

Membership Site Success ~ Lesson Three Checklist

- I plan to do the best I can to position myself to attract the sort of paying members who desperately, deeply need my Membership Site — and who will thank me for providing it.
- I understand it's all about my members: The more they succeed, the better I do.
- I am planning to set up my Membership Site so its navigation is simple, easy and feels natural to my members
- I'm planning and designing my Membership Site so they'll find it:
 - memorable**
 - Provides the solution** to their problems
 - Excites them** so they can hardly wait for their next visit
 - Feels like a community** where they fit in and are welcome (yes, even if I'm "just" providing a Subscription Newsletter)
 - Stimulates their creativity**
 - Fills them with **optimism** and **confidence**
- When it comes to my Membership Site's domain name, I am putting careful research into finding just the right one. I'm checking out for:
 - Strong, relevant keywords
 - The possibility of endowing the name with a word or element I can carry over to my next Membership Site, to help brand it and create the reassuring feel of a series
- I will do my best to make my site name long-tailed-keyword based... but if that doesn't work out for me, I'll go for **catchy, strong** and **easy to remember**
- Again, I'm keeping in mind the possibility that I may want to run several Membership Sites in the future (and that it will be an easy routine for me to do so, by then)
- I've tested out my top name contenders offline, among family, acquaintances or friends. I've checked for:
 - Readability, rhythm and flow when it's read out loud
 - Readability, rhythm and flow when it's on the written page in lower-case letters
 - Inadvertent "wrong" ways of reading it, that endow it with a different or confusing meaning or connotations

- I've made sure that the short list of names I've select all:
 - Have impact
 - Mirror the personality and feel of my Membership Site
 - Roll naturally off the tongue
- I am taking my time and getting the name just right (without being paralyzed over it). I'm aware that if my Membership Site is successful, I'm going to "wear" that name for a long time to come!
- I am considering multiple types of content for my site, created with different types of media, including:
 - A download Library
 - Apps
 - Checklists
 - Templates
 - Archives
 - Software
 - Themes
 - Graphics
 - ClipArt they can use
 - Work Sheets
 - Flow Charts
 - Calendars
 - MP3s
 - Transcripts
 - Video instruction (screenshot and live video)
 - Physical DVDs or CDs
 - Other _____

- I have studied the 4 best practices of Membership Site interaction, and I'm prepared to set boundaries to respect my time and that of my members
- If there's to be direct interaction between me and my members on my Membership Site, I intend to communicate in a respectful, informed manner, so I can help them get the most out of their Membership Site experience
- I will not be self-indulgent, or show off my knowledge — I'm aware that it's all about them (not me!)
- I have put thought into how I'm going to handle customer service and complaints
- I have decided in advance which components of my business and which tasks I'm going to outsource — and to whom
- I have a plan for outsourcing, based on projected growth
- Areas I need to look at, when considering what (if anything) to outsource:
 - Written content
 - Video and MP3 and 4 creation
 - Transcription of MP3s
 - Graphics
 - Script set up
 - Payment Processor integration, troubleshooting and handling
 - Website design and troubleshooting
 - Theme customization, etc.
 - Customer service
 - Tracking and testing
- I am planning to grow my support team along with my business (and profits)
- I am planning to maintain a download library and archive, to enhance my members' enjoyment (and my Membership Site's importance and usefulness)
- I have read and taken to heart the top ten tips for hiring a freelancer or outsourcing contractor
- I am aware that I need to plan for regular back up of my Membership Site
- I'm committed to taking action in setting up my Membership Site
- I am planning my next several steps (from launch date backwards) out on a calendar or daytimer
- I've set a deadline, and plan to stick to it as closely as I can
- I'm ready for Lesson Four — and for putting my plans into action!