

# Crank Up the Recurring Revenue Using Membership Sites


## 10 Point Checklist

**Mike Morrison**

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**



**“Find the best way to be of service to your members and deliver great content.”**

**MIKE MORRISON**

# 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.**

- Build my membership site by targeting an audience with a recurring need and offer them solutions through a subscription.
- Think of ways to incorporate a membership site into my business. It doesn't have to be an entire course. It can also be an area for added resources and support that can make my customers feel special.
- Focus on the three C's before I create my own membership site. The three C's are content, coaching and community.
- Convince people to subscribe to my membership program by providing a lot of value. Make the content simple to keep it from being intimidating.
- Be consistent with my service to retain membership subscriptions.
- Automate as much as I can in terms of communication and processes. Make my members aware of my presence by responding to their personal queries in a timely manner.
- Never fool my prospects by saying something that isn't true. I have to be very honest especially since it's harder to gain trust online.
- Hire a developer who is knowledgeable in creating membership sites and can help me decide the right plugins, creation and maintenance tools.
- Choose the best plugins by going to <https://www.themembershipguys.com/plugin-comparison/>
- Tune in to [The Membership Guys](#) podcast to get the latest updates and tips on how to build a rockstar membership site.