

# Building Your Profitable Membership Club

*Increasing Revenue,  
Leveraging Your Time*



Club   
Building

Compass  Consulting  
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Module 1: How to Create Your Rockstar  
Membership Plan for More Income

## LEARNING OBJECTIVE: FINDING YOUR PERFECT CLIENTELE AND MONTHLY CLUB IDEA

*Any idea will remain only an idea until you transform it into a plan and put your plan into action. Before you plunge right into creating a low-maintenance monthly club, however, it's important to be sure that this business model is the right fit for you and your community at the present time.*

### STEP ONE: DETERMINE WHO IT IS FOR AND WHAT IT WILL DO FOR THEM

When should you **not** create a membership club (low or high maintenance)?

It is probably not your best idea if you only have five or six clients and **you don't yet have a list**. Ditto, if you are not yet a well-known member of a strong community. But by all means plan for one, and put that plan into practice, the moment you do judge the time is ripe.

Tossing up a quick membership club also isn't a great idea if **you'd like a lucrative turnout**. It's more of a passive-income supplementary strategy—perfect for increasing buzz and reach—but once it's established a low monthly membership club can increase your visibility and grow your reach.

Another exception if you're still an unknown quantity: If you are being mentored by, or know, **someone with high visibility and authority in your niche**—someone with her own large and enthusiastic affiliate base. Providing your club fills a need for that authority figure and pleases her community, you stand a much better chance of interesting her in promoting your low-maintenance monthly club.

Careful planning ensures that you will create strong-enough value to keep members signed up, buzzing about the club, and not only staying in the club themselves but also bringing in the people they could benefit from its content or services.

An absolute pre-requisite: Doing your homework first and ensuring you've hit on the best and most lucrative idea for your low-maintenance monthly club.

## 1. Ask your community

If you already have a Facebook Group, you're home free. Create a poll.



Ask about **topics and needs**: Then, when you've got your club focus narrowed down, ask about **delivery structure**.

Be sure to ask guided rather than open-ended questions, to ensure that you're directing your group members to consider choices between options you are in a position to easily provide.

## 2. Ask yourself—and answer—the following questions

- Who is this monthly club for?
- What do they most need and how often will they need it on a recurring basis?
- What will they pay for?
- Where's proof that they will pay?
- Why will they love it? What will make them want to join?
- What solution will the materials I include provide for my members?
- Is anyone else offering what I'm offering in a monthly club?
- If so, are they charging more than I plan to? Less?
- Is this information easily available elsewhere?
- What benefit does a monthly club format offer them?
- What special benefit and advantage can I offer that no one else is offering?
- Can I deliver this easily?
- What will it cost me to produce and maintain this club?

- Can I tier this later on and add higher-value, higher-priced club levels?

### 3. Check out your competitors' monthly club

- What are they offering?
- What are they charging?
- What are they missing?
- Do they even have a club for their main area of focus?

Out of all these questions, (each of which you need to answer definitively, backed by facts—proof or statistics), the success of your monthly club rests on making sure you start with the right answer for Question #1: “Who is this monthly club for?”

Take the time to answer each question as completely and factually as you can, and you will know by the time you’ve finished the process whether or not you have a viable idea for your low-maintenance monthly club.

A final reminder: You can have the best idea for a low-maintenance monthly club in the world, but if you’re still unknown and you don’t have a list, it’s not going to fly unless you have an already well-known and respected influencer who will help you promote it, together with her affiliates. Look to your own coach and/or people whose courses and clubs you belong to yourself and create something that is perfect for their market and helps them out—perhaps providing a low-end service that they just don’t have time to deal with: One that’s important to their list.

## STEP TWO: DEFINE YOUR DELIVERY STRUCTURE

Once you’ve determined your market, you’ll not only need to decide what you’ll include in your membership for your monthly club, but also find the most cost-effective, easy and pleasing way to deliver it.

**Define what type of monthly club it will be.** Do your members need:

- A service-based club
- A coaching and support-based club
- A library of resources and tools
- Fresh monthly content – webinar, course, video training

- Information – books, videos, how to
- Help going through a process
- Training

The most effective and appealing club—no matter what delivery structure you use—will provide a base of **evergreen content** they can access again and again (and will want to!), plus **cutting-edge updates**.

To simplify your system, you can make the membership all about your evergreen content or process, and keep them engaged by supplementing it with a Facebook Group, giving them access to new offers and new-cutting edge bonuses or instruction there. Or you can simply add new material to their members' area to keep them coming back for more.

No matter how you structure it, **your goal is to ensure they won't want to lose your membership**—even if they only stay for one precious, high-value advantage (e.g. your weekly coaching webinar; your monthly business-box). There has to be at least ONE benefit, perk, or resource they feel they can't live without.

**Define what's included in the monthly membership.** Suggestions to consider:

- Access to online courses
- Access to you
- Group calls
- Livestream Q&A's
- Office hours to answer questions
- A support and/or accountability Group
- Comment support in groups
- Workbooks and other resources
- Fresh content
- Webinars, videos or MP3 audio files
- A weekly or monthly live webinar presentation or group coaching session

Once you define what you'll include in the way of **content, services** and **delivery**, planning your monthly themes becomes easier.

