

# Membership Mastery

## 10 Point Checklist

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Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Tailor my site's membership experience using assessments to assess each member's goals, needs, and skill levels to personalize their experience.
- Offer live coaching calls, mastermind groups, peer accountability partners, and moderated community discussions to drive engagement.
- Create bonds to sustain my membership retention. Hook members with content. Keep them engaged with my community through subgroups, niche topics channels, and my social media profiles.
- Survey my members to discover their community and connection needs. Facebook Groups, Slack channels, etc., can save me work and leverage familiar environments that promote active participation.
- Structure my content for engagement and retain my members through gamification. Break courses into small structured steps that faster rapid progression. Offer rewards upon step completion, such as points and badges.
- Certify my members when they complete a structured course or final exam. Help my members get credentials to recruit clients, acquire jobs, and achieve expert status.
- Have my members submit quick, personalized feedback videos. This shows I care and reinforces proper technique and accountability.
- Feature free quizzes on my website. This allows my potential members to assess their skill levels before signing up. Provide answers and recommendations that drive them to enroll in my training courses.
- Update my older content with AI video and audio tools. This will allow me to quickly generate drafts and ideas.
- Visit [scalemember.com](https://scalemember.com) for insightful training on membership sites and course development. Explore [Memberium](https://memberium.com) to unlock the full potential of membership mastery.