



Day 4 Worksheet

Make People Never Want to Leave Your Membership Site

People joining your membership site and people staying and paying month after month, are 2 different things! If you are going to lose one member for every new member who joins, then your membership site will stagnate. And even worse, if you lose people at a faster rate than you are able to bring in new members, then your membership site will lose momentum and die, and we don't want that... Retention is key to your long term success, so do not underestimate it and think that if you got a few dozen or even a few hundred people to join during your launch, you are all set.

There are 2 crucial elements that will factor into your retention rate: content and community.

Content: What people want is the end result for which they signed up to your membership site in the first place, or at least to move forward, closer and closer to their desired destination. They don't want more information, they are tired of more information! They want to reach their goals by successfully completing the steps you've outlined for them, quickly and with as little hassle and headache as possible.

Going back to our train analogy from Day 2 – if you want people to remain loyal members of your membership site, you need to do whatever is needed to make sure they are getting results and moving forward to the next “station.” Go back to your Day 2 Worksheet regularly to remind yourself not to be tempted to overload your membership site with too much content, or with content that overwhelms instead of helps. This is worth repeating... do NOT be tempted to overload your membership site with too much content, or with content that overwhelms instead of helps because it will lead people to leave your membership site.

Community: from the get go, you need to find ways to create a sense of community for your members. This can be done through a Facebook group or a community forum, where members interact, share wins, ask questions and help each other, but it can also happen through other means, for example, a weekly group call. The idea behind it is that when people feel they are part of a community, and an important member, they are less likely to leave, and they are more likely to stay motivated. As the owner of the membership site, you must actively develop your community, communicate with your members, showcase star students and set the tone and culture of the community.

Since we already covered the content strategy on Day 2, this worksheet will focus on the other element that is crucial to your retention rate – community.

I am going to assume you are a member of at least one online community ([No Hasslers Facebook group](#) 😊, other groups, online forums etc.). If you are not a member of any online community, then think of any community (offline) that you are part of and use that community for this exercise.

1. List all the reasons you can think of that make you enjoy and come back to your favorite community/group:

2. List 3 things you don't like about your community/group (or a group you have left) and would like to see change or disappear altogether:

3. List 3 things you would improve in your favorite community/group that would make it even better and more enjoyable for you and the other members:

4. Think of one thing that is completely missing from your group and would add a lot of additional value to it:

5. Using all the answers from the above questions, create a list of everything you want to achieve in your own membership site community, and next to each item, write 2-3 actions you will take to manifest it. For example, if one of the things you have listed is that you want to make members feel special and valued, then your actions could include writing a weekly welcome post in the group with the names of all the new members, highlighting member's success stories, and commenting on at least 10 posts a day.
