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Membership Sites

GRASPED Guide To Membership Sites

Guide to Membership Sites Tips 61-70

...instant access to all content, then you may offer a payment plan. For example, if your vault site is \$197, you might offer a plan with two \$99 payments, or a payment plan with four \$50 payments. 64: How to Get Customers to Spend More Money on the Order Form There are two ways to boost your per-transaction amount: Raise your prices. Which may or may not be an option for your membership site. For example, you may raise your membership fee from \$10 to \$15 per month. Offer upsells and cross-sells on the...

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Guide to Membership Sites Tips 11-20

...Site 11: Three Questions to Ask Yourself 12: Three Productivity Tips for DIYers 13: How to Stick to Your Production Calendar 14: 9 Ways to Find Freelancers 15: 5 Ways to Make PLR Content Unique 16: 3 Places to Research Your Content 17: A Simple Outline for Training Lessons 18: How to Gather FAQs to Answer 19: 2 Questions to Ask When Creating a List of Tips 20: 7 Tools to Include In Your Membership Site 11: Three Questions to Ask Yourself Are you going to do everything yourself or outsource some, or even...

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...you're aiming the camera at you, then be sure to sit somewhere with a simple background. Practice your presentation. This includes practicing with the webinar controls as well as practicing your actual presentation. Just don't script every word, otherwise you'll come off sounding stilted and robotic. Presell at the end. Use your presentation to build credibility and share really good information, and then pitch your membership site at the end of the webinar. Next... 56: 3 Call to Action Templates for Presell Materials Whether you're preselling using articles, lead magnets, webinars, or anything else,...

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...conversion rate. That's why you want to make sure you run through this sales page checklist: Does the page look professional and attractive? Does it include a compelling headline? Does it include a benefit-driven subheadline? Does the opener draw people into the letter and engage their emotions? Does the page introduce your membership site as the solution to a pressing problem? Does the page include a bulleted list of benefits people will enjoy once they join your site? Does the page raise and handle objections? Does the page include a guarantee? Does the page...

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...3 Curiosity-Arousing Swipes 28: 6 Things to Look for When Proofing Your Content 29: How to Write Faster Than Ever 30: 3 Places to Get Graphics 21: How to Repurpose Existing Content One way to speed up content creation is to repurpose your existing content. For example: Turn a webinar script into a training module in your site. Compile a set of blog posts to create a bonus report. Use an email article as a post inside your membership's private group. Turn a lead magnet into a video for your members. Pull an excerpt...

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...includes quick wins, information your members can put to use immediately and see good results. 75: 3 Ways to Ask for Testimonials Testimonials from satisfied members can help you convert other prospects to paying members. To that end, here are three ways to ask for testimonials: Insert a request inside your membership site. Put a request at the end of each email you send. Occasionally, send out an email for the specific purpose of gathering testimonials. Make a personal request, such as asking webinar attendees to submit a testimonial. Be sure to make it...

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Guide to Membership Sites Tips 1-10

...you. 1 2 3 4 5 Let's jump in... PLANNING Your first step in setting up a membership site is to do a little planning and research. Check out these tips, strategies, and best practices... 1: Three Best Practices for Market Research The worst thing you can do is go through all the work of setting up a membership site, only to find out no one is interested in the topic. That's why you'll want to do your market research. Here are three best practices to follow: Use multiple methods to do your research...

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...idea to show your new members a welcome letter or video when they first log in. Here's a simple template you can use: Welcome to [Membership Site Name]! I'm very excited and happy about your decision to join. And once you start using the materials inside this site, you're going to be really happy too. That's because [remind member of the big benefits they'll receive once they start using the membership materials]. Now before you jump in, let me give you a quick overview of this membership site. Here's what you'll find: [List the major components of...]

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...them sometimes life happens, and people can't focus on their training for a month or two or more. That's why you'll want to give people the option to "pause" their membership... and when they rejoin, they can pick up exactly where they left off. Conclusion You just discovered 101 tips, tricks, and best practices to build and grow your membership site. The key here is to start putting these tips to work for you right away - because the sooner you do, the sooner you'll start seeing great results!...

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...thing... The reason it's so hard is because [list reason why it's so hard]. Makes sense, right? Because [explain/elaborate on what makes it difficult for most people to achieve goal]. And that's why you're going to love being a member of [Membership Site]... You see, [explain how the membership site overcomes the factor that makes it difficult for most people to achieve the goal]. End result? You [get the desired result]. But don't take my word for it. See for yourself by clicking here now: [link to sales page] [sign off] P.S. I didn't think it was possible to [get a good result] either....

