



MEMBERSHIP ROADMAP

You can use this Membership Roadmap as a guide for bringing your membership site from ideation to implementation



Planning Phase

- Choose your niche
- Make your offer
- Select a price
- Brand & Package



Creating Phase

- Build an audience
- Choose what to use
- Create the content
- Test the site.



Pre Launching Phase

- Design onboarding
- Lay the foundation
- Build anticipation



Launching Phase

- Recruit members
- Evaluate success
- Determine needs



Growing Phase

- Bring in members
- Focus on retention
- Management
- Scale and expand



PLANNING PHASE

The goal of this phase is to develop a clear plan for your membership site – from choosing a niche and membership model to deciding how you will deliver content and brand your site.

Gauge your knowledge of membership sites
Get into the membership mindset
Determine goals for 3, 6, and 12-months



Create an elevator pitch
Determine your target audience
Choose branding (colors, logo, etc)
Select a name for your site



Brainstorm ideas
Research potential niches
Select a final idea
Validate your choice



Select a pricing structure
Decide whether you will have a free or paid trial period
Plan for discounts or “Early Bird” specials



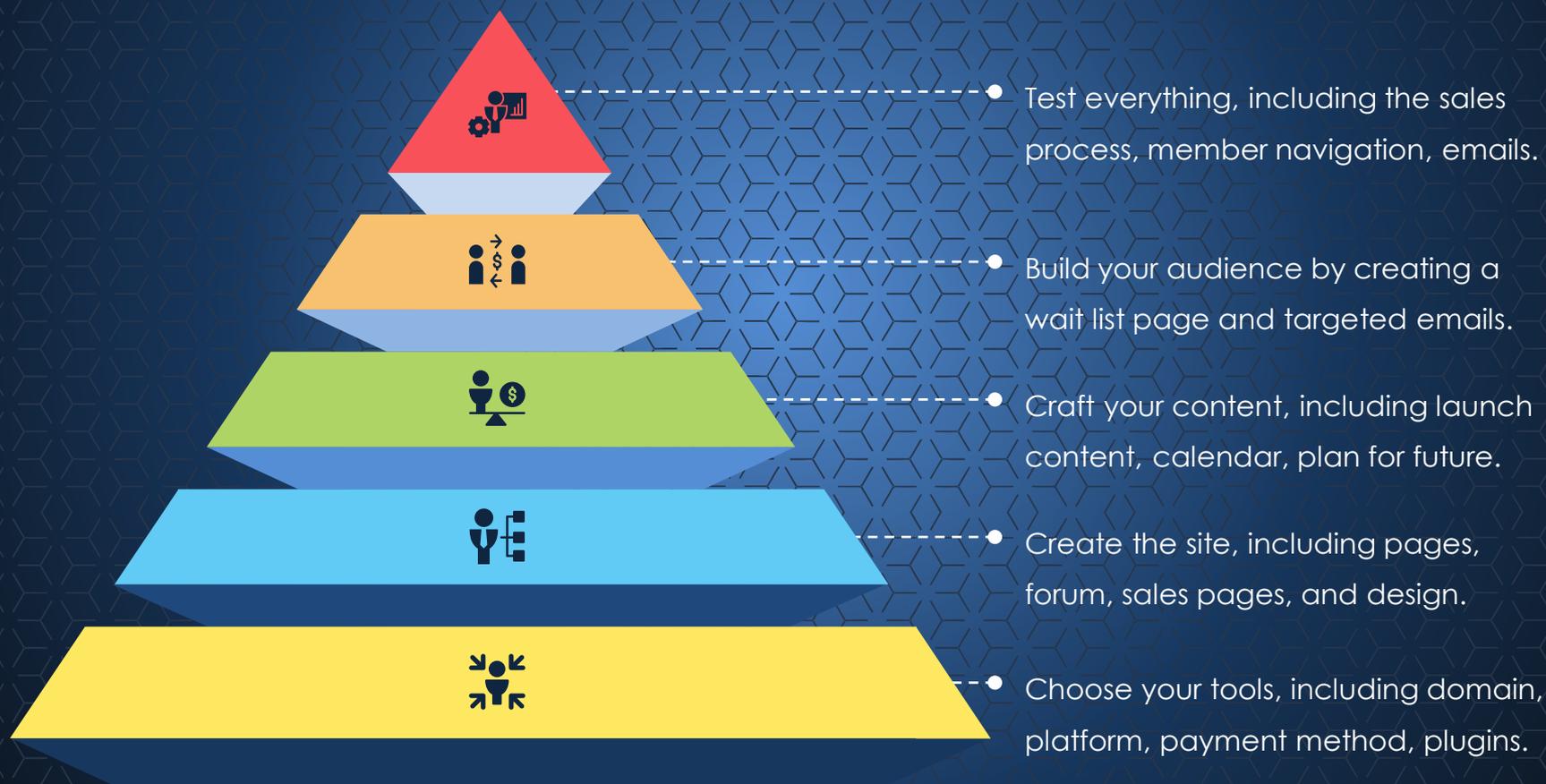
Choose a membership model
Determine community structure
Brainstorm content ideas & delivery model



