

The WEALTHY Coach



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Membership Site User's Guide

<http://TheWealthyCoach.com>

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The WEALTHY Coach

Getting Started:

Welcome to the Wealthy Coach. We are excited to partner with you to offer your client's an amazing learning library that helps them with their professional and personal development goals.

Configuring Your Site

Step 1: Complete Your New Client Questionnaire

Our team members are ready to customize your new site. If you haven't already done so, please take a moment to complete the new customer questionnaire - <http://www.thewealthycoach.com/new-customer-questionnaire/>.

Step 2: Instructions for Configuring Your Subscription Payment Button

Once your site is configured, **please watch your email because** we will send you instructions for helping us configure your subscription payment button. Please watch for this email and complete the instruction as soon as possible so we may expedite launching your site.

Step 3: Update Your User Profile

Please take a moment and introduce yourself to your group by clicking on the "Member Details" link in the right sidebar. Once you get to your profile page, please enter your contact information under the **About Yourself** section in the **Biographical Info** field; please share details about your business.

About Yourself

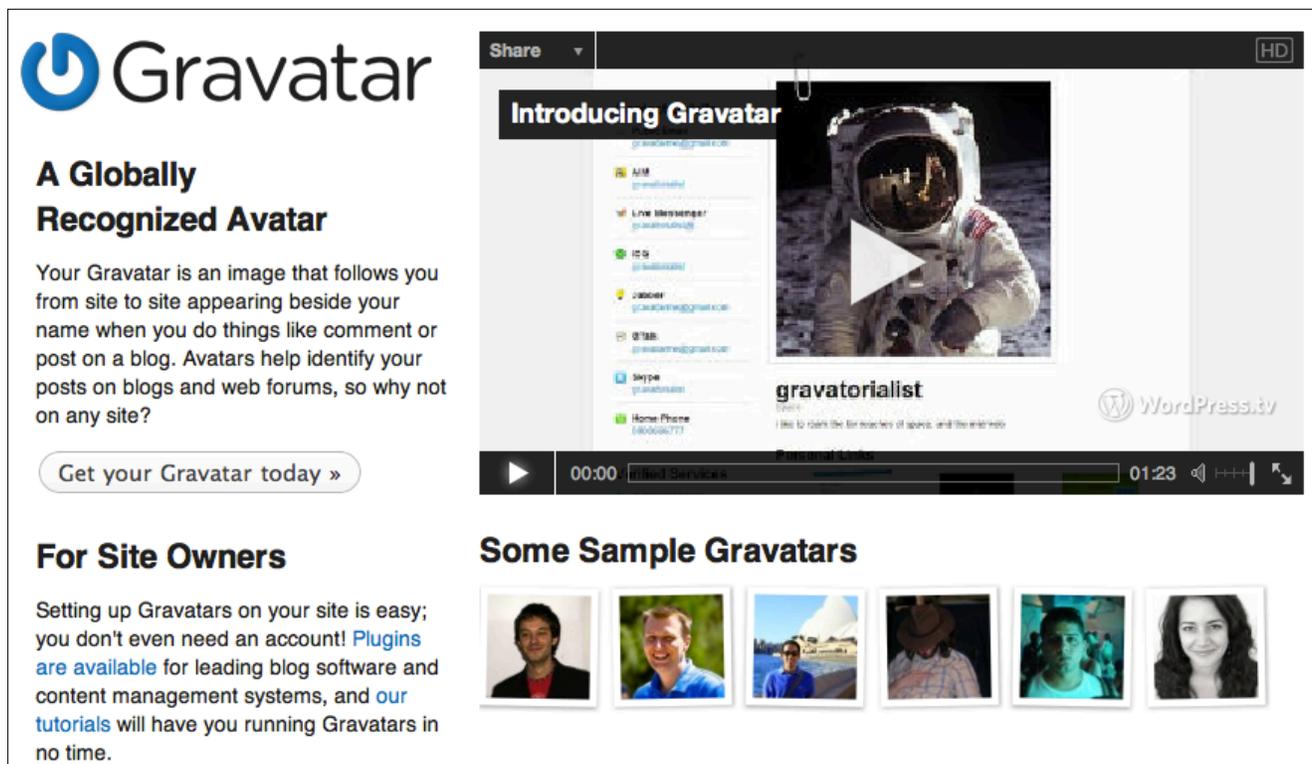
Biographical Info 

Personal Branding and Social Media Strategist, Measure Your Brand Attraction and Raise Your Irresistible Index for Greater Career Success and Business Profits.
<http://lethiaowens.com>

Share a little biographical information to fill out your profile. This may be shown publicly.

