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**MEMBERIUM**

# 9 WAYS TO ADD MORE VALUE TO YOUR MEMBERSHIP SITE

*Without Having to Create More Content...*





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# Introduction

## How else can you deliver value to members besides new content?

One of the hardest parts of running a successful membership site is **delivering consistent value to your members so they're willing to keep paying you every month.**

At the core of most membership programs, it's the training content that delivers the bulk of the value to members.

The problem with this approach is, if you're not constantly creating new content for your members (which is *downright* exhausting if you don't have efficient systems in place for creating it), your members are just bound to cancel on you once you stop delivering new content and delivering value for them.

For anyone running a membership site that operates on a recurring revenue business model, this creates a very important question to try to figure out...

Besides constantly creating new content, **what else can you do that delivers value for your members, and gives them a big enough reason to keep paying you every month for their membership?**



The *bad* news is that there isn't a magic answer to this question.

The *good* news is that we've put together a list of **ways that other membership site owners are successfully adding value for their members.**

This resource is designed as a **quick exercise to help you generate some new ideas** on how to do this.

**These concepts can also be applied to any online course** if you'd like to deliver more value to your students or figure out some **new ways to justify raising the price** of your course.

In addition to adding value for your existing members, all of these ideas can **help increase the perceived value** of your membership program when communicated effectively through your sales page and sales messaging.

These could even be used to **create a higher priced membership tier** that includes these options in addition to your normal program. Here's an overview of all the ideas covered throughout this resource...

1. Critique 1-on-1 Critique Sessions or "Critique Certificates"
2. Office Hours Or Weekly Coaching Calls
3. 911 Calls
4. Add an Online Community or Community Aspect to Your Membership Site
5. Offer Discounts on Your Other Services to Your Members.
6. Live Events
7. Direct Mail Goodies
8. Give Away Valuable Resources For Free
9. Add an Accountabilibuddy Program



# 1-on-1 Critique Sessions Or “Critique Certificates”

Does your membership site teach your members how to improve a specific skill or drive them towards achieving some type of goal from joining your program?

If it does, a great way you to easily add value is to offer 1-on-1 Critique Sessions with your members. This is where you evaluate their progress through a 1-on-1 call after they complete a certain portion of your training.

Here’s how these calls work in a nutshell...



Member completes a specific milestone or assignment in your program.



Meet 1-on-1 online to offer your expert advice on how they can improve their results.



They walk away with actionable feedback for improvement & a stronger relationship with you.

Once a Member completes a certain portion of your training or passes some type of milestone in your program, they can then meet with you to show you where they’re at and show you what they’ve done. Then offer your advice for improvement or any constructive feedback you have for them on how they could do it better.



**Bonus Tip:** If you can record these calls and provide a recording for the member after, this helps add even more value for them. Just remember to let them know that you'll be recording the call before you begin.



## Over To You...

Do you think offering “Critique Sessions” would be a good idea for your members?

YES

NO

If your answer is ‘no’, then feel free to skip to the next section for more good stuff.

If your answer is ‘yes’, then awesome! Let’s begin thinking about how you could implement this...

Below are a few different ways you can potentially provide these types of calls for your members. Check a box below to select how you’ll deliver these calls to your members:

- Only invite the member to a critique session once they’ve completed a certain portion of your training. For example:
  - 1 Session once they complete 1/4 of your training
  - 1 Session after 1/2
  - 1 Session after 3/4 of training
  - 1 session once they’ve completed the full training program, etc.
- Hold 1 critique session every quarter for members. You could conduct the critique sessions more frequently depending on how much time you have or how much value it delivers to your members.

- **Short on time?** Have your members document their progress via a screenshare recording and submit it via your membership site as an assignment through LearnDash or any other type of Learning Management System (LMS). Instead of having to meet 1-on-1 at a fixed time, send them your feedback via a screen share recording to their email, or have a qualified team member do this for you.



**Bonus tip:** Have your members set specific goals they want to achieve at the beginning of their membership. This helps them better realize the value they get from being a part of your membership site and gives them some actionable goals to work towards as they progress through your program.

You can bring up these goals during critique sessions as talking points. Meeting and furthering these goals helps give them another reason to stay on as a member and realize the value they get from being a part of your program.

If you're interested in implementing these here are a few follow up questions for you to answer...

---

**Q: At what stage of their membership will members get their critiques and how long will these sessions last? Is it once they complete the full program? Half?**

**Your Answer:**

**Q: How will you deliver your "Critique Certificate" sessions?**

E.g. Gotomeeting, Zoom, Appear.in, Google Hangouts, Skype etc.