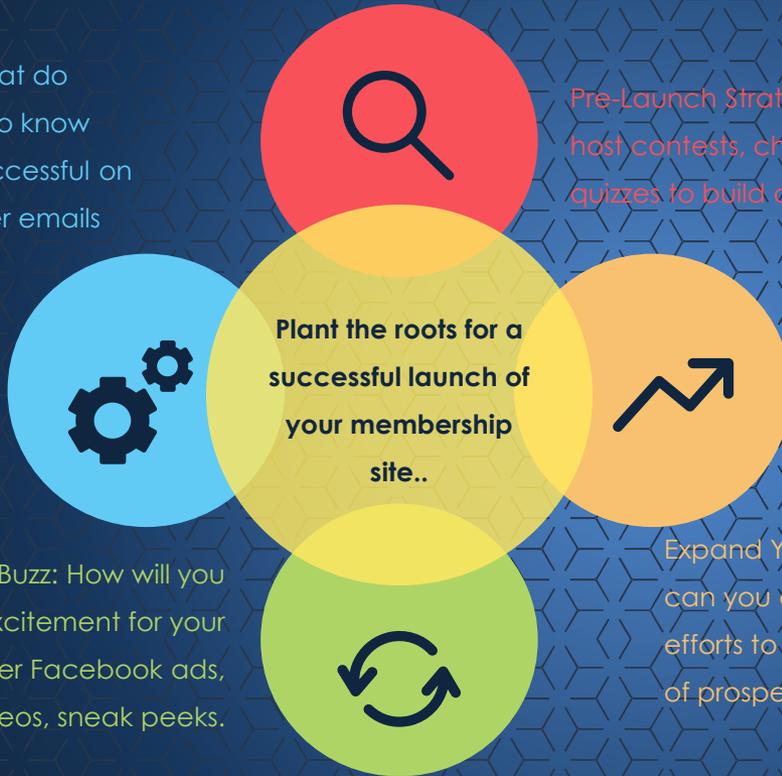


CREATING PHASE

The goal of this phase is to implement your plan and design a membership site that is functional, profitable, and ready to welcome new members. During this time, you'll be building an audience, determining the technology you want to use, and creating content.



Onboarding: What do members need to know and do to be successful on the site? Consider emails and videos.



Pre-Launch Strategy: Will you host contests, challenges, or quizzes to build anticipation?

Build Buzz: How will you develop excitement for your site? Consider Facebook ads, teaser videos, sneak peeks.

Expand Your Wait List: What can you do to ramp up efforts to build an email list of prospective members?



PRE-LAUNCH

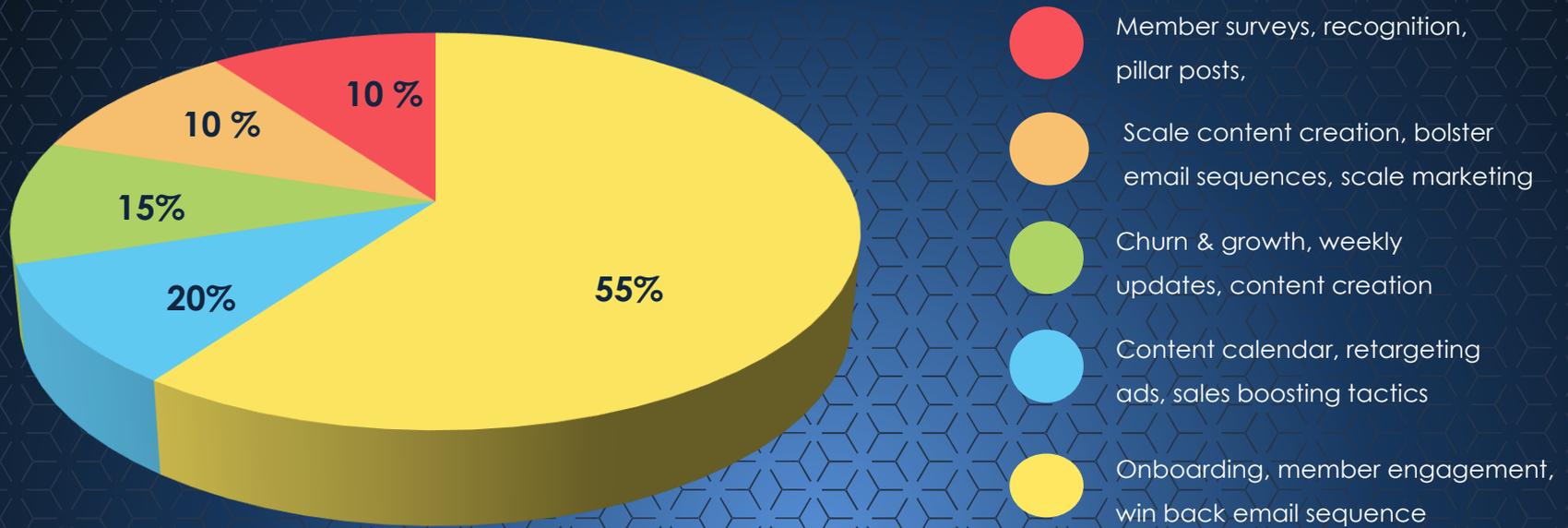
The goal of this phase is to prepare yourself and prospective members for the launch of your membership site.



LAUNCH PHASE

The goal of this phase is to implement a successful launch strategy that brings members into your site and lays the groundwork for a continued membership.





Retention is THE number one way to increase your profits. This phase should be a huge part of your efforts, as it isn't a "one-and-done" process but rather a continual work of art. This stage is where Membership Fix focuses most of their efforts to grow and nurture your community for long lasting impact.



GROWING PHASE

The goal of this phase is to continue growing and managing your community. This phase is ongoing and should remain a top priority.



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