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To add a picture to your profile, simply visit <http://en.gravatar.com> and create an account. Be sure to upload a photo and this will be used within any of your WordPress websites.



The screenshot shows the Gravatar website interface. On the left, there is a heading "Gravatar" with a logo, followed by "A Globally Recognized Avatar". Below this is a paragraph explaining that a Gravatar is an image that follows you across different sites. A button says "Get your Gravatar today »".

In the center, there is a video player titled "Introducing Gravatar". The video shows a list of social media links (AIM, Live Messenger, MSN, Yahoo!, Q! Chat, Skype, Home Phone) and a profile for "gravatorialist" with a video of an astronaut. The video player has a progress bar from 00:00 to 01:23.

On the right, there is a section titled "Some Sample Gravatars" showing six different profile pictures of people.

Step 4: Brand Your Website by Updating Essential Pages

It is important to take a moment to add some basic content to make your site match your brand message. Here are the pages you will want to customize to tie in to your niche and target audience:

- <http://YourName.icmembershipsites.com/become-a-member/> - Review and make necessary adjustments.
- <http://YourName.icmembershipsites.com/about-us/> - Introduce yourself to your prospects.
- <http://YourName.icmembershipsites.com/group-coaching-sessions/> - Communicate how you plan to support your clients using group coaching.

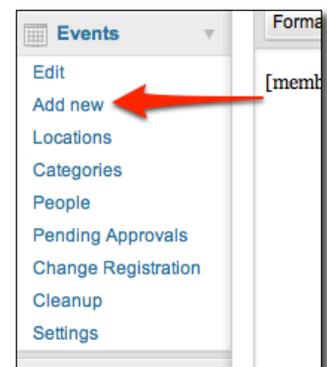
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- <http://YourName.icmembershipsites.com/member-bonuses/> I would suggest adding a customized bonus tied to your niche.
- <http://YourName.icmembershipsites.com/member-dashboard/> - Add a text here that infuses your brand.
- <http://YourName.icmembershipsites.com/request-a-one-on-one-session/> - Communicate your plans for one-on-one coaching sessions.
- <http://YourName.icmembershipsites.com/announcements/> - This page should list any group announcements you want to share.
- <http://YourName.icmembershipsites.com/events/> - To add events to your website, visit the dashboard and under the Events section in the left sidebar, click on add new.

Step 5: Adding an Event

Your website includes an event calendar so you can post your webinars, group coaching and teleseminar sessions. To configure your events, simply click on the "Add New" option under the Events section.

Tip: When scheduling a teleseminar, it is helpful to include the call in information and access codes for participants so they have this information when they print the event calendar.



Step 5: Adding a Video to Your Site

To add a video to your site, first upload the video to YouTube and then mark it as "unlisted". Then you can add the video to your page or post by using the YouTube button on the editor menu bar.



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Managing Your Site and Community

Email Marketing

We suggest that you add each client to your email database. You can do this manually or you may choose to add a web form to your site that allows them to opt-in to your list on their own.

If you choose to add a web form to your site to get clients to opt-in, you will want to offer some sort of incentive to entice them to take the action. This is often known as a pink spoon.

Regardless of which option you use, you will also need to track your email opt-ins to confirm that all of your clients are actually on your list. If you are using 1ShoppingCart or Infusionsoft your clients are going to automatically be added to your list.

Member Bonuses

We have added several member bonuses that will add value to your members. It is recommended that you add 1 or 2 additional member bonuses that are related to your niche and is of high value to your target audience.

Member Bonuses

Become a member today and gain immediate access to these additional BONUSSES!



Hosting A Teleseminar

Hosting a teleseminar and being a success at it does not have to be complicated or scary. In fact it can be quite easy and have a great impact on your hobby or business. Get started today and get the information you need to become a great host. This strategy is sure to help build credibility and followers for your cause, brand, product or company. It is easier than you think to host your own teleseminar.

[Click here to download your bonus!](#)



Twitter Marketing Power

Are You Ready To Learn How To Harness The Awesome Power Of Twitter, So You Can Use It To Your To Make Your Internet Business Massively Successful? Then The Twitter For IM Professionals Five-Day Crash Course is for you! Inside every lesson of this crash course you will have access to basic information that will help you learn how to quickly harness the power of Twitter and use to promote your Internet business to new heights! You'll Learn Just What You Need To Know About How Twitter Works Plus Discover Exactly How To Use It To Your Advantage!

