	Step 3	Step 4
Task			
Step 1	Step 2	Step 3	Step 4

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

Attraction Method			
Task			
Step 1	Step 2	Step 3	Step 4
Task			
Step 1	Step 2	Step 3	Step 4
Task			
Step 1	Step 2	Step 3	Step 4

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

Attraction Method			
Task			
Step 1	Step 2	Step 3	Step 4
Task			
Step 1	Step 2	Step 3	Step 4
Task			
Step 1	Step 2	Step 3	Step 4

2. Outline the copy for your sales page and pick a tool for creating your page. Integrate your payment platform so that you're ready to sign up

members. Follow tutorials for your chosen platform to help you set it up.

Sales Page Copy	
Site Title & Subheading	
Rundown of Benefits	
Specifics of What People Will Find	

HOW TO CREATE A MEMBERSHIP SITE – ACTION GUIDE

Social Proof	
Who You Are/Why People Should Listen	
FAQs	
What People Need to Know	
Page Creation Tool	



Run Your High-Retention Membership Site

Create Your Member Onboarding Plan

1. Document everything you think new members to your membership site will need to know.
2. Decide on the best way to show them what they need to know to get started. For example, a Getting Started Guide, a Content Path, or an orientation video.

How You'll Show Them to Get Started	Notes

3. Using the methods suggested in this module, identify and document the tactics you will use for retaining members.

- Sending regular emails reminding members of site features and benefits
- Sending emails to inform members of new content you’ve added
- Encourage members to log in to see a key piece of content
- Build excitement about what’s coming
- Consider an on-site forum or Facebook group for communicating with members
- Offer high-value bonuses for long-standing members
- Make sure you always provide excellent customer service

Tactics for Retaining Members	Notes

4. Using the methods suggested in this module, identify and document the tactics you will use to win your customers back when they cancel.

- Offer a free month of membership
- Offer a down-sell to a cheaper tier
- Send out short automated messages to people who have left
- Offer a discount coupon to sign up again
- Survey leaving members to find out why they left

Tactics for Getting Members to Return	Notes

Conclusion and Next Steps

1. Review your notes and what you have learned so far.
2. Identify the next steps that you will take to finish getting your membership site ready. Assign deadlines for each.

Task	Notes	Deadline