**Your Answer:**



## Frequent ‘Office Hours’ Or Coaching Calls

If you’re an expert on a certain topic or a specific field, there’s no better way to show off your knowledge and expertise by **offering your help and advice directly to your members through frequent ‘Office Hours’ or 1-on-1 coaching calls.**

This is an invaluable **opportunity for your members who may not have access to you otherwise.** By sharing your expertise and helping them solve whatever specific problems they have, you’ll be delivering immense value to the caller.

The best part is that you just have to show up for these types of calls. **No need for any preparation beforehand.** Just **set the time and ‘virtual’ place** where members can meet with you live (via goto-meeting, gotowebinar, zoom, google hangouts etc.).

**The frequency of these live calls is up to you.** You can conduct them once or twice a week, once a fortnight, or even once a month. It will depend on your availability, what you feel comfortable with, and how much value you wish to provide to your members.

**Bonus tip #1:** As long as no sensitive information is being shared in these types of calls, you can **record these meetings and offer them as bonus content inside of your membership site.** That way your other members can learn from other business owners’ questions...





Don't forget that if one member asks a question, it's likely that many other members will have the same question too. So the value you deliver in answering a single member's question is likely to deliver value to many of your other members who are going through the same thing.



**Bonus tip #2:** If you provide 'Office Hours' calls, be sure to set expectations. Be clear that calls will be taken on a first come, first serve basis. If you wish to cap how long your office hour calls are, then make sure you're clear about that too.



## Over To You...

Will you be offering 'Office Hours' or 1-on-1 Coaching calls for your members?

YES

NO

If your answer is 'no', then feel free to skip to the next section.

If your answer is 'yes', then great! Let's begin thinking about how you could implement this...

---

Q: How often will you hold these calls? What specific days and times will you hold them?

Your Answer:

Q: How long will the calls be?

Your Answer:

Q: How will you hold them? E.g. via gotomeeting, gotowebinar, zoom, hangouts etc.

Your Answer:

Q: How will you let Members know about the calls?

Your Answer:



## 911 Calls

A '911 Call' is exactly what it sounds like. They're those dire moments when one of your members urgently needs help with an issue. Whether an unexpected problem arises or a big opportunity pops up, they'll know they have you on hand for expert guidance or advice, *exactly when they need you most.*

**Don't underestimate the immense value of the '911 Call'.**

**It's in times of emergency that we value expert advice the most.** It's when we meet with unforeseen circumstances that urgently require a big decision or action to be taken.

It's when we're unsure which path to choose and look for a trusted expert to guide us.

Think of it from the member's perspective. Even if a member *never* asks for help, **the knowledge that they have a trusted expert on hand should *they ever need you*, can help to put their mind at rest.** They know someone has their back, so to speak. And that in itself is *immensely valuable.*

So making yourself available for direct 1-on-1 help to your members in these important times, provides HUGE value even if they *don't take you up on it.* After all, who can put a price on peace of mind?



### Here's a couple of ideas for offering these types of '911 Calls' to your members...

- Include one '911 Call' as a bonus to the first XX members that join.
- Offer one '911 Call' call per year for all members that join your program.
- Offer quarterly '911 Call' calls as a bonus for staying active (ex: one per quarter for active members).

The key to offering '911 Call' calls is to **set very clear boundaries**. Make your conditions for the calls crystal clear so that members don't start coming to you to solve all of their problems.

A good way to frame these is to tell members they can schedule their '911 Call' within one business day from when they want to cash in their '911 Call', for example.

Don't forget, you need to rest and take time off.

So be sure to set certain outage periods so you're not 'on the hook' all year to be available for your members.



**Bonus tip:** If you do offer '911 Calls', use it as a **selling point** on your sales page! This provides value right up front to your members and can hook them in.



## Over To You...

Will you be offering '911' calls for your members?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

If your answer is 'no', then feel free to skip to the next section.

If your answer is 'yes', then great! Let's begin thinking about how you could implement this...

---

Q: Who will be eligible for '911 Calls'?

Your Answer:

Q: How long will your '911 Calls' be?

Your Answer:

Q: How many '911 Calls' will you provide to your members per year?

Your Answer:

Q: How will members contact you if they need a '911 Call'? (E.g. Email your assistant to schedule their '911 Calls' within 1 business day, contact via Skype, Facebook, etc.)

Your Answer:



# Add an Online Community to Your Membership Site

## Or Add Some Type of “Community” Aspect

If you have a good sized membership site with a few hundred members or more, **a great way to improve relationships with your members and increase engagement** is to add some type of online community aspect to your membership site.