[Click here to download your bonus!](#)

Managing Your Announcements

When sharing announcements with your community, It is suggested that you create two sections, 1) Current Announcements and 2) Previous Announcements.

Announcements

Periodically I will post announcements To keep you and informed on the latest news and updates for community members. Please visit often to be sure you don't miss an important announcement.

Announcements

10-3-11 **[Replace this Title With Your Own]**

[Replace this paragraph with your own announcements. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.]

10-1-11 **[Replace this Title With Your Own]**

[Replace this paragraph with your own announcements. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.]

Previous Announcements

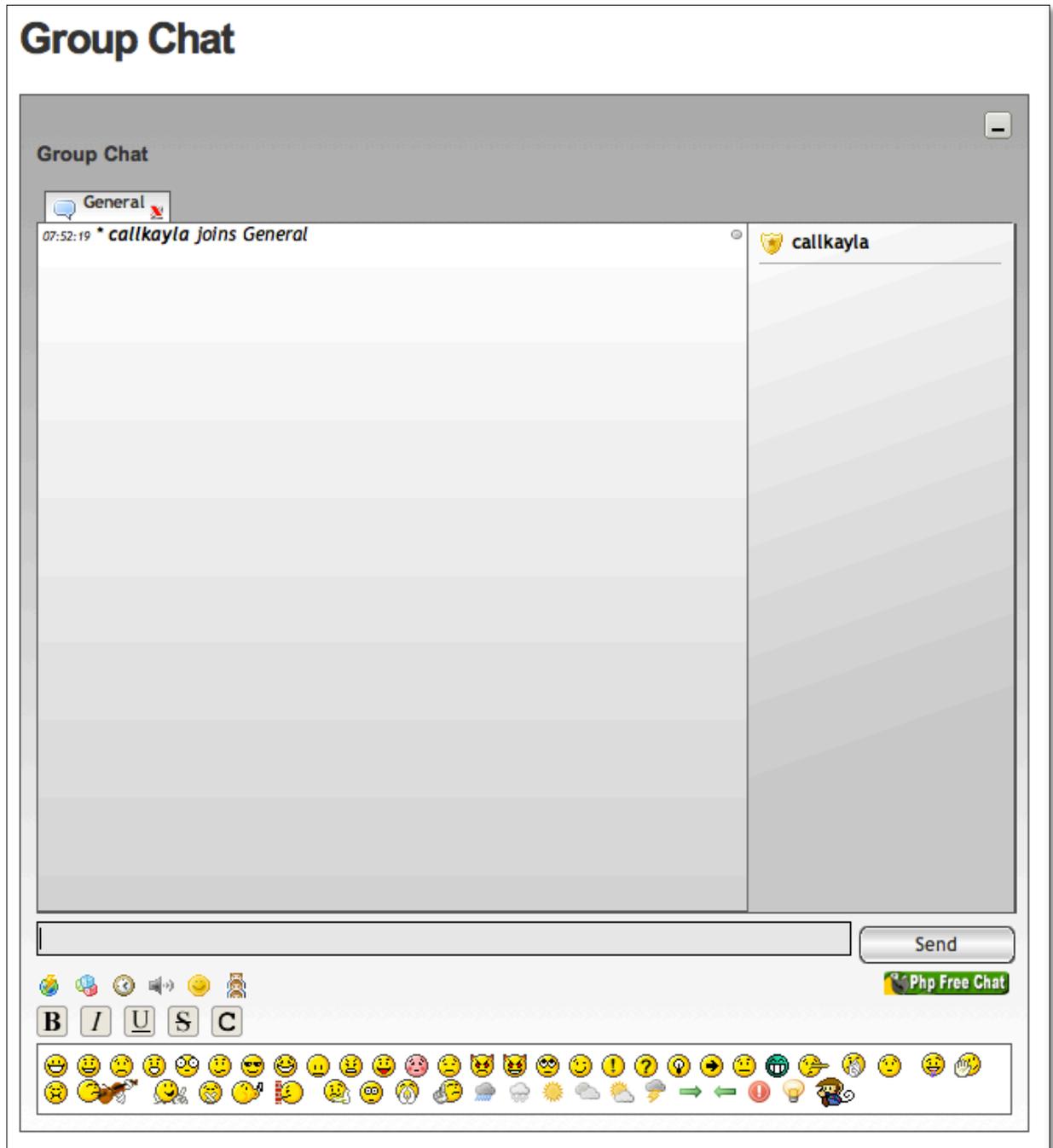
9-15-11 **[Replace this Title With Your Own]**

[Replace this paragraph with your own announcements. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.]

