

How to Automate Your Business with a Membership Site


10 Point Checklist

Melodie Moore

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**



"I recommend starting small and improving your model. I'm a big fan of the lean startup."

MELODIE MOORE

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.

- Keep my site automation as simple as possible. Think clearly about how to automate processes while working towards my client's goals.
- Send out automated email reminders regarding first logins and payment dues. This will help me avoid customer complaints and refunds.
- Regularly check my CRM software to see if there are any member information errors such as incorrect email addresses or payment details.
- Use [Memberium](#) to help me run my membership site with ease. This tool has several features that come in handy to help manage clients. Other recommended options include [WishList Member](#), [OptimizePress](#), [aMember Pro](#) and [AmbitionAlly](#).
- Start small and gradually improve my model as I get to know my target market. Take note of Eric Ries' quote "don't invest more than \$2000 before you prove it."
- Create webinars to effectively market my product or service. Use the "teach first, sell later" philosophy to get better trust from my potential clients.
- Refrain from using [PayPal](#) for my subscription payments. Instead, use [WePay](#), [Authorize.net](#) or [Stripe](#) for smoother transactions.
- Use [LearnDash](#) or [WPEP](#) for online courses with different lessons and levels. These tools give members an interactive approach to learning.
- Check out [Infusionsoft](#), [ActiveCampaign](#) or [ONTRAPORT](#) for my CRM needs. These tools will assist me in automating my business online.
- Sign up for tools like [Calendly](#), [ScheduleOnce](#) or [AppointmentCore](#) to help me efficiently schedule my appointments with clients. These tools are highly recommended for coaches who need to communicate regularly with their clients.