

Module 1 - How to Turn a Sign-up Into a Fully-Engaged Member

Lesson 5 - Best Practices of a Membership Site

So within this immolations system I'm going to take a moment here and talk about best practices for your online membership site. Now not everybody who is a member of this seven systems of a healthy membership business are going to be utilizing membership sites but a number of you will be so I want to take a moment and talk to you about some of the best practices that you can have. Now I want to be very clear I'm not going to be talking about how to build the membership site. I'm not going to be talking about the technology about the membership site. I just want to get your best practices. There are some other resources and examples out there and there are some great software companies that provide our membership web sites based upon what you may already be using and I've included a list of preferred providers for you. Then you can take advantage of people that have confidence in when it comes to building a membership site. But again I talking about best practices when it comes to having a membership site.

So not in any particular order of importance but one of the best practices of having a membership site is to offer a way to communicate with your members that your membership site shouldn't be stagnant. It shouldn't be something that you know isn't being changed or updated. It should be a way that you communicate with your members. Now. How often do you update your membership site. How often do you communicate with your members to that membership site. Well it will vary from business to business. You get to determine that there may be seasons where you're communicating more frequently with your members and there may be seasons where you're not communicating as frequently with your members. The main point here is is that you want to make sure that your membership web site is a tool by which you communicate with your members and that is being updated. And is it still standing in your membership web site. You want to show your members how to navigate their membership web site. You can't just put a membership website up and say you know here it is. And then what are they supposed to do. You've got to show them the tools that you're including in your membership website. You need to show them the actions that you want them to take in when you want them to take it because that's the smart goals that we were just talking about. You want them to see the different opportunities that are available to them and that membership website. So. Again create some guide that will guide them through the membership web site.

Now I suggest that you do this by actually having a video. That you go out and you get some screen capture software and you do a screen capture of here's the ways that you can navigate your Web site. You can update your profile over here. And here's how you can update your mailing address. Here's how you can get this resource or you really ought to look at this every month because this is going to be updated. You're going to get some very important elements on this page here and show them the order and how to utilize it how to consume your membership web site. So show them how to navigate their membership web site give them the opportunity to see next steps. In every membership web site. There ought to be. Here is a next step for you. If you haven't done this you really should take advantage of this and I'm not talking about getting them to buy something from you or get some sort of add on. It can be that. But. Use that sparingly. There ought to be hey Every member needs to read this. Every member needs to see this. Make sure you don't miss this. Let them know that every member in your membership program ought to be taking this next step. And help them process the information that you're providing for them through your membership site. Give them the opportunity to see next month's.

Now we're going to talk about next levels more when we talk about retention the retention system and the ascension system. But every member to see that there is next level that they can take maybe in upgrading their membership and going to the next level as a member. Here are some of the things that other people want membership with you are receiving and here's what they're not receiving as a result of that. You want to show your members that you offer way more than what they are just receiving. Now if they're at the top of your membership you're going to want them to see that all your all the. Benefits that they were getting for being at the top level of your membership program.

They don't make more sense when we talk about the tensions and essential system. But need to have that. He's here when it comes into Here's all that. Other members are getting that you're not then you want to make sure that you deliver value. It's good for you to say that this piece that I'm giving you has a certain value to it and apply that. Help them to see that their membership investment their fee that they're paying you every month that they're getting access to resources that are of value and they don't know about you until you tell them that. So if you have a particular resource that you're making you know available to them. And it's also in your store your online store. Put them down beside that resource and let them know. It's 1995 but it's years free. As a member it reinforces the value of the actual product and resource that

you're delivering. But it also reinforces that benefit of being in your membership program. So think through how do you need that down wise what I would say is that you guys your membership web site not that it's asking people to pay that. Make sure it's very clear that this is free. But there is a value to it. Most people think that if something is free there's no value in it. So you've got to help them understand there's value even though it's free and it's free because you're a member. So lastly in getting the most and best practices out of your membership web site I would tell him clarity is key. Clarity is key.

If people log in to your membership website and it's not clear. They're going to be confused by it guess what happens when people say when people are confused confused people say no. It is very rare that you find a person who's confused about something and says yeah sure I'll do it. No they say I'm confused by I don't know what to do I don't understand it. And if they're confused by it eventually they're going to quit.

It could be more quickly as a matter of fact when they live you know all of the sudden they're a member and you're seeing all of this constant feeling overwhelmed and it's not clear on what they should do and there's no welcome video on showing them how to navigate the Web site and there's no point of contact that says Do this first and all of the sudden they say what in the world did I just sign up for.

I don't have time for this. It's confusing. Therefore I'm going to quit. Listen let me remind you of what a good system is a good system will save you stress time energy and money. And when you met this Assimilation system and you realize these best practices with an online membership website you're going to save your members stress time energy and money. If your online membership website is causing people stress if it's wasting their time. If it's zapping their energy and they're not feeling like they're not getting some sort of tangible result money as a result of it then they're going to say no. You want to make sure that it's clear. And concise and it's a good process a good system that you're providing for your members. As through the medium of having a membership website. So those are the best practices. There's going to be a ton more that I can share with you but I'm limited on our time together and I want to make sure that you know as we have our ongoing coaching calls on my blog and in my emails I'm going to continue to share with you some best practices. But I wanted you to get these upfront because it specifically ties into assimilation. And I know that a number of you as you're building your membership business you're immediately thinking about your membership web site. So I wanted to

give you these best practices upfront for as you build and as you grow your membership business