



4 WAYS

TO BOOST YOUR BUSINESS

WITH A MEMBERSHIP PROGRAM



WELCOME!

If you're looking for ways to leverage your expertise and bring in recurring revenues, you're in the right place!

In this guide you will:

- Learn the benefits of adding a membership program to your offers and the impact it can have on your business and life
- Get Access to 3 real case studies that showcase 3 different membership model
- Get the steps to figure out if a membership program makes sense for you (hint: it's not all about you!)

READY? LET'S GET STARTED!

BENEFITS OF A MEMBERSHIP PROGRAM

1 GENERATE PREDICTABLE REVENUE

One of the key benefits of running a membership program is that you're not chasing new clients every single month. Instead you focus on retaining your existing members and looking for new members.

2 MAKE A BIGGER IMPACT

When built right, a membership program is very scalable. You're not trading time for money anymore, instead you're automating & scaling. Your members want more access to you, they don't want more content.

3 BUILD A LONG TERM RELATIONSHIP WITH YOUR AUDIENCE

Unlike an online course or a coaching program, with the right retention strategies you can have members that stay for a very long time, if they can see that you can help them to get to their goals. They are your perfect candidates for higher end offers like a retreat, a coaching program or VIP day.

BENEFITS OF A MEMBERSHIP PROGRAM

4

PROVIDE A SOLUTION TO FANS THAT CAN'T AFFORD YOU 1 ON 1

If you're offering 1 on 1 services you know that there are only so many people you can work with. But there are also people that can't afford you 1 on 1 but would love to learn from you in a different capacity. A Membership program is a great way to support them that way.

5

BUILD A COMMUNITY OR MOVEMENT

If you've ever dreamed of creating a community of like minded people that support each other, a membership program could definitely be the way to do it.

CASE STUDY #1

MY EDUCATION LIBRARY

This is a membership model kind of like Netflix. People pay to get access to resources.

Your members can either pick and choose what they'd like to consume OR they can complete a self assessment (kind of like a Quiz) that will point them to the best resource based on their needs.

It is packed with tons of value for the participants and can be a combination of these components:

- A library of resources to consume (videos, mini courses,..)
- A monthly group Call with live Q&A
- A Community Forum or facebook group for extra support and accountability
- Accountability : creation of accountability groups
- Guest Experts appearances with replays available as resources

**THE MAIN BENEFIT OF THIS MODEL IS TO BECOME THE
GO TO RESOURCE ON A SPECIFIC TOPIC**

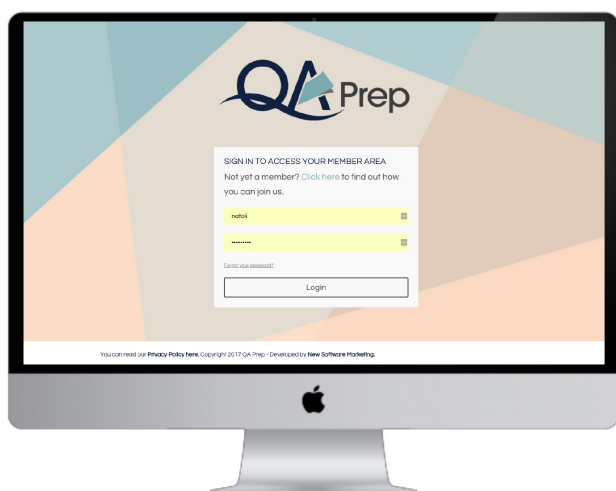
CASE STUDY #1

MY EDUCATION LIBRARY

THE MEANINGFUL DOCUMENTATION ACADEMY

An education Library membership for Therapists to Simplify their paperwork AND improve their clinical skills.

by Dr. Maelisa Hall



1000'S OF MEMBERS
Online Course + Recurring Membership



Welcome to the Meaningful Documentation Academy!

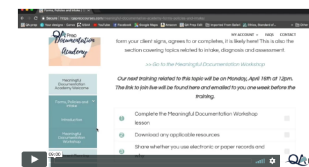
Below you will find a video walking you through the membership site and highlighting the features inside the Academy. Underneath that you will always find the most recent schedule for upcoming trainings and office hours, as well as links to join these sessions online.

You'll also find your "QAPoints" total- you earn points with every completed quiz in the Academy. These credits will be able to be used for purchases of other QA Prep products!

Your documentation is about to become an enjoyable and stress-free part of your professional life.

Your Welcome Video:

What's Inside the Academy and Where to Go Next



[GO TO COMMUNITY FORUM](#)

Suggested Learning Tracks

Not sure where to start?
Click below to take the assessment quiz and we'll suggest which Learning Track to do first.