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Module 3: Choosing a Membership Site Model

...a Membership Site Model Which Membership Model Will You Use? Will Your Membership Have Levels and or Tiers? Worksheet 3: Choosing a Membership Site Model Which Membership Model Will You Use? Will Your Membership Have Levels and or Tiers? Walk through this worksheet to help you make these decisions... Which Membership Model Will You Use? First, you need to decide what type of membership site model you'll use. Some of the most popular options include: First, you need to decide what type of membership site model you'll use. Some of the most popular options include: The...

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Module 1: How to Find a Profitable Membership Site Idea

...Step 1: Brainstorm Niche Topic Ideas If you don't yet have any idea of the niche or topic for your membership site, then your first step is to start brainstorming ideas. You can do that by completing the following worksheet: If you don't yet have any idea of the niche or topic for your membership site, then your first step is to start brainstorming ideas. You can do that by completing the following worksheet: What sort of problems and challenges do you have? _____ What sort of problems and challenges have you overcome? _____ What sort of things do people...

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Module 2: Creating a Memorable Brand

...items is different from what your competitor does or offers: Your product: _____ Your price: _____ The benefits your membership site offers: _____



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_____Your customer service
 _____The way you deliver the content:
 _____Your unique qualifications for creating this site:
 _____Are you "first" in some category, for example, first membership site to offer _____? Write down anything you can think of where your site is first:
 _____Brainstorm anything else that's unique about your site:
 _____Go back to your market research to see what your competitors are currently using as USPs. Obviously, you don't want to use...

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Module 4: The Profitable Pricing Worksheet

...it.Let's get started right now by having you answer the following questions... Step 1: Do Your Market Research The first thing you need to do is research your competitors to see how much they're charging for their content.Obviously, comparing apples to apples is easiest, meaning it's great if you can find other membership sites in your niche to compare yours too. However, depending on your niche, there may be very few (or even no) membership sites to compare to. In that case, you'll need to compare your membership site content to OTHER infoproducts. Be...

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Module 5: Deciding What Kind of Content to Include

...membership or vault site, then list all the content you're going to provide each week or each month. If you have an ongoing membership, then list all the content you'll provide for the first six months.Be specific - For example, what topics and information will you provide in the first month... the second month... the third month... etc.?

_____What bonuses will you deliver?_____Now for EACH piece of content you intend to deliver, answer the following questions:What is the PRIMARY thing you want this piece of content to teach to your readers?_____What secondary items do you...

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Module 6: Deciding Whether to DIY, Use PLR, or Outsource Content

...the PLR content in order to make it unique?_____What would it cost you in total to purchase PLR content and then tweak it yourself?_____What would it cost you in total to purchase PLR content and then hire a freelancer to tweak it?_____Based on all the answers to the above questions, which option is right for you? Do it all yourself. Start with PLR content and tweak it yourself. Start with PLR content and outsourcing the tweaking. Outsource the complete project to a reputable freelancer. Outsource part of the project (such as video production) to...

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Module 7: Outsourcing Worksheet

...Worksheet 7: Outsourcing Worksheet Worksheet #6 helped you decide whether to outsource content creation, do it yourself, or start with Private Label Rights (PLR) content to create your membership site content. Of course creating your membership content isn't the only task you need to complete in order to set up your site. You also need to do things like set up the actual website, create a sales letter and more. You can outsource all of these tasks or even just...

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Module 8: The Member Retention Worksheet

...Worksheet 8: The Member Retention Worksheet One of the keys to running a successful membership site is increase member retention. In other words, you want to do everything possible to ensure members stay members over the long term. Not only does this increase your front-end revenue since members continue to pay their monthly membership fees, but it also boosts your...

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Membership Strategies Module 02

...The Angle What you need to do in this step is determine your angle, slant, USP, unique selling point. This is the one thing that makes your membership site different and better than your competitors' offers. Take a look at the competing infoproducts in your niche, and then ask yourself the following questions. Take note that you may not be able to fully answer these questions until you review the rest of this resource. Do you have a unique qualification to teach this content? Have you pioneered any strategies, come up with new tips,...

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Module 10: Planning Your Member-Acquisition Strategy

...sort of lead magnet could you offer your prospects to persuade them to join your list? For example, you may offer a "bonus lesson" in your training series. How many emails would be in your initial autoresponder sequence? Ideally, it should be at least five. How will you promote your membership in this initial sequence? How will you promote your membership from within your lead magnet? Will you test and track your autoresponder sequence in order to boost open rates and conversion rate? Describe your conversion optimization strategy:_____

_____Will you test and track your sales...