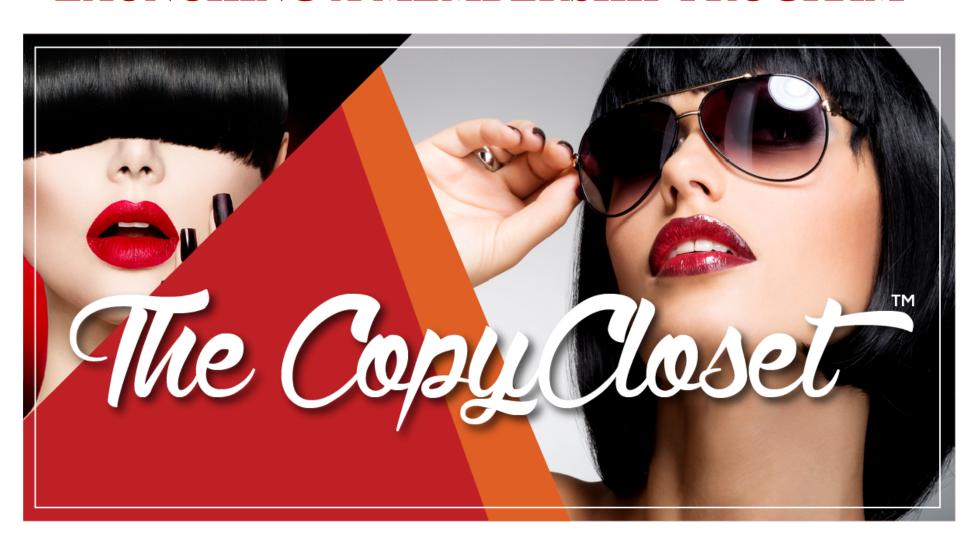
THE COPYCLOSET™ PRESENTS 7 DO-OR-DIE THINGS YOU MUST KNOW WHEN LAUNCHING A MEMBERSHIP PROGRAM





7 DO-OR-DIE THINGS YOU MUST KNOW WHEN LAUNCHING A MEMBERSHIP PROGRAM

PRICE AIN'T EVERYTHING

THE IMPORTANCE OF RAVING FANS

CONSISTENCY MATTERS

CONTENT IS CURRENCY

RECURRING REVENUE AIN'T PASSIVE

SERVICE IS ADDICTIVE

MEMBER RETENTION IS NOT A GAME

Q&A TIME



THING #1: PRICE AIN'T **EVERYTHING**

HOW LOW WILL YOU GO **VALUE IS PRICELESS**



THING #2: IMPORTANCE OF RAVING FANS

SHOPPERS BUY, FANS TELL OTHERS SERVITUDE IS THE SECRET TO SUCCESS



THING #3: CONSISTENCY MATTERS

START HOW YOU PLAN TO FINISH MAKE PROMISES YOU CAN KEEP



THING #4: CONTENT IS CURRENCY

FLIP CONTENT A GAZILLION WAYS **NEW ANGLES, NEW CONTENT**



THING #5: RECURRING REVENUE AIN'T PASSIVE

RUNNING A MEMBERSHIP IS WORK THE GOAL AIN'T PASSIVE INCOME, IT'S REGULAR, RECURRING INCOME*

*The Membership Guys - https://www.themembershipguys.com/will-a-membership-site-provide-passive-income/



THING #6: SERVICE IS ADDICTIVE

FIND WHAT MAKES YOU SPECIAL **SERVE FIRST**



THING #6: SERVICE IS ADDICTIVE

FIND WHAT MAKES YOU SPECIAL **SERVE FIRST**



THING #7: MEMBER RETENTION IS NOT A GAME

CREATE AN EXCITEMENT THAT KEEPS PEOPLE **HUNGRY FOR MORE** MEMBER PERKS ARE CRITICAL **COMMUNITY IS KEY**



QUESTION TIME ...