[TAKE THE QUIZ](#)



Upcoming Events:

Get Notes Done Hour: Every Friday at 10am Pacific

Resource Review: Wednesday, December 5th at 10am Pacific Using Describe Cards in Your Practice with Rob Reinhardt, LPC



CE Workshop: Wednesday, November 14th at 9:30am PDT, Autism in the Black Community with guest presenter Maria Davis-Peters, LMHC

(Dates/times will be movable within 30 days)

CASE STUDY #2

THE COACHING PLATFORM + RESOURCES + ACCOUNTABILITY

This type of membership model is a step up from a traditional group coaching or group mastermind.

It is packed with tons of value for the participants and can be a combination of these components:

- Live calls (group and or 1 on 1)
- Access to an online library of resources
- Mini courses that can be recommended to members based on the coaching
- Accountability : creation of accountability groups
- Community : opportunity for members to ask questions and support each other between calls

**THE MAIN BENEFIT OF THIS MODEL IS THAT IT BUILDS
A STRONGER RELATION WITH YOUR CLIENTS
BY PROVIDING VALUE BEYOND THE CALLS**

CASE STUDY #2

THE COACHING PLATFORM + RESOURCES + ACCOUNTABILITY

SIGRUN MEMBER AREA

Private Member area for members of her group coaching program, her group masterminds. Sigrun has also added her signature course SOMBA and other smaller offers.

by SIGRUN



1000's of members

Signature course SOMBA

Mini Courses: Passionathon

SOMBA Momentum
(Group Coaching Program)

VIP Group Mastermind

**GENERATED OVER
US\$ 2 MILLION
IN REVENUE IN 2018.**

CASE STUDY #3

THE COMMUNITY FOCUSED MEMBERSHIP

This type of membership model is great if you're looking to create a safe place for your members centered around relationship building, support and connection.

Some of these membership are purely based on a forum community but most will also have some other components such as :

- Live calls (group and or 1 on 1)
- Access to an online library of resources
- Mini courses that can be recommended to members based on the coaching
- Accountability : creation of accountability groups
- Community : opportunity for members to ask questions and support each other between calls

**THE MAIN BENEFIT OF THIS MODEL IS THAT
IT IS PEOPLE DRIVEN AND NOT CONTENT DRIVEN.
THE HUMAN INTERACTION IS AT ITS STRONGEST IN THIS MODEL**

CASE STUDY #3

THE COMMUNITY FOCUSED MEMBERSHIP

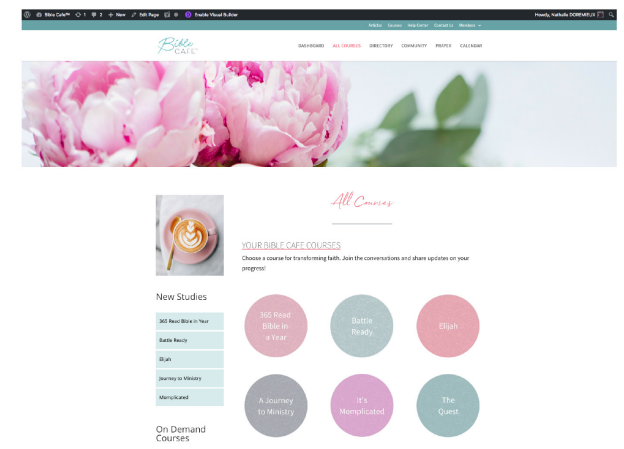
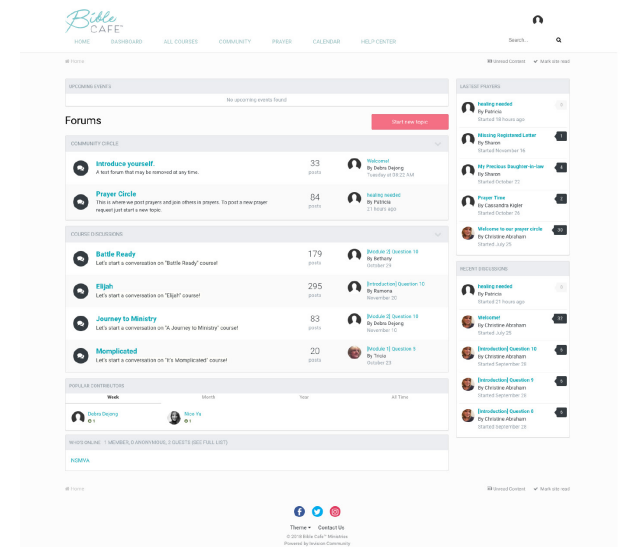
THE BIBLE CAFE™

Bringing Bible Study Experiences to Women in a safe environment

by Christine Abraham



100'S OF MEMBERS
Online Courses + Community Forum



CASE STUDY #4

THE COMBO :