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Group Chat

Your website is enabled with a group chat feature. Encourage your users to visit the group chat when they are online working on their coaching lessons.



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Member Directory

Your website is enabled with a member directory feature. Encourage your users to complete their member profiles so they can start networking with each other.

The following instructions are presented to your clients on the welcome page so they are reminded each time they log in to update their profile.

Please take a moment and introduce yourself by clicking on the "Member Details" link in the right sidebar. Once you get to your profile page, please enter your contact information and in the Blo field, please share the following information:

- 1) A few details about your occupation.*
- 2) How you can best help or support your fellow community members.*
- 3) What you need most from your fellow community members.*
- 4) Your #1 personal or professional goal.*

Member Directory

Search Our Members:

by All Fields

Search alphabetically *(by last name)*:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Now viewing 1 through 2 of 2 members found.

Sort by: ▲ Last Name First Name Registration Date Email



callkayla
lethia@lethiaowens.com

Personal Branding and Social Media Strategist, Measure Your Brand Attraction and Raise Your Irresistible Index for Greater Career Success and Business Profits. <http://lethiaowens.com>



deyan
deyan@callkayla.com

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Adding New Content to Your Membership Site

Your website is designed so that you should not need to add new pages. To maintaining your website and add new content, all you need to do is add new posts.

Here are key things to remember when adding new content:

- If you want the new post to appear in the rotating featured area, be sure to check the featured post box in the “Community Innovation Post setting” area right below the post editor.

Community Innovation Post Settings

Upload a Thumbnail

Thumbnail URL
Enter the URL of an image located on another domain (this will take priority over the video on small thumbnails)

Editor's Choice Choose this post as an 'Editor's Choice' post displayed in the 'Editor's Choice' widget

Featured Post Choose this post as a 'Featured' post displayed in the 'Featured Post Slider' on the home page

Single Page Thumbnail Choose whether you would like the generated thumbnail to appear on the single post page

Post Tags
Separate tags with commas
 success
[Choose from the most used tags](#)

Featured Image
[Remove featured image](#)

Featured Post for the Rotating Banner on the Home Page.

- If you want the new post to appear as one of the 5 featured posts on the home page below the rotating featured area, be sure to set the category of the post to “Homepage Feature Posts” in addition to any other categories you want to set.

ons or donors even worldwide. Humor accomplishes many objectives in your humor can do for you!

se
ve
ha
ke

draws

Be sure to check this box to make the new post appear on the home page of your membership site.

Categories

All Categories Most Used

Business Development
 Public Speaking
 Events
 Group Coaching Calls
 Homepage Featured Posts
 Marketing
 Personal Development
 Communication
 Creativity
 Health & Wellness

[+ Add New Category](#)

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New Customer Checklist

Here is a handy checklist you can print off as you work through setting up your site.

- Complete Your New Client Questionnaire
- Complete Instructions for Configuring Your Subscription Payment Button
- Update Your User Profile
- Update <http://YourName.icmembershipsites.com/become-a-member>
- Update <http://YourName.icmembershipsites.com/about-us>
- Update <http://YourName.icmembershipsites.com/group-coaching-sessions>
- Update <http://YourName.icmembershipsites.com/member-bonuses>
- Update <http://YourName.icmembershipsites.com/member-dashboard>
- Update <http://YourName.icmembershipsites.com/request-a-one-on-one-session>
- Update <http://YourName.icmembershipsites.com/group-announcements/>
- Add Your Teleseminars to Your Events Calendar
- Send an Email to Your List to Announce the Launch of Your Site

Customer Support

We are here to assist you in making your membership site a valuable tool for connecting with your community and creating an additional stream of income.

If you need customizations for your membership site, please visit us online to submit your website customization request:

<http://www.thewealthycoach.com/website-customization-request/>

A member of our team will respond promptly to let you know if the requested change is covered under your monthly license or we will respond with the cost to make the change if it is not covered under the license.

