

## Membership Master Planner

Implementing a membership in your business is a great way to generate dependable, predictable recurring revenue and improve your business' bottom line. It's also a fantastic way to duplicate your impact and income without duplicating your efforts.

But having a successful, sustainable recurring revenue system takes a LOT more than just popping a membership plugin into your website and setting up a "subscribe now" button! If you don't have a strong, actionable strategy in place to reach your short- and long-term membership goals, it will be an uphill battle to truly create the membership – and the income – that you truly want.

The Membership Master Planner is designed to encourage strategic thought about your membership and help you create a really solid foundation for your membership before you ever start thinking about the technology you're going to use to run it.

### Your Audience and Offer

#### **Who is the ideal client (avatar) for your membership?**

Everything in your business revolves around having a deep, connected knowledge of your ideal client. Your membership is no different. What members do you most want to attract? Be as specific as possible! Note demographics, psychographics, and circumstances (refer to the Avatar360 mini-course for more info)

#### **What is your membership about?**

What's your membership about? Make notes about not just your topic, but your membership name and overall concept. **TIP:** The more targeted your niche, the more successful your membership!

### What problem does your membership solve?

Your membership is all about the clients who participate and the results that you can get for them. How will you stand out in your market? What makes your membership different from others?

### What are your revenue goals for the site – both initial and long-term?

Establishing clear revenue goals enables you to reverse engineer your success. What are your immediate and long-term revenue goals for your membership? What's your "successful launch" look like?

### What's your content delivery look like?

There are many ways to deliver your membership content. You may drip content (members have access based on the time they've been members), have an all access membership (members have access to everything upon joining your site), have time-limited membership (you offer a 6-week coaching program or something similar), or you deliver an online course with or without lifetime access to content and updates. What membership model will you use?

### My Membership Model will be:

## Your Content & Community

### What kind of content do you plan to create for the site?

- Video    Audio    Articles/Text    PDFs    Curated    Other

### How often will you be giving members new content?

## How many membership levels will you have?

Will you have a single membership level or offer an “elite” level that provides members with greater access to you personally? When you’re just starting out, it’s often a good idea to start with a single membership level and add on as you grow with the community.

## What’s your plan for community?

Members will join for the content, but they’ll stay for the community. Creating a strong, supportive community is critical to the success of your membership. What are your plans for creating community with your members? How will you engage with them going forward?

## Create a Publishing/Content Calendar

Delivering on your promise with your membership site is critically important! It’s so important to know what content you’re going to publish and when, as well as why it will be valuable to your members. Will you do live Q&A sessions or instructional live streams in a Facebook community? Will you deliver video or audio content each week? Having a clear content plan is going to be important – and it’s also important to be able to stick to your schedule, especially when you’ve told members what to expect from you. Create a content calendar to keep track, and don’t create a publishing plan that you can’t deliver on. Never underestimate the power of maintaining strong, trusting relationships with your members.

## **Membership Tech Questions**

### **How many membership levels do you need?**

For example do you want to offer a standard an Elite membership level? Will your members be able to upgrade? Cancel their memberships independently? Update their payment methods without administrative assistance? These are critical things to consider before choosing a membership plugin for your site.

### **Will you offer tiered membership?**

Will your members have access to all content on every level, or access to specific content depending on their membership level? Are membership levels sequential (members must complete one level before moving to another level – most common with online courses)?

All Access       Tiered       Sequential Access

### **Where will you store your content (CDN)?**

Membership content, particularly video content, often includes large files. It's important that your site is fast loading and user friendly, so it's important to plan for where your content will be stored and protected to be served through your site. We use and recommend Vimeo. Other content delivery networks (CDNs) include Amaon S3, Wistia, YouTube, etc.

### **Will members have lifetime access to content? (they can access even when they are no longer paying members)**

Yes       No       Not Sure

### What's your membership pricing?

If you're going to have multiple membership levels, you'll obviously have different price points. Perhaps you'll offer a trial period for new members. Keep your revenue goal in mind when you set your pricing, and make sure you can deliver at least 4X the value of your subscription price. (Don't forget – you'll be paying fees to collect payments from members. Calculate those costs in your overall revenue goal and profit model!)

### How will you receive payments?

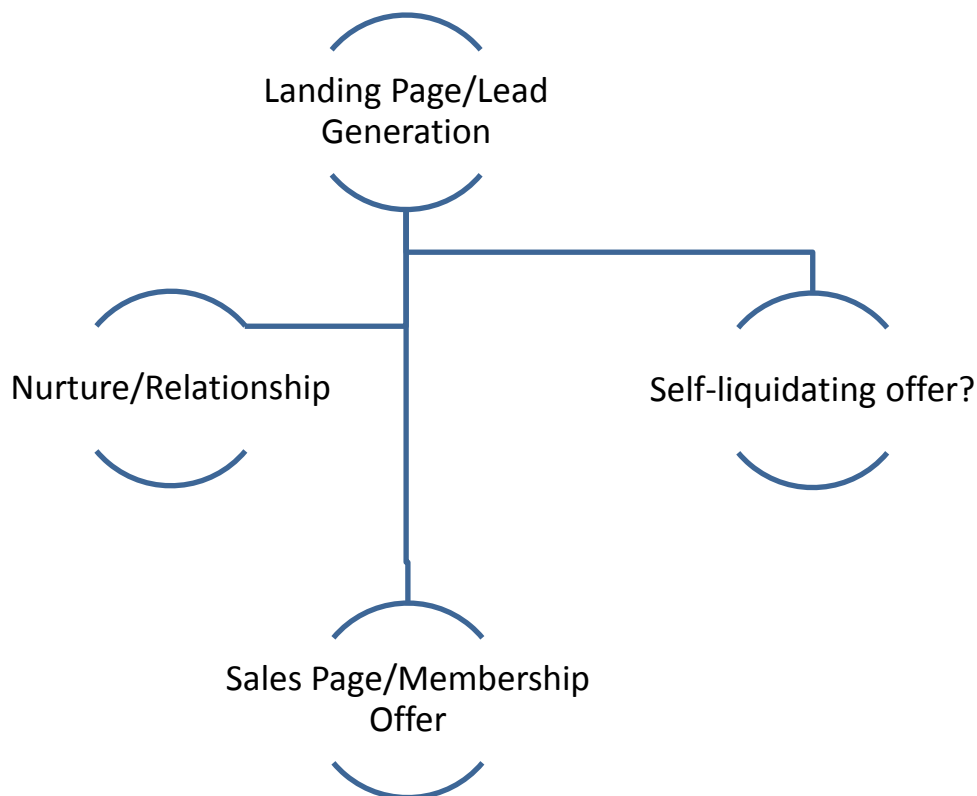
We use and recommend Stripe or PayPal, but there are many payment systems available. You'll want to be sure when planning the tech end of your business that you're easily able to send money and create recurring payments with your payment processor.

### Who's your autoresponder/email service provider?

We use and recommend [ActiveCampaign](#). You may be using MailChimp, aWeber, GetResponse, etc.

### Create your marketing map.

The “if you build it, they will come” mentality only works if you’re Kevin Costner. Your member attraction and retention plan has to be very clear in order to be successful. Create a marketing map framework to plan how you’re going to attract and retain members to your site. A very simple example can be seen below.



### Next Steps.

Now that you’ve got your Membership Master Plan in place, it’s time to take the next steps. Be watching your emails for more on creating the marketing path for your membership. You’re invited to join the free [Facebook community](#) to get your questions answers and find the support you need to launch a successful, sustainable recurring revenue system in your business.