FREE CONTENT, ONLINE COURSES AND MASTERMIND WITH COMMUNITY

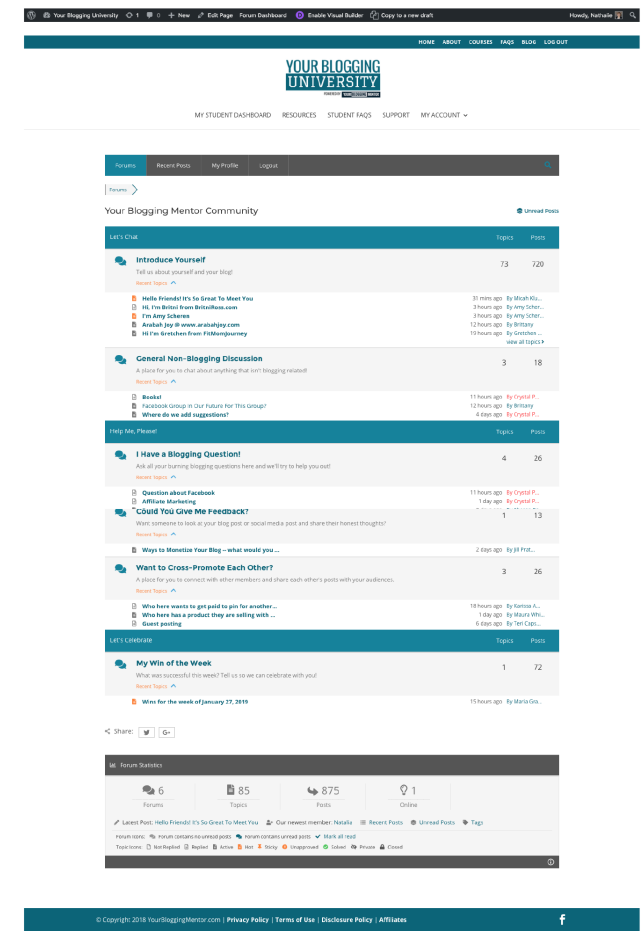
YOUR BLOGGING UNIVERSITY™

The main control hub for YBU includes free courses, paid courses and a mastermind

by Crystal Paine



1000'S OF MEMBERS
Online Courses + Recurring Mastermind + Online Forum



CASE STUDY #4

THE COMBO :

FREE CONTENT, ONLINE COURSES AND MASTERMIND WITH COMMUNITY

YOUR BLOGGING UNIVERSITY™

The main control hub for YBU: includes free courses, paid courses and a “brand new” Mastermind

by Crystal Paine

In January 2019, In less than 1 month, thanks to our Pilot Program Strategy Crystal was able to:

- Survey her list
- Launch a pilot program for her membership mastermind to bring in her first 100 founding members!

1000'S OF MEMBERS

Online Courses + Recurring Mastermind
+ Online Forum



DOES A MEMBERSHIP PROGRAM

MAKE SENSE FOR YOU?

While I truly believe that any business could benefit from a membership program, there are 2 key elements to consider:

- 1) Do you have the audience for it and if not are you willing to build a new audience for it?
- 2) Are you ready to invest the time to build it and support it on an ongoing basis? Running a membership site is very different than running a coaching business or launching an online course.

This is not a passive income model. Though a lot can be automated, you will need to spend time (or outsource) things like:

- Building new content
- Working on your retention strategy: surveying your members, doing live Q&A calls, sending weekly round up emails.
- Promoting to get new members in

DOES A MEMBERSHIP PROGRAM

MAKE SENSE FOR YOU?

So, how do you find out if you have a good membership site idea and the audience for it?

- 1 If you have a list and/or clients, survey them. Get on the phone with them and ask them if that is a program they'd be interested in
- 2 Run a Pilot program where you invite people to join for a low monthly fee locked for life as long as they stay.

They'll become your founding members and will help you shape the membership to fit with their needs and yours. That's exactly what Crystal Paine did with Your Blogging Mentor Mastermind in less than 1 month thanks to our strategy and implementation.

- 3 If you don't have content yet, you can start selling it with no content and create the content live as you go. Another alternative is to use existing content reformatted and more easily accessible.

**IN THAT PROCESS REMEMBER:
PEOPLE WANT MORE ACCESS TO YOU, NOT MORE CONTENT.**

SO WHAT'S NEXT?

I hope you enjoyed this guide as much as I enjoyed making it!

If you're interested in building a membership program and need some clarity on how to make it a profitable model for you, I'd love to help!

Just schedule a free consultation by clicking on the link below.

I look forward to hear your membership site idea!



Nathalie

SCHEDULE A FREE CONSULTATION:

<https://newsoftwaremarketing.com/strategy>