

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

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# 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 ...