

6 Essential Elements of a **Successful** **Membership Club** *(or Course)*



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 Stop Wishing,
Start Growing

www.IfSimply.com

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Introduction

Anatomy of a Membership Club

A membership club is a site where people pay either a one time or recurring fee to access exclusive content that can take one of three main forms:

1. Video
2. Audio
3. Documents or Articles

A membership also usually contains a resources area and a forum (at least the successful ones, which is what we are focused on).


When we discuss membership clubs we will be focused on the three areas:

1. Video courses
2. Articles/resources
3. Discussion areas

Introduction

Anatomy of a Membership Club

The image below shows the home page of a membership club with video courses, articles, and discussion area.



VERIFIED
My Club
My Profile
Account
Logout

Hi, Keith!

Club Home
Courses
Articles
Discussions

Get More Visitors

Membership Club Secrets

How to Build & Grow a Successful Club

Want to create a profitable and successful membership club? We will teach you how to get up and running fast, the essential elements of a club, and take you step by step through the process of building a successful club.

Courses (4)
Add New

Your First Course

Crafting Your First Course

Get Started IfSimply

Introduction to IfSimply

Course Logo Here

Creating Awesome Videos

Articles (4)
Add New

Getting Started with Your Article...

07/27/2014, 04:14AM

Add Article Image

Getting started with your article area is simple. You will want to replace this with your own text. If you have existing articles (or blog posts) you can copy and paste the text here. To start writing from scratch, just type it in here and hit Save above when done.

[To chan...](#)

Discussions (3)

New Topic

04/10/2014, 12:49AM

Description

Weekly Projects

04/10/2014, 12:47AM

This is where you will find the new project for each week.

Tell Us About Yourself!

02/09/2014, 07:17PM

We want to hear about who you are. Tell us about yourself, your business, and what you want to get out of this club?

Introduction

The Sales Page

Every Membership Club must have a sales page. Unlike your normal website, a sales page doesn't need to match the look and feel of your website. In fact, many of our tests show that a sales page that looks different than your normal site converts higher than one that doesn't because people recognize it as being special.

A good sales page must communicate:

1. Who is this club/course for?
2. What are the 3 key topics they will learn?
3. What is the outcome they will achieve by joining?
4. Why are you qualified to teach this topic?


Introduction

The Sales Page

Below is an example of a Sales page on IfSimply.com

Build & Grow a Profitable Membership Club

Learn our best membership club secrets



Become an Insider

Join the club to access exclusive courses, articles and discussions that are members only. This is the good stuff that we only share with our favorite people like you!

Join for free now and get access right away!

Join Now. For Free

As an exclusive member you will get:

- ✓ Learn the essential elements of a successful membership club
- ✓ How to create your own video courses easily and for free
- ✓ The one key thing you can do to keep people coming back monthly

I want you to reach your full potential. We created IfSimply.com to help people turn their knowledge and passion into a profitable online business. We turned to membership sites because they are an honest and valuable way to monetize your knowledge.

Creating your own membership club has never been easier. This club is dedicated to showing you how. We take you step-by-step through creating articles, engaging in discussion, and creating your own video courses.

This is information people spend thousands to get, but we are giving it away for free. We want you to create your club on IfSimply.com and start focusing on your content and members, not the technical stuff.

So Join now and Make it Happen!

Go be Great!
-Keith Griffis
Co-founder, IfSimply.com

About the owner:

Keith Griffis is the co-founder of IfSimply.com and an internationally known marketer and new media educator. He has taught marketing courses at Massachusetts Institute of Technology (MIT), Salem State

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Essential Element #1

Focus on the Transformation

The most successful clubs on IfSimply.com and the industry in general, focus not on the amount of information they provide, but on the transformation they facilitate.

What do I mean by “transformation”?

A transformation is the outcome you provide applied to a specific person. This means that if you teach people to use the software microsoft Excel, you are actually selling them efficiency and the fact that they will look good to their boss. You are not selling them the 36 quick key functions to operate excel.