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Our Amazing Affiliate Program

The Wealthy Coach is dedicated to creating an opportunity for entrepreneurs to create a profitable continuity program to compliment their other programs and services, thus helping them create powerful, freedom-based lifestyles.

The Wealthy Coach is lead by a team of highly talented experts:

We created this affiliate program to reward those who recommend our membership site program to others. Our affiliate program is our way of saying thank you for sharing your recommendation of our program to your friends, family, clients, and lists.

Millions of companies on the web currently use affiliate programs to help sell their products and services. It's a win-win situation for both seller and company: The seller gets a commission, and the company gets a sale it otherwise may not have.

There is no cost to join – all you need to do is apply using the form below. You can begin promoting our membership site program right away. You don't even need a large email list to be successful. As an affiliate, you could earn steady commissions by simply using free social media tools like Twitter, Facebook, and simple web pages and blogs.

Benefits of joining The Wealthy Coach Affiliate Program:

- \$3.50 monthly commission on every member within the membership site that results from your referral. If you were to refer 25 new customers who each grow their membership site to 100 members, **your monthly commission will be \$8,750.00.**
- unlimited earning potential (no caps)
- reliable monthly payments, real-time, accurate sales tracking

Ready to become an affiliate? Visit us online at:

<http://www.thewealthycoach.com/become-an-affiliate/>

www.TheWealthyCoach.com

25 Ways to Attract and Retain Members for Your Membership Site

1. Facebook Status Updates

Here are some Facebook Status Updates you can use to promote your membership site to your Facebook friends and fans:

Do you often find you're completely "stuck" no matter how long you stare at your computer screen or your blank wall? The solution can seem to be impossible, right? I'd like to invite you to join a community designed to help you create and live your best life. Click here for more details - <http://YourMembershipSiteDomain.com/>

Among the things that truly set humans apart from the other creatures on this planet is our capability for creative thought. To learn how to tap into your creative genius, click here <http://YourMembershipSiteDomain.com/>

Have you gotten into a rut at work? Are things out of control and are you surrounded by clutter, chaos and challenges? Do you feel like your work and life is out of control? Would you like to be more engaged, satisfied, and fulfilled in your work? You can create an organized and productive life, thus helping you to feel a greater sense of accomplishment at the end of each day. Join our community to learn "Proven Strategies to Control Chaos and Create Successful Outcomes".

<http://YourMembershipSiteDomain.com/>

If you don't take care of yourself, no one else will do it for you. Your well-being is well within your control. You have more power than you think to create the life you desire and deserve. Life's interruptions can be challenging and the many demands can sometimes throw you for a loop, but the key to success is getting back up each time you fall and keeping a strong focus on what is best for you. Join our community to begin the steps to better self-care.

<http://YourMembershipSiteDomain.com/>

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2. Run a Facebook Ad

Facebook Ads (<http://www.facebook.com/advertising/>) have proven to be a great tool for helping generate traffic and attracting new clients. I would suggest that you experiment with Facebook Ads to see what works best for you. On some projects I have had great results and on others I have had not so great results. I think the key is testing to see what works for you. Here is a special report I wrote to help you understand how to setup your Facebook Ad: <http://www.scribd.com/doc/60694755/Facebook-101-Facebook-Ads-Exposed>.

3. Host a Contest on Your Social Media Sites

You might consider running a social media contest and the winner received a free month of access to your community. While you are promoting the contest, your efforts will bring attention to the membership community and it is likely that this buzz will create new clients.

4. Twitter Updates

Here are some Twitter Updates you might use to promote your membership site to your followers (You may want to use tinyurl.com or some other tool to create a shorter URL when the links are too long.):

- Are you stuck in a rut and ready to turn your life or business around? Check this out - <http://YourMembershipSiteDomain.com/>
- This month's group coaching lesson will focus on XXX. Don't miss it - <http://YourMembershipSiteDomain.com/>
- An amazing library of over 100 coaching lessons on more than 20 topics - <http://YourMembershipSiteDomain.com/>
- Proven Strategies to Control Chaos and Create Successful Outcomes - <http://YourMembershipSiteDomain.com/category/personal-development/productivity/> 11 Tips for Finding Your True Calling. Join us today - <http://YourMembershipSiteDomain.com/category/personal-development/purpose-passion/>

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- Are You Living Your True Calling? Join us today - <http://YourMembershipSiteDomain.com/category/personal-development/purpose-passion/>

5. LinkedIn Updates

With LinkedIn, your greatest rewards will come from joining groups with members who may be interested in your membership site. Once you join these groups. Consider unprotecting one coaching lesson and posting a link to it in your LinkedIn Groups. You don't want to unprotect too much content because people won't buy what they can get for free.

