

30 Day Membership Site Success ~ Lesson One Checklist

- I have familiarized myself with seven of the most common types of Membership Site model:
 - Subscription Newsletter Membership Site
 - Service Based Membership Site
 - Content Based Membership Site
 - Teaching Blog Membership Site
 - Mentorship/Coaching Membership Site
 - Mastermind Forum Membership Site
 - Social Facilitator Membership Site
 - Other _____
- I have already identified my ideal target member, and I have a strong Membership Site focus and USP
- I have chosen no more than three content management models that will work the best for me, and I'm ready to further explore these options in Lesson Two
- I am aware that most online Membership Site owners end up creating multiple Membership Sites
- I am aware that any Membership Site can be tailored to my market's preferences — and mine
- I am planning to create a Membership Site that will grow with me and my business skills and experience
- I am alert for clues that my subscribers (or niche market segment) are ready for a Membership Site
- I have taken stock of my current assets, including:
 - Business capital and budget
 - Interests
 - Opportunities
 - Skills
 - Personality
 - Style
 - Other _____

- I've analyzed the aspects of your current niche or niche business I enjoy the most — and why I do.
- I find _____ easiest to deal with in my current niche
- My people skills are:
 - Strong
 - Middle of the Road
 - Weak
- My tech skills are:
 - Strong
 - Middle of the Road
 - Weak
- Interacting one-on-one with my customers or fellow niche members irritates and annoys me
 - Yes
 - No
- I love helping people, but I find I spend far too much time talking and interacting
 - Yes
 - No
- I tend to be:
 - Patient
 - Impatient
 - Outgoing
 - Shy
- I have a strong awareness of boundaries, and I feel I would be able to interact with forum members in a way that feels natural and comfortable to me
 - Yes
 - No

I prefer to be behind the scenes, and/or lean more to the “tech” side:

Yes

No

I have strong people skills:

Yes

No

I love writing content:

Yes

No

I suffer from procrastination when it comes to tackling the following areas:

I am aware of my subtle, internal, physical reactions, when I think in turn of each of the seven most common Membership Site models

Based on my preferences and physical reactions, I have decide to **RULE OUT** the following Membership Site models (“X” out all you have discarded):

Subscription Newsletter Membership Site

Service Based Membership Site

Content Based Membership Site

Teaching Blog Membership Site

Mentorship/Coaching Membership Site

Mastermind Forum Membership Site

Social Facilitator Membership Site

My top three choices of Membership Site model are:

I've identified my own style and needs, and I've double-checked my research for my USP and target group, using:

Google Adwords

I've studied my competitor statistics, using Alexa and Quantcast

I have double-checked to ascertain my niche choice has a paying market with platforms such as magazine.com and Amazon.com, to see what's currently selling

I've also check out other sources for research data, such as

I have checked Google search results, to make sure my niche choice is neither too large and generic (over 100,000 results) or too small (under 1,000) to support a paying customer base

I have ascertained exactly who would pay to join a Membership Site in my niche, such as the one I'm now contemplating

I have analyzed and concluded what type of Membership Site model would suit my target market's learning preferences and communication style the best

I have created a survey of not more than 10 questions, either with a Facebook or WordPress Poll app, or through a Survey site such as SurveyMonkey.com

I have ended my Survey on a positive note

I have used both multiple choice/radio button "easy" choices for my participants to select, plus included a freeform Text area box, so they can record any thoughts or feedback not covered by the Survey

I have included a call to action, inviting participants to sign up for more information on my upcoming Membership Site (and my list)

I'm planning to thank and reward those who share their email addresses with an unannounced, relevant bonus

I am considering giving away a limited number of free Beta test memberships

I am aware that an 18% Survey response is considered "high"

I am prepared to monitor and count any responses I get, to double check I've chosen the right paying niche

I have completed my assignment for Lesson One, and now I'm ready for Lesson Two!