If you're starting an online community from scratch, you'll want to **try to flood it with lots of new members from when you first launch it**. We'd recommend having at least a few hundred members to invite before trying to launch some type of online community.

If you less than two hundred members to invite, you'll probably want to hold off trying to add an online community. This is because if members see that your online community is a ghost town, they probably won't want to come back later.

It's worth noting here that creating your own online community **can take a good amount of time and effort**. So another major factor to consider when starting an online community is **your time** or **who on your team will be able to manage the community** once you start it.

Despite these caveats, creating your own community can be well worth it in the long run. After all, humans seek a sense of connection. And **connecting with like-minded individuals** can be very rewarding and fun. Friendships are grown. Working partnerships are formed. And that 'safe place' within which your members could

connect, would become synonymous with your brand. So done well, your community could become an extremely valuable asset to your business.

## Options for Creating a Community

### Create a Private Facebook Group

Invite your members to the private Facebook Group as a “bonus” of their membership. We emphasize the word ‘bonus’ here because Facebook’s terms of service state that you cannot sell access to Facebook groups but it can be framed as a bonus.

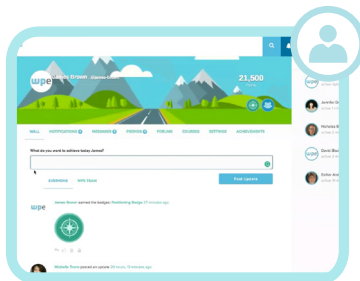
If you’re interested in doing this, here’s a great article from Suzi Nelson that expands on how to create a successful private Facebook group that we highly recommend checking out:

<http://www.digitalmarketer.com/private-facebook-groups/>

### Add BuddyPress

If you’d like to create an online community where your members can interact with each other on your WordPress site, then we’d recommend BuddyPress.

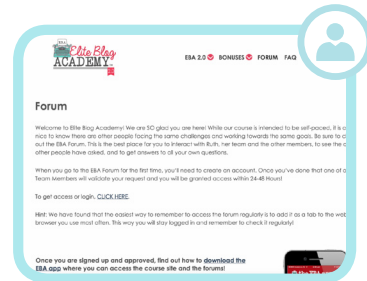
Want to see how a few other successful membership sites engage their members with an online community? Check out the 3 videos below to get some more ideas.



BuddyPress + BBpress  
+ Community



BuddyPress + Community



FB Group + Community



## Over To You...

Will you be offering a Online Community or some type of community aspect for your members?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

If your answer is 'no', then feel free to skip to the next section.

If your answer is 'yes', then great! Let's start thinking about how you could implement this...

**Q: Where will you host your online community?**

(E.g. Facebook Group, your WordPress site via BuddyPress, etc.)

**Your Answer:**

**Q: What's the name be for this group or community? Is it different than the name of your membership program?**

**Your Answer:**

**Q: Do you have any other ideas on how to foster a sense of community among your members?**

**List them here:**

**Q: Who will manage the online community on your team?**

(If it's you, how much time will you set aside every week to respond to members? Is it realistic? Is it manageable? Also list any other ideas you have here...)

**Your Answer:**

### Additional Reading and Related Content:

- <http://www.digitalmarketer.com/private-facebook-groups/>
- <https://www.digitalmarketer.com/measure-community-health-metrics/>
- <https://memberium.com/videos/customer-spotlight-gracesmith-tv-buddy-press/>
- <https://memberium.com/videos/troy-dean-wp-elevation-walkthrough-learn-dash-buddyboss/>



## Offer Members Discounts On Your Other Services

Aside from your membership site and digital products, do you offer any other types of services or products?

If you do then an additional 'value add' could be exclusive discounts for your members on these services or products.

Or if you prefer not to discount, then how about some type of preferential treatment for them on these offers?



### Over To You...

Do you have any additional products/services you can offer discounts to for your members?

YES

NO

If your answer is 'no', then feel free to skip to the next section.

If your answer is 'yes', then great! Let's start thinking about how you could implement this...

Q: If you do, list the specific products below and the discounts (%) you would offer to your members. How will you offer this discount only to your members, who will set it up?

Your Answer:



# Live Events



Live events can help to add huge value for your members in a few ways, the main ones being...

1. They give you a great opportunity to **record additional content** that you can then add to your membership site (or sell as an info product in its own right).
2. You'll be able to **get to know your members better**. Plus more importantly you'll be able to **get valuable feedback** on how to improve your site's content and experience for your members.
3. Live events help **bring together your members as a tribe**. Your members would be able to develop relationships with each other. Deep connections, be it friendships or working relationships help to position your brand as a positive entity.
4. Most importantly, **members are likely to develop a stronger relationship with YOU, the expert**. That is the kind of secret sauce that helps members feel far more reluctant to cancel their membership. You'll find that the stronger the relationship they have with you, the longer members will stick around.



