THE MEMBERSHIP EXPERIENCE

THE CORE STRATEGIES FOR MEMBERSHIP SUCCESS

This course is based around a strong foundation PLUS the 6 core strategies for long-term membership success.

Starting with...

MODULE
00

Your Foundation Strategy

This is all about how to identify who you will serve, what they REALLY want, and how to best serve them with the right type of membership site.

YOU'LL DISCOVER...

- **The six reasons someone joins any membership site.** The REAL reason someone joins a membership is very different than what you'd expect. And when you know this, you can position yourself, your community and what you offer to really stand out. It will give you a HUGE strategic advantage.

- **The two must-have pieces of research you need to know** about your market in order to position your membership as an "I need this" resource, versus "maybe I'll give it a try." I'll show you exactly how to find this information and how to use it. Knowing this, members will be MUCH more likely to stay longer — which is what you want because that's what will give you the opportunity to really serve them and make a lot more money.

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- **The “less stress” membership philosophy.** Everything in the Foundation Strategy is intentionally designed around two core beliefs that I have about membership sites — maximize profitability while minimizing stress. There are a lot of things you can do with a membership site. But one of the most important discoveries I had was if your membership site becomes overwhelming for YOU or your clients, it’s going to struggle. I’ll show you how to make it low-stress, profitable, and fun.

- **How to clearly communicate your idea, including who you serve and how you help.** You’ll discover exactly how to position you and your membership in the marketplace as a solution to their problem.

Once you’ve nailed the foundation, then it’s all about growing your audience and your list!

MODULE
01

Your Audience Strategy

This is your strategy for building and growing your audience and your email list. I’ll hand over my content creation secrets for producing a ton of high-value content for your platform, PLUS share with you the keys to creating the ultimate list builders that are proven to work time and time again.

YOU’LL LEARN…

- **The tactical step-by-step strategy for growing an audience from scratch… FAST** — even if you don’t know where to start or you’re on a tight budget.

- **How to create a year’s worth of content in less than a week.** This is NOT about you being stuck on any content treadmill. This is about you designing a content strategy that incorporates massive amounts of leverage to free up time (while providing a TON of value).

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- Why you don't need to be all the places and do all the things — and **why it's actually more effective to grow your following using ONE platform.** This is one of those counterintuitive strategies that go against what the other "gurus" are saying in the market. Their way is a one-way ticket to burnout... (I know from experience).

- **The five must-haves for every good list builder** and why you must be more intentional and hyper-focused on growing your email list now than EVER before.

- **Not one, but TWO of the fastest and easiest list builders you can create and HOW to create them for your business.** I've grown my email list to hundreds of thousands with just these two simple list builders (and still use them today)!

- **The secret to a high converting landing page for your list builder** — and key components that your page can't go with out.

- **Why the Circle of Awesomeness™ is as much the ace up your sleeve for audience and list building** as it is for selling (more on that later). As a entrepreneur and online business owner, it's super important that you continue to grow and build your email list. Your email list is the lifeblood of your business because this is who you sell your membership to.

Next, we'll dive into your Content Strategy.

MODULE
02

Your Content Strategy

This is about you crafting content and a membership experience that is easy to deliver and compels people to buy. I'll show you exactly how to structure your content so that your members rave about the progress they're making with the things that they're learning from you.

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THAT'S WHY I'LL SHARE...

- **The "Success Path™"**... which, regardless of your market, will provide your audience tremendous clarity and momentum (and that's one of the reasons they won't ever want to leave). I'll walk you through creating your own path and why it's the secret to your never-ending success.

- **The four membership types** and how to choose the one that's best for you.

- **The six membership models for information-based products** (which is totally different from type). Not every model is right for every market. That's why I'll walk you through selecting the one that will be the best fit for your information-based membership and the type of business you currently have.

- **The three types of must have content every membership needs.** Most "hobby sites" only have one... and that's a BIG reason why they fail long-term.

- **Why LOTS of content is actually the kiss of death for long-term success.** If you're thinking that you just throw a bunch of content into a members area and call it a day, you're wrong. That won't work. More content does NOT mean more value — it's actually the kiss of death. I'll share how much to provide, when to deliver it, and in what format.

- **The #1 reason people cancel... and how to structure your content to avoid high cancelations.** Because did you know that the timing of when you deliver your content can and will dramatically impact how long people will stay? Same content, different timing. It makes all the difference.

The more strategic you are with your content, the more freedom you'll create for yourself and the more value you'll bring to your audience.

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Once we've designed your content strategy, then we shift gears to focus on your marketing strategy.

MODULE
03

Your Marketing Strategy

This is your strategy for attracting new paying members. When it comes to marketing, there are a million things you can do. I'm going to cut through the clutter and share with you the proven strategies that we do over and over again to add thousands of new members with every promotion.

IN THIS MODULE, WE ZOOM OUT AND LOOK AT THE HIGHER LEVEL STRATEGY. SO, WE'LL TALK ABOUT...

- **Open versus Closed marketing plans.** I've tried both and they each work. However, one will bring 3X the results with a fraction of the effort. I'll share multiple case studies on why there is only one option if you want year-over-year increases.
- **The high converting launch and marketing strategies,** and how to map out your promotion calendar to continously build the momentum towards getting crazy results.
- **The 7 pricing strategies...** and specifically the NEW trends that highlight which ones will have the highest ROI in your market.
- **How to position your membership** as a "must have" resource versus "nice to have".
- **The marketing sequence that leads to the greatest momentum** and highest engagement... regardless of the size of your audience.