### STEP THREE: KEEP IT LOW MAINTENANCE!

You're excited! You've done your research. You've come up with a handful of great club ideas that you're sure your members will love ... but remember that the main goal here is running a **low maintenance** club.

Low maintenance automatically translates into:

- **Low monthly affordable price** for members
- **Low effort** for you to produce
- **Low expense** for you to deliver

But here's the catch: The value has to be **priceless**.

**Q:** What do you define as "priceless"?

**A:** *Anything that keeps your member feeling she CANNOT give up your club!*

**Ways to keep the cost down and production and delivery simple include:**

1. A monthly paid newsletter, with choice tips and resources not easily available elsewhere
2. A support-type group that promotes self-help, providing motivation, inspiration, encouragement and accountability
3. A rich, active community (another way of saying # 2, above)
4. A library of resources, created from your already-existing content archive
5. A new piece of content every month or week (depending how much or how little content that may be)
6. Drip-fed content, where you give them access to a little bit more of your library or a new lesson every month

If you do have a solid list and standing within your community, your actual club content can be simple: The big benefit can be the one-on-one access to you—and even as little as fifteen minutes a day responding to questions and comments in your private Facebook Group or a Weekly one-hour webinar where you acknowledge your attendees by name can make them feel special and valued.

Other types of one-on-one access (or access that gives the feeling of being an “insider”, personally connected with you):

- Offering to answer X individual questions once a week or month
- Weekly Q&As

Another way to make monthly club content delivery easy, if you are running a webinar or content-based club: look into businesses that provide done-for-you materials that you can quickly customize and brand.

Just make sure, if access to you is the big perk, that you make a consistent, regular appearance and interaction. This can actually preserve your privacy by setting clear boundaries and making it easy for you to schedule access and fit it into your daily, weekly or monthly routine.

#### **STEP FOUR: GET CLEAR ON YOUR VALUE AND PRICING**

The current average for what is considered a low-cost club at time of writing seems to run between \$47 USD and \$197 USD. If you create a truly low-to-zero-maintenance club, you may actually find you can easily afford to price it anywhere between \$7--\$10 USD and still make money on it. Or if not make money, at least grow your reach and create a buzz. And it should definitely not *lose* money!

Before you start worrying about devaluing yourself, realize that there are certain scenarios where a super-low-cost monthly club can benefit you and be a viable business idea:

- When you do the math, do virtually NO work on it—and still show yourself making a profit
- When you are trying to build a community and grow your reach and subscriber list
- When it is absolutely not your main and only offering
- When you can easily use already-created, valuable, free content or resources they can access
- When you are swooping in on a market loaded with similar \$47-and-upward per month courses
- When your super-low-cost club is intended as an upsell from free content to transform subscribers into buyers

- When your super-low-cost club is a downsell to retain people who really cannot afford your main monthly club

The latter category of subscriber might not be someone you want to attract but if you can come up with a club that consists of **next-to-zero work or time investment for you**, (for example, allowing your members access to a library of already-created content you are not using for any other purpose) it's certainly something to consider.

[InternetAudioGuy](#) and coach [Mike Stewart](#), for example, still runs his \$10-per-month [TwoBuckThemes](#) club. It's been running for years, and originally was a stand-alone club. Now he uses it as **the lowest level of a tiered plan**—and it's still a great investment for those who don't mind waiting to download a batch of 5 new royalty-free sound clips they can use every month to build up their collections. (It's also a great example of a **drip-fed content club**.)

The screenshot shows a membership page for Mike Stewart. At the top, it says "Training Memberships by Mike Stewart" and lists "TwoBuckThemes.com or TabletVideoTraining.com". Below that is a "Review membership type or login below" button. The main content is divided into two sections: "Membership Type" and "Payment System".

Membership Type *	Payment System *
<ul style="list-style-type: none"><li>Level 1 Music Downloads (\$10.00 for each month) New 60 second royalty free music tracks to be used for audio products, DVDs, podcasts, websites, audio ads, video ads every month, plus bonus videos on how to get most use out of your music downloads!</li><li>Level 2 Music Downloads Plus 100+ Starter Tracks! (\$100 for the first month, Then \$10.00 for each month) New 60 second royalty free music tracks to be used for audio products, DVDs, podcasts, websites, audio ads, video ads every month, plus bonus videos on how to get most use out of your music downloads! Plus a 100+ cut starter library, only 2 bucks a cut!</li><li>Level 3 Music Downloads - Months 1-12 (\$197 for the first month, Then \$10.00 for each month) Over 150 ready second commercial music beds, royalty free for under \$2 bucks a track. Great for radio, TV commercials, info products, and the internet. Get five new commercial tracks every month for \$10!</li></ul>	<ul style="list-style-type: none"><li>PayPal Only Subscription Payments: If you don't want to use Paypal, use 1ShoppingCart Option Below for Visa MC Amex Discover</li><li>1ShoppingCart All major credit cards accepted</li></ul>

The sound clips are from his library. The site is all set up and fully automated and this little monthly club offers those not yet ready for heavy-duty investment in audiovisual production a great introductory taste of Mike's expertise, professionalism, and above-and-beyond service.