6. Sharing Content on Your Social Networks

Occasionally you may want to unprotect one of the coaching lessons and then share it on your social networks without making reference to the fact that you have a membership site. For example, you would post the link to the unprotected content on your Twitter, Facebook and LinkedIn accounts. When the visitor comes to the site to review the lesson, they will see that there is a lot of other valuable content on the site. When they get to the end of the lesson they will find other recommended lessons and when they click on one of the other lessons they will be taken to the **"Become A Member"** page with instructions on signing up for the site.

7. Email Marketing

Here is a sample email you can customize and send out to your list to let them know about your membership site. You will want to customize this message so that it has your personality and speaks specifically to your niche.

Hey {FirstName },

Have you ever felt stuck and wished you only knew how to move forward and break through to the next level of success? I have some exciting news that I couldn't wait to share with you.

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Many of my clients have asked me to create a community where they can learn from me and grow by connecting with others who are on a similar journey.

I couldn't put it off any longer because I realize that the information I have will be vital to helping so many people shift their thinking and transform their lives.

I am excited to announce the launch of my {Site Name} community.

Within this community you will find:

An Amazing Library of Coaching Lessons – There is a ton of content ready to help you transform your thinking, shift your focus and breakthrough to the next level of success. Over 100 transformational coaching lessons that are written for you on over 20 topic areas such as Self Confidence, Productivity, Health and Wellness, Goal Setting, Personal Branding and Social Media.

Live Teleseminars – Each month I offer a brand new teleseminar to our membership audience. These teleseminars are offered each month and they are recorded for replay if you cannot attend the session live.

Your Own Success Community – When you join our membership community you become a member with scores of like-minded individuals who are excited about becoming more successful and growing professionally.

Featured Guest Experts – I have a strong network of experts in various industries and many of them have agreed to share their insights and strategies with my members.

Please take a moment to tour my new community and I'd love to hear what you think. I am sure you see just how valuable and beneficial this group can be to your overall success.

If you are ready to become a member now, simply click on the link below:

{<http://YourMembershipSiteDomain.com/become-a-member/>}

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Note: The email messages I send you will always have {Your Key Phrase} in the subject line, so keep an eye out for it.

Also, you may want to whitelist {your email address}, which is the email address I will use when communicating with you.

Enjoy the journey!

Best regards,

{Your Name}

P.S. {Any special note you want to share with them}

8. Back of the Room Offer

When you speak at events, consider selling your membership site as part of your back of the room offer. People will be expecting a much bigger pitch. You can pitch it alone or package it with another offer of higher value.

9. Teleseminar/Webinar

You could schedule a teleseminar or webinar on a topic of value to your attendees and then upsell them into your membership community.

10. Telesummit

You could schedule a telesummit with other experts who will help you attract a large audience. During your teleseminar, you could offer your membership site to participants on your call. The value of this strategy is that others are helping you find new people to introduce your membership site to.

11. Joint Venture

Partnering with people who have large lists of buying customers will be helpful in pitching your membership site to a lot of people in a short period of time and with minimal effort. Think of the people within your network whose

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business compliments yours (not viewed as a competitor) and offer to pay them a set affiliate fee for all members that enroll as a result of their efforts. You may have them do an email blast for you or you may setup a teleseminar.

12 Create an Animoto Video

Animoto (<http://animoto.com/>) provides an easy and Free option for creating a powerful video with great music. I encourage you to take a couple of powerful statements from your membership site and incorporate the into a Animoto video that you will upload to YouTube and share via your social networks.

13. Monthly Membership Pitch Video

Each month you could create a 2-3 minute video that offers great value and then post it on YouTube and share it on your various social networks. Ask people to share it and retweet it. When creating your video, don't forget to include your call to action (subscribe to the membership site) at the end of your video. The great thing about this strategy is that you don't have to start from scratch. You could take one of the lessons within your site, **modify it to make it your own and give it a unique title**, then record a video to share. You don't want to use the title we created and you don't want to read the coaching lesson word for word but instead use it as inspiration so your true personality shines through.