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- **The 3 promotion types** and the "rules of engagement" for when each should be deployed.

- **"Momentum stacking"** and the secret behind maintaining excitement and anticipation in between launches.

- **The secrets to crafting a winning offer** that will have your audience banging down the doors of your membership — plus how to effortlessly sell (without feeling 'slimey').

In this module, we zoom out and look at higher level marketing strategy first.

And that leads us to the next module...

MODULE
04

Your Launch Module

In this module we get into the "how to" specifics of executing HIGHLY effective launches and marketing campaigns for your membership.

YOU'LL DISCOVER...

- There are endless ways that you can launch your membership, but doing what feels right for you will make all the difference — **this is about finding your launch style.**

- The subtle pre-launch commitment campaign that generates massive momentum prior to any launch... **and virtually guarantees your opening week is a HUGE success.**

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- **The simple 3-part launch process** and the timing of each part that broadens your reach and boosts your conversions.

- How to properly structure and phase your launch so that you can get **maximum visibililty and mega results**! PLUS our step-by-step process and exact webinar blueprint — it's proven to be our highest converting launch element year after year — and you'll see exactly how to leverage it in your launch.

- **Evergreen campaigns, wait list promotions, live broadcasts,** and other tactical blueprints that consistently bring you a steady stream of new members month after month.

- **The lightning-quick launch strategies** that require no videos, no sales page, and no webinar... and yet was responsible for adding over 1,200 members in less than a week (at $50/month) for one of our community members!

- **Practical, "here's what to say" templates** for each piece of the marketing promotion. No more "writer's block" for you.

Just be warned, many of the launch strategies in this module will be counterintuitive to what most people teach. But you and I don't want "normal" results. We want a membership that grows year after year — and that's exactly what will happen for you when you implement the lessons from this module.

After your successful launch, having a highly engaged community is one of the most effective ways to build a sticky membership.

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That's what we'll unpack in this module.

MODULE
05

Your Community Strategy

One thing I know for certain is that people come for the content but stay for the community! This module is all about creating a thriving, engaged community that leads your members to more progress. And if you can build a strong, sticky community, your members will be happy and stay with you month after month!

BUT THAT MEANS, YOU'LL NEED TO THINK THROUGH...

- **The 5 key elements of a thriving community** and crystal-clear communication plan for sharing your community rules, culture and purpose. Nail these and your members won't want to leave!
- **Our exact template for creating community rules and guidelines** that will immediately elevate the value and perception of your community.
- My favorite way to **set the tone for an entire membership experience** PLUS proven onboarding strategies to manage expectations early, add clarity, and most importantly, eliminate overwhelm.
- The three things you MUST keep in mind when selecting a community platform — **the right platform can make all the difference** in keeping members happy, engaged, and feeling like they are part of something BIGGER.
- Warning signs to watch out for and **prompts to spark engagement** when things in your community seem to fizzle out.

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- Why the **Circle of Awesomeness™** is a critical component of your community strategy — and how it directly contributes to the succeess of your next launch.

Managing your community can be an overwhelming part of running a membership, but with some simple strategies in place, it can be made easy and a lot of fun. That's the goal with this module.

When you're having fun growing your community and engaging with your membership, they'll be happy and stick around for a long time — and that means you can make a heck of a lot more money and have a much greater impact!

That brings us to our final module

MODULE
06

Your Retention Strategy

This is your plan for keeping people happy and paying month after month. If you don't have a plan for this, you're in trouble. If you aren't intentional about designing a retention strategy, you will lose a lot of people each month – and therefore a lot of money. This is THE most valuable module if you want to maximize your revenue with memberships and subscriptions.

SO I'LL WALK YOU THROUGH…

- Why we obsess over retention and how a 1% difference can actually **3X your business.**
- **The real reasons people stay (**there are only 4 of them)… and how knowing this will shape the way you position your content, your marketing, and, ultimately, your retention plan.

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- The two key areas that every membership site owner MUST focus on and the proven strategies and tactics that will **boost retention.**

- How a subtle shift in the way content was delivered **reduced the "drop off rate" by 40%** of a well-known subscription service. It's so easy to apply and will almost instantly boost your lifetime value.

- The secret to communicating with your members early and often — **without being spammy** — and five simple communication retention tactics you can implement right away to create a memorable and sticky experience.

- **Why the first 45 days are critical to your success...** and the key actions you want every member taking to ensure their happiness.

- Pricing strategies to encourage commitment from your members while also **increasing the perceived value of your membership.** This module is so jam-packed that it could be it's own separate course. But, as you'll see, I've broken it down into bite-sized chunks that you'll be able to pick and choose the strategies that make sense for your site.

REAL QUICK, ONE LAST THING ABOUT RETENTION...

You will lose members every month no matter what market you're in. But what I'll outline for you is a proven plan for minimizing drop off. In fact, my clients and I experience some of the highest retention rates I'm aware of when it comes to information based memberships.

If you've ever heard that members normally only stay for 3-4 months, then you know that person does not have a solid retention plan. **My clients see members staying for YEARS, not months.**

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