

Membership Site Success ~ Lesson Four Checklist

- I've looked for the biggest need in my niche segment and I'm planning my new Membership Site to **attract, excite** and **interest** my ideal customers to the max
- I am checking for "gaps" in my niche... and for whether or not there are Membership Sites servicing it.
- If a gap seems to indicate there's no paying market, I will take note of that, but not automatically rule it out. Instead, I will think creatively and see if a free membership site will drive that segment to sales in another area in my niche.
- I am planning to be versatile and open to non-standard possibilities to delight my members, if the occasion warrants — always looking at common situations with fresh eyes and an inquiring mind.
- I'm won't rule out a free Membership Site, if early research warrants it. I will be open to how a free site might fit into my overall business plan and sales funnel.
- I will get into the habit of always addressing the objections in my sales materials — especially those that are based on unspoken fear
- I have analyzed the responses in the Textarea boxes contained in my Survey, looking for clues about my potential members' fears, frustrations and problems.
- I have asked myself: "What is he/she *really saying*?" when I read those free-form responses.
- In my sales material, I am creating the habit of addressing objections immediately (and always above the fold.
- I am paying attention to common threads among my Survey responses. I understand that common threads allow me to identify "holes" that need patching in my target market.
- I am paying attention to steps my members consistently "trip" over in their niche-related hobbies, professions and efforts to make money online. I understand these "tripping places" are flags I should note and act upon, quickly removing the stumbling block
- In studying Example #1, I am taking note of the fact that the site owner's...
 - Membership Site name ("homeschoolcash.com") is composed of a strong keyword
 - Is easy to remember and flows naturally
 - Is punchy and "short"
 - Is easy to read and say aloud
- I am planning, like the site owner in Example #1, to always get straight to the point and address potential members' objections straight away in my sales pages

- I am noticing that she identifies and speaks to her exact unique, specific customer and I am resolved to follow this excellent example
- I have taken note of the fact that the marketer in Example #1 keeps everything “above the fold” (i.e., you don’t have to scroll off the screen to find the important stuff)
- I am noticing how she zeroes in and identifies her target customer’s unspoken fear and need also
- I will keep in mind that I am always looking for my target member’s deepest, unspoken fear or need
- I too plan to speak directly and specifically to that fear or frustration from now on, in all my marketing efforts
- I have noted that the marketer in Example #1 went on to successfully run multiple sites
- I am planning to run multiple Membership Sites in the not-too-distant future
 - Yes
 - No. One is enough for me!
- In example # 2, I have made note of what the marketer did right (create urgency and exclusivity)... and wrong.
- I will take the examples I’ve studied to heart, and I won’t be sloppy or rushed in pumping out sales material (even though I won’t waste any time, either!)
- I am aware of the value of pre-selling my Membership Site — particularly in light of the “people need to be exposed to something from 7-12 times before they buy” rule.
- I will follow these principles and practices, when pre-selling:
 - Looking for an early indication** of who’s interested and likely to buy
 - Allowing my pre-sales to introduce myself and mission** to my future members
 - Allowing my pre-sales to condition my intended target** member to be naturally “in the mood” to buy
 - I will design pre-sales promotion to create anxiety** and anticipation (making potential members want to get in ahead of the crowd, as soon as the doors open)
 - I will use presales to help me sign up actual customers** and give me a strong indication of how my Membership Site is likely to be received
 - I will allow pre-sales to help me identify what is motivating my target customer to buy**; what’s working, what’s not working, etc.
- I am planning to use some or all of the following six pre-sales strategies:
 - Create a contest.**
 - Test and track** my pre-sales efforts

- Create a free report, video or eBook** to help me gauge interest in my Membership Site
 - Create a short, free email course** on the exact niche subject my Membership Site is going to service
 - Create a Facebook fan page** for my new Membership Site
 - Talk it up** in my mastermind forums, niche message boards and social networks. Tell people exactly what it is, who it's for and why they'll like it. Then tell them when it's going to be available.
- I have an affiliate system planned or lined up. If I have existing Affiliates, I will include them in my early testing
 - I am creating an affiliate resource area, to make it as easy and painless as possible for my affiliates to promote my Membership Site.
 - I plan to educate my affiliates on how they can do a great job for me. I will do this in a way that does not offend seasoned, long-time affiliates but is clear and helpful to new ones.
 - I will provide a variety of resources, including:
 - PLR Articles
 - Banners, buttons and graphics
 - Brandable free reports or other bonuses they can pass on to their list
 - Rewards and incentives
 - Higher commissions
 - Other _____
 - I have been laying careful, well-researched groundwork in preparation for my Membership Site.
 - I have completed my final assignment.
 - I am ready to take action and start my Membership Site process!