14. Article Marketing

Though a lot has changed with article marketing and using it as a SEO strategy, article marketing does still have the power to bring traffic directly to your site because there are tons of users who go directly to the article directories to do searches. Write articles tied to your niche and point the reader to your membership site.

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15. Press Releases

Write a press release each month on one of the new coaching lessons added to your site. You could choose one of the coaching lessons to unprotect and use with your press release. Be sure to follow the guidelines for submission on the sites below so you don't waste your time editing and re-doing work.

- 24-7PressRelease.com
- PRLog.org
- 1888PressRelease.com

You may also want to send the press release to your local media outlets, or any niche media outlets that may be interested in what you do.

16. FREE Coaching Session with Enrollments

You may generate buzz for your membership site by leading with a free coaching session when promoting on your social networking sites and in your email broadcasts

17. Leverage Current Trends

Look for current trends in the media and write a response on your social networking sites or via email that highlights the current trend and how your content is related.

18. Media Interviews

There are tons of opportunities to be featured on online TV shows, online and traditional radio shows. Search sites like BlogTalkRadio.com or various UStream channels to find shows that are a match for your brand and niche and offer to be a guest in exchange for sharing your membership site with the audience.

19. Associations, Organizations and Groups

There are likely associations, groups or organizations whose members need your content. Consider selling a larger number of memberships to a group of members as a discounted rate.

20. Having A Front-End Offer

One of the things I've come to realize is that sometimes people extra incentives to join a monthly membership site. There is a fear of commitment that has to be addressed and by packing your membership site with a front-end offer, you'll get greater buy in even if they logically know they can cancel.

With this strategy, you have some concrete product that they're buying rather than an ongoing membership. Then, you...

1. Deliver that front-end offer by way of the membership site. So you position it as something they'll get right away as a reward for enrolling.
2. OR.... Offer the membership as an upsell. I do not recommend "forced continuity", where the rebilling is automatic. You need to always be VERY clear with your prospects that it is a monthly program and give them the option. So, either be very upfront with them about the rebilling before they buy the front-end, or make the upsell completely optional.

21. Preview Next Month's Content at the End of Your Lessons

If you keep members interested, you'll keep them paying.

Want to know what "magic sentences" that keeps members paying is? Read these slowly and let it sink in...

- "Coming up in our next lesson you'll learn..."
- "In lesson month's lesson I'll explain... "
- "During next month's teleseminar I will share..."

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- “Next month _____ will join us as our featured expert and he/she will show you how to...”
- “Next month there will be a bonus lesson...”
- “Here’s what’s on tap for our next 4 months...”

Bottom line: You keep members interested and paying by previewing some desirable topic that you’ll be sharing in an upcoming lesson in the very near future.

At the end of every lesson, I encourage you to place a “Preview” with details on the VERY NEXT LESSON.

- The title of the next lesson?
- The topic of the next lesson?
- A brief description of the next lesson?

The last thing your members will encounter with the lesson you have posted is the information you enter in the final paragraph, right? That’s your lasting impression. It’s the thing they’re going to have in mind as they close out your lesson.

22. Use Email to Preview Next Month’s Content

You can also use email to remind members of things that are coming up. All it takes is a quick note with instructions on how to access the lesson. Here is a template you can use (be sure to replace the content in red):

Hey {FirstName },

I wanted to be sure you didn’t miss all of the goodies I have in store for you next month. I wanted to send you a quick message to provide details so you are in the loop.

Note: The email messages I send you will always have {Your Key Phrase} in the subject line, so keep an eye out for it.

Also, you may want to whitelist {your email address}, which is the email address I will use when communicating with you.

Enjoy the journey!

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Best regards,

{Your Name}

P.S. {Any special note you want to share with them}

As you can see, the message is simple and effective. It keeps them interested.

23. FREE Trial Memberships

You might want to consider setting up a 3 day or one month FREE trial membership as a way to attract clients. In order to use this strategy, you will need to setup a new subscribe button that doesn't start charging until after the trial period is over. If you plan to use this strategy you will want to schedule some time to chat with a member of our team to help you get it setup. Please note that you will be charged \$10 for each member that subscribes to your membership site, even if you choose to waive their fee.

24. Limit The Number of Monthly Memberships

Okay I know you must be thinking I'm crazy for suggesting that you limit your monthly memberships when you probably have less than 5 member (smile).