Going this low is not something you should rush into without careful evaluation. It should really be a "no-brainer", with minimal investment of time, resources, and money from you.

A great way to gauge the value of your membership is to **value your time first**.

- What do you charge hourly for a client to work with you?
- How much time, including both in front of and behind the scenes, will you contribute to not only put this monthly club together, but to also keep it running?
- Your direct involvement needs to be subtracted from your available work hours.

A vital part of your planning process: **Set your monthly and annual club earnings goal:**



- How much do you need to charge monthly to clear your expenses in club creation and maintenance?
- How much do you need to make by the end of your club's first 12 months?
- How many members do you need to achieve that goal?

Finally, remember that the lower you go in monthly membership fees, the less likely people are to cancel. At \$7-10, they are more likely to feel it's too much trouble to cancel and let the subscription keep running—but even an extra \$47 per month is enough to make many subscribers cancel, if they find themselves in a tight financial situation.

The key: Low cost HAS to equal zero to ridiculously low expenses, time, and maintenance for you—as well as having specific benefits you've decided exist for you to justify the low price.

## STEP FIVE: A YEAR'S WORTH OF THEMES

Another way you can shave time and expense from your low-maintenance monthly club: Plan an entire year's monthly themes in advance. You can always swap a theme or add extra bonuses once you get **group feedback** if your members are looking for specific ideas or topics to learn from. But, as long as you have a plan in place, this gives you an effortless framework for you and any team members to build on and automate.

- Decide on your club's purpose, type and focus
- Brainstorm possible topics within your main theme or focus
- Jot down a list of twelve ideas for twelve relevant monthly themes.

For example, this is what one month could look like based on a social media marketing theme:

For example, if your *Beautiful Inspirations Monthly Club* promised to deliver 8 original monthly info-quotes or graphics, you could plan a different theme for each month—all built around the topic of inspiration.

Month	Topic
January	Adversity
February	Divine purpose
March	Rebirth
April	Success

You can see from this example that your low-maintenance monthly club—especially if it is also low-cost—can consist of an incredibly simple business model... as long as **you** find it easy to create and share.

Having your year's themes set out like this allows you to commission specific content well in advance—or be on the lookout for resources (or resource people) that would be perfect for any particular month's theme.

For example, if you are offering a monthly webinar on the topic of rebirth, and it's 5 months away, that gives you lots of time to line up an expert in your field who has had a profound "rebirth" experience. Similarly, if you read a powerful story about overcoming adversity and that topic is nine months away, you can plan to contact that particular person at the right time and prepare any related material, if that's worth your investment.

The last piece of planning your monthly content: **Decide what type of format and content delivery is repeated every month—and stick to it.**

For example, you can look for done-for-you content, your format is pre-structured for you into:

- A step-by-step Webinar/Teleclass workshop script
- 25+ PowerPoint slides you can repurpose or share with your club members
- 21 Ideas Blueprint

Plus, worksheets, checklists, and more. You can choose to build your club around one or two of the included items and repurpose the rest into other paid options, or (depending on what you're charging) always present them with all the resources.

This type of organization gives you crystal clarity and helps you streamline your expenses and production; leverage your content, contractors and contacts; plan promotion; reduce expenses, and achieve maximum success and profit for the least time and money.

Planning for the year in advance helps you streamline your monthly club, keep it organized, and have an excellent source for recurring income and revenue.

## STEP SIX: WHAT MAKES YOUR CLUB DIFFERENT?

When you looked at your competitors you realized what is being offered in comparison to your offering. What makes you different? Aside from your unique personality, personal edge with your experience and knowledge, you can also provide a unique offering for your membership program. Just ask yourself:

- What is my number one **differentiating factor** from memberships in my industry?

Look at your own unique skills or qualities to spice up a club type that is one of a pack already out there.

For example, if there were 6 image-quote monthly clubs, and yours was the only one that used beautiful, readable calligraphy and specifically served writers, you would most likely win out over clubs that produced image quotes that look like all the other clubs' image quotes.

Your differentiating factors here are **a narrow focus** (writers) ideally suited to **your unique skill** (calligraphy).

Make sure to include this key factor in the majority of your marketing. This will turn into powerful “what makes this different” statements and samples for your sales page.

So, now you have a great basis on which to get started in planning your low-maintenance monthly club. Always keep in mind these three key ingredients for a successful low-cost monthly club: **High-value, low-maintenance** and **something they will always need**.

## ACTION PLAN

1. Get clear on your content library
2. Ask qualifying questions

- **Use the Checklist with this lesson**
- **Complete the Action Plan form**
- **Join the Coaching Calls with our Dream Makers Inner Circle**
  - *Twice per month Tuesday's at 11:00 AM*
  - [CompassRoseConsulting.com/Inner-Circle](https://CompassRoseConsulting.com/Inner-Circle)