## Over To You...

Do you have any ideas for live events you could offer for your members?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

If your answer is 'no', then feel free to skip to the next section.

If your answer is 'yes', then great! Let's start thinking about how you could implement this...

---

Q: What are your ideas for live events you could offer for your members?

Your Answer:

Q: What would be the main benefit of the event for your members?

Your Answer:

Q: What are some of the problems this live event would help solve for them?

Your Answer:

Q: Where would you hold the event? How much would it cost?

Your Answer:

Q: How much will you charge for the event? Would your existing members get a discount?

Your Answer:

# Direct Mail Goodies



Almost all membership sites exclusively deliver all of their content online. So a **great way to stand out from everyone else is to send things to your members via direct mail.**

One organization that does a great job at sending direct mail every month is GKIC and their [GKIC Gold Membership Program](#).

In addition to sending you new content via direct mail every month, here's everything they **send to new members their first month** that really sets a great impression from the start.



Pretty neat, right?

Memberium's co-founder, Micah, has been a long-time member of the gold membership program.

He says he'll never cancel his membership because of all the pieces of direct mail content that he gets every month.

Here's Micah expanding on why he loves his membership in a short [video testimonial](#).



GKIC is a great example of how direct mail content can be used to make your membership program really stand out from everyone else.

## Here's a quick list of direct mail ideas that you can draw some inspiration from...

---

- Send out **transcripts of new videos** that are added to your membership site.
- When new members join send a **welcome packet with worksheets to complete** as they go through their membership.
- **Homework assignments** that relate to training offered on your site.
- **CDs that include training audio recordings** that your members can listen to in their car.
- **Training content on DVDs** that members can watch at home.
- A **calendar that helps your members track their progress** towards reaching their goals that your membership site focuses on.
- Send out **marketing promos for live events and other services** or products offered.
- Send a **poster** of your program or of the goal your members are trying to reach.
- **Monthly newsletter**
- **Guest posts** that are delivered in a print format.
- Do you have any other ideas?



## Over To You...

Do you think you could use direct mail to deliver anything to your members?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

If your answer is 'no', then feel free to skip to the next section.

If your answer is 'yes', then great! Let's start thinking about how you could implement this...

---

Q: Do you have any ideas for how to use direct mail for your own membership program?

Your Answer:

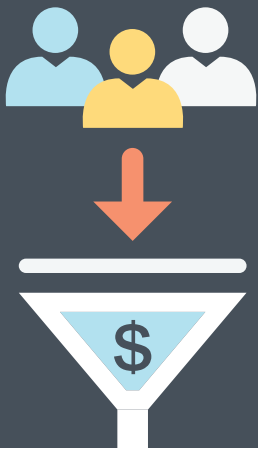
Q: What kind of the things could send out to your members each month or at the beginning of their membership?

Your Answer:

---

### Additional Reading:

- <http://gkic.com/blog/direct-response-marketing-2/how-to-assemble-a-direct-mail-marketing-package/>



## Give Away Valuable Resources For Free

Giving away valuable, **high-quality resources for free**, will help create buzz about your site. While this doesn't specifically add value to your existing members, it does **help to add value and authority to your site**, which will have a knock-on effect when it comes to generating new members.

**People need to know and trust you before they're ready to hand over their hard-earned money.** So putting some of your best content out there for free, helps to **prove your expertise** and helps them to get to know you.

This isn't about trying to trick someone into giving you their email address and just delivering a sales pitch. This 'freebie' should be something that **delivers real value to your potential prospects.**

Think of it from your prospect's perspective. If you **OVER DELIVER on something that is *free***, they're likely to think that your paid membership is *that much better*. And it's this positive perception of your brand that means they will be **far more likely to join your site as a paying member.**

When you over-deliver with free resources, you're **creating a fan for life.** So even if they don't end up joining as a member, right now, they're likely to stick around and may even purchase from you later.

Meanwhile these loyal fans are likely to tell their colleagues, friends or family about you. Positive ‘Word of Mouth’ is the most influential promotional method there is. So the more happy, loyal fans you have, the better.

## Here are some ideas you can use to come up with your ‘freebie’ to promote your membership site:

- One small section from your membership site that’s presented as a short free course they can opt-in to through a landing page.
- Worksheets
- Checklists
- Cheat sheets
- Blueprints
- Reports
- Manifestos
- Mini video or audio courses



## Over To You...

Do you have any ideas for any “freebies” you could offer prospects to promote your membership site?