Well stay with me for a moment so I can explain the power behind this strategy. When you choose to announce that you only have a limited number of memberships available for the month, you create a sense of urgency with visitors to follow through with your call-to-action to register today!

People will often make a decision to buy because of the fear of loosing out on an opportunity. And people often want to buy what they can't have. If a visitor sees a message like the one blow...

The WEALTHY Coach

SORRY, THE MEMBERSHIPS ARE SOLD OUT!

Each month, I only have a limited number of memberships available. This allows me to give each member the attention and support they need to reach their goals. **Don't worry!** I will open enrollment again on the first day of next month. If you would like to be notified when enrollment is opened again, please enter your details below.

Your Name:

Your E-mail Address:

Submit

...their perception of the membership value will likely increase. If they see a message that says "**Sold out ... within a few days,**" your site all of a sudden becomes more desirable.

Here is an example of the email you could send on the last day of the current month to visitors who subscribed to be notified of open enrollment.

Subject: I have great news! Open enrollment begins tomorrow.

Hi {Firstname},

Just wanted to give you a quick heads up about the {Name of your membership site} community.

I am currently accepting new members into our community and since you're on the Open Enrollment Announce list, I thought I'd let you know so you can get one of the available spots.

To join (or re-familiarize yourself with the details) visit <http://YourMembershipSite.com/become-a-member>

I'm looking forward to having you as a member.

Best of success,

{Your Name}

The WEALTHY Coach

If the visitor is on the fence about joining, they will at least enter in their information to be notified at the beginning of next month. When they enter their contact information you might even want to present them with a different but relevant offer.

You might even want to place a message similar to the one below, right above your “[Subscribe Now](#)” button on the “[Become A Member](#)” page.

REGISTER TODAY - MEMBERSHIPS ARE LIMITED!

Each month, I only have a limited number of memberships available. This allows me to give each member the attention and support they need to reach their goals. **If you are ready to get started**, please register today!

The point is this: a limit on a desirable product makes consumers take action now.

The WEALTHY Coach

25. Rack Cards

I would suggest having rack cards created to market your membership site. Here is an example of a rack card I created to market the wealthy coach. You could print your website on one side and add your marketing material on the other side.

The screenshot displays the website 'The Wealthy Coach' with a navigation menu including Home, Business Development, Communication, Health & Wellness, Organization, Relationships, Success, Transformation, and Wealth. A quote by Cathy Sexton reads: "Success will come as a result of your commitment to excellence, intelligent planning, and focused effort." The main content area features a large banner for 'Breakthrough to Your Next Level of Success' and a grid of six articles:

- Managing Projects Efficiently**: The Four Project Pillars Project Start Project initiation begins by signing a contract. It's as simple as that. From the outset of the project, the responsibility becomes that of your contractor. But is that really all there is to project initiation? Well, not exactly. There are other items that have to be checked off your list when beginning a project, such as identifying a manager within.
- Organization Tips Part I**: Organization – or lack thereof – can significantly decrease your productivity and effectiveness and can also significantly increase your stress levels. If you're sick and tired of living in a maze of clutter or if you can't ever find what you need when you need it, you've come to the right place. These tips help you to get your life organized, one-step at a time. As a matter of fact...
- Procrastination is Not the Issue**: You're a smart person. A creative person. A dedicated person. That's pretty certain or you wouldn't be an ambitious dreamer, or reading this e-book. So, can't you resolve a little procrastination issue? If you're like a lot of people, that question has haunted you for a long time. Among the most frustrating things about procrastination is that it appears like it would be the simplest.
- Organization Tips Part II**: Webster's defines clutter as "a confused multitude of things". Look around the space you're about to declutter and observe any items that are "confused" about where they belong—meaning have no point being there. Look for anything that makes any part of the space unusable. Piles of schoolwork on the kitchen counter, shoes strewn about, stacks of old magazines, etc. are the types of...
- Benefits of Getting Organized**: Organization is something most of us want and few of us want to tackle. Often, there are emotional issues to handle, like the feeling of overwhelm or the fear of letting go of things or the anxiety that things will no longer be the same. To diffuse these concerns, here are some of the benefits you are able to expect to reap from getting organized. Save time and effort—you no longer look...

The sidebar on the right includes a search bar, a 'Members Login Here' section with fields for Username and Password, and social media links for Facebook, Twitter, YouTube, and LinkedIn. It also features a 'Find us on Facebook' section with a list of posts and a 'Recent Updates' section at the bottom.