



# Day 1 Worksheet

## Frame Your Membership Site

This worksheet will not tell you which topic you should build your membership site around, or what site type is ideal for you, or what audience is the best audience to target. The reason it won't do it, is because there is no "best" site type, or "perfect" topic, or "ideal" audience! There is only what will work **best for you**, will be a **perfect match** for **your own ideal audience**, and will be **sustainable** for your business, so don't get all caught up in what others are doing or swearing by.

What this worksheet will help you with is exploring the available options so you can put together the strongest combination that will resonate with your specific strengths, needs, vision and goals. Remember, there is no right or wrong answer, just review each option in each section and choose and write down the ones that fit your brand, your product, your audience and your needs.

### Topic and Audience of your Membership Site:

I am going to assume that you already have a business or business idea, as this is not an exercise about finding your business idea. What we want to figure out now is what topic or issue, out of all the possible topics/issues in your subject

matter, would be ideal to build your membership site around, and match it to the right audience.

Let me start by saying that ideally you should choose a topic that is as niche and specific as possible, while still leaving your membership site a lot of room to grow, and reason for your members to stick around. What this means is that your membership site should address a specific issue, not a general subject matter, and provide **all** of the following: solutions, transformation, convenience and clarity on that specific subject. We will discuss this issue in more detail on Day 2 of the Challenge, but remember that more is not better. Your members should know exactly what problem your membership site is going to solve for them. If you do not offer clarity and convenience – in other words, if you are covering too much ground and creating too much overwhelm – your membership site will have no value, and no one will join or stay for long.

To choose your topic start by writing down the general industry you operate in (for example, health), and then make a list of sub categories that interest you or that you are an expert in (for example, women's health, children's health, nutrition etc.) and ideally the sub-sub categories (for example, dietary supplements, food science, malnutrition, obesity, diets, eating behaviors etc.) and even niche categories within them (for example, gluten free diet, high-fat diet, raw foodism, vegetarian diet etc.). You don't have to list every single sub category and sub-sub category in your industry, just focus on those you are passionate about and are your area of expertise.

My industry:

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Sub categories:

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Sub-sub categories:

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Niche categories:

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The main topic of your membership site, must be at least a sub-category of the general industry, and ideally, a sub-sub category or even a niche category within a sub-sub category. A sub-category or sub-sub or a niche category can be created by the specific audience you are targeting and unique added

value, for example, your membership site can be about “15-minute gluten-free recipes for working moms.” That is a very specific offer and targeted audience (which is what you want!), as oppose to a seemingly similar membership site about “gluten free recipes.” Got it?

Specific audiences I can target:

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Unique added value I can offer:

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Remember, your membership site cannot overwhelm with too much information, or be too wide and general as not to be helpful at all (your members would leave and just Google what they need!). The more focused and specific the subject matter, the better, BUT, always make sure to leave enough room to grow your content within that subject matter, and give your members a reason to stick around.

List of a few potential membership site ideas to consider:

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Once you have narrowed down your list to a few potential topics, you need to do some research to determine if the topic (or topics) has potential as a membership site. You need to find out if your potential customers are actively searching for answers and solutions on that topic (are there forums/Facebook groups/dedicated websites and blogs on the matter?), are they buying products related to that topic or to solve their problem (are there books on Amazon on the topic? Physical or digital products offering a solution to the issue? Online courses on the subject?) and are they trying to learn more about how to become experts themselves on that matter (are there tutorials on the topic? Videos? Coaches teaching it?). If the answer to all, or almost all, of these questions is yes, then you can move on. If the answer is no to many of these questions, continue your research until you find a winner. During your research, take note of the demographic and psychographic profile of your ideal customers.

	Are people actively looking for answers/solutions to this topic?	Are people buying products related to this topic/problem?	Are people trying to learn more about how to become experts themselves?
Membership site Idea #1			
Membership site Idea #2			
Membership site Idea #3			

At the end of your research, you should be able to clearly state what your membership site is about, who it is for, what it helps with and how. This will be the foundation around which you build the site, create the content, market and grow your membership site, so don't underestimate its importance.

Use the following formula to summarize this information:

My Membership Site helps \_\_\_\_\_ (=your ideal customer), who struggle with \_\_\_\_\_ (=their main pain point, where they are now) to achieve \_\_\_\_\_ (=their main goal, where they want to be) by \_\_\_\_\_ (=how it is achieved).

For example, if the topic of creating membership sites was the topic I wanted to build my own membership site around, I could have used the formula in this way:

My Membership Site helps committed and hard working online solopreneurs who struggle with leveraging their expertise to create recurring revenue, to design, write, and launch their own membership site by providing a step-by-step

blueprint and all the necessary tools they need, from initial idea to 1000 members.

**Membership Site Pricing Type:**

Based on your preference, your audience and your product, decide on the pricing type that fits you best:

- Monthly
- Annual (often as a discounted option combined with monthly option)
- One-time sign-up fee with ongoing monthly (ideal when you include a program or programs that are more expensive on their own than the cost of one month, and you do not want people to sign up and cancel after a month just to get access to those programs)
- One-time lifetime access

How will I price my membership site:

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**Membership Site Type:**

When choosing the exact type you would like for your membership site, focus more on how you would like to create and deliver your content (daily/weekly/monthly etc.) and what would serve your audience best, and less on figuring out which category type your membership site falls under, since it is often a combination of two or more types.

Consider one of the following types or a combination of any of them:

- All-Inclusive – all the content is available to new members from the moment they join. More content may be added over time (occasionally or in set intervals, like once a month for example) but everyone has access to it immediately and always.
- Drip – content is created and “dripped” in pre-set intervals, for example once a week. That means that each member is at a different stage of the dripping process, based on when they joined.

- Coaching – the membership is based on a set number of coaching sessions per month (for example), private or in a group setting, and often include other resources such as workbooks, daily assignments etc.
- Service – similar to the Coaching type, but for other services, for example, tech support, design services etc.
- Community – this membership type is usually built around a specific topic and members join to be part of a community of other like-minded people.
- Hybrid – a hybrid of any of the above types. There is no right or wrong type, you can mix and match or create a completely new type!

What type of membership site will I offer:

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While your membership site will most likely change and evolve over time, do take the time now to consider the type that resonates most with you and that you believe will be the most sustainable for both you and your community, for years to come. The membership site model you choose will have a direct impact on the frequency, type and creation process of your content, but you don't have to worry about it now, as we will be covering all of that tomorrow, on Day 2 of the Challenge!