YES

NO

If your answer is ‘yes’, then great! Let’s start thinking about how you could implement this...

Q: List a few free resources you could offer your prospects below. What format would they be in? What would they be about?

Your Answer:



## Add an 'Accountabilibuddy' Program

Originally coined in an episode of South Park, **'accountabilibuddies' help hold each other accountable for getting stuff done.**

The majority of people are pretty bad at holding themselves accountable for completing their long-term goals. Completing your course or membership material (as a member) is no different. *How likely is a typical member going to complete what's inside your membership site?*

Let's face it, a happy member is one that feels they got value from it. So **helping your members to go through all of your training material is key.** In fact, increasing the likelihood of members completing your program is an important way to increase your membership retention rate.

A great way to make sure your new members complete all of the training content in your program is to **assign them an 'accountabilibuddy'**. In an ideal world, both buddies would be new members. That way they can begin their journey together and experience the various stages of your membership program at the same time.

Accountabilibuddy members can meet as often as they want. (once a week, more than once a week or once a month).

This works best when the members are joining a membership or



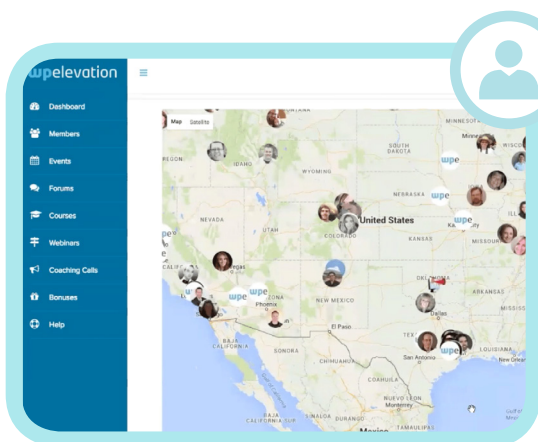
online course that is sold at a **high price point**. These members will be more motivated to get a return on their investment. The big monetary commitment they made means they'd be **far more willing to be held accountable by someone else** to get their training done.

Accountabilibuddies have been gaining popularity over the past few years, but we didn't think of applying this concept to membership sites until Memberium customer, Troy Dean, told us that he does this with one of his online courses.

### Here's how he structured his 7 week course:

- When a new member joins, they get partnered with an accountabilibuddy who is also a new member.
- At the start they're enrolled into a "accountability" course with 7 checklists for each week of the 7 week course.
- The 'buddies' meet every week (or however often the buddies want to meet).

Like starting an online community, this **works best when you have a substantial amount of members to work with.**



**Get an inside look at how Troy Dean runs his accountability program and other ways he brings his students together in his awesome course.**

If both members end up providing accountability to each other, you help them hold each other accountable for getting value from your program. Both of them are far more likely to stay on as paying members and for much longer than they would if they *did not* have an accountabilibuddy.



## Over To You...

Will you add an accountability program to your membership site?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

If your answer is 'yes', then great! Let's start thinking about how you could implement this...

---

Q: How will you decide on how to link two members together?

Your Answer:

Q: At what stage of their membership will they be linked up?

Your Answer:

Q: Will you make any resources for them to go over together?

Your Answer:



# Time To Add More Value!

In this ebook, we've covered just a handful of ways that you could provide more value to your members *without* having to create more and more content. In no particular order, these are:

- 1-on-1 critique sessions or 'Critique Certificates'
- Office Hours or weekly coaching calls
- '911 Calls'
- Add an online community or community aspect to your membership site
- Direct mail goodies
- Offer discounts on your other services to your members
- Live events
- Give away valuable resources for free
- Add an Accountalibuddy Program

You'll notice that each of these ways provide immense value in and of themselves. So **just offering one from this mix, can really boost your program's perceived value in your member's eyes.** So go ahead, pick the one that resonates most with you and your members, and go implement!



# See How You Can Use One Of Infusionsoft's Most Popular Membership Plugins To Easily Build Your Membership Site!

Memberium is THE membership site plugin used by top internet marketing gurus such as Frank Kern, Ryan Deiss of Digital Marketer, Jeff Walker and Loral Langemeier.

These top internet marketing experts can choose to use *any* software they wish. And they choose to use Memberium to protect and manage their membership site content.

So if they *choose* Memberium, shouldn't you?

Want to see how you could use Memberium to transform your membership site?



[Click Here to Find Out What Memberium Can Do For You!](#)

Or visit: <https://memberium.com/value>