Here is a great Example:

My friend Sue B Zimmerman teaches the world how to use Instagram to market their business. She doesn't sell her customers on the hundred features she can use to teach them the tool.

Instead she teaches people how to attract their ideal customer and how to make a deep connection with them through visual storytelling. This is an emotional transformation from using a tool to creating a true connection that can grow your business.

Page *

See what I mean at www.SueBZimmerman.com/

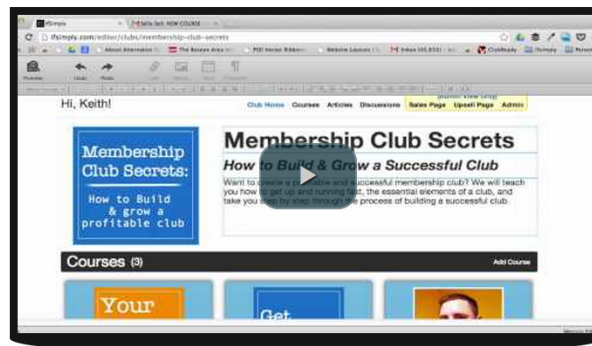
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Essential Element #2

Video Courses that Sell

The method that you use to deliver your content is really important. This is true for both practical and psychological reasons. First off, video has a high perceived value from customers. People automatically assume the information is more valuable in video format because it takes effort to create and it is easier for most people to consume.

Lesson 1 - Your Club Home Page & Navigation



Why IfSimply.com requires video courses:

We are so convinced that video courses are the best way to deliver content that we require that as the core of a membership club.

There are three reasons that video courses are the way to go:

1. They serve visual and auditory learners
2. They build instant rapport and trust with the creator (you!)
3. They engage the viewer actively
4. Convey a lot of information

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Essential Element #2

Video Courses that Sell

Here are a few tips to creating highly effective video courses.

1. Keep them 10 minutes or less
2. Use screen capture software to capture text that matches the audio where appropriate
3. Use visual content as frequently as possible (not just you talking into a camera.
4. Don't keep the same visual for more than 30-60 seconds as the learner will zone out.
5. Always start by telling them what they will learn.
6. Recap every video with what they learned.
7. End with a call to action or action plan. Helps if it ties to a learning guide or pdf download.

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Essential Element #3

Make Content Actionable

If I told you that I was going to charge \$297 for 20 hours of video content about traveling the world, would you pay it?

What if I told you that I was charging \$297 for a course that would teach you how to save over \$1500 in airfare on your next vacation to Europe? Oh and the course is only 10 minutes of video footage. Would you pay that?

The value of the product you are selling is not proportional to the amount of information or length of the material you are providing. The value of your information lies in the results you can achieve by using it. If the information is easier to consume than that is even better.

The goal when determining what to include in your product should start with the sales page promise.

1. What is the best possible outcome you can achieve?
2. Then try to make sure you deliver the information in the most actionable way you can.
3. The best format we have found on IfSimply.com is through short 10 minute video lessons.
4. Each lesson has a downloadable action guide associated (whenever you have a step to take, there should be a PDF with the steps to follow).
5. If a lesson is longer than 10-15 minutes, break it up into separate lessons to consider whether it is really important to the outcome.

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Essential Element #4

Community is Key

People join your membership club or buy your course because they want the information you are selling, but they stay because of the connections they make. There is immense strength in finding people with a shared goal. Your membership site will live or die by the activity inside your forum or group discussion area.

Why a forum?

We have chosen to use a forum-style discussion area inside every IfSimply.com club. This was done for several reasons.

1. An integrated forum allows people to have nested conversations.
2. A member loses access to the forums once he/she stops paying (this must be done manually if using facebook groups).
3. A forum allows you to create specific topics for members to post results, assignments, questions, or any other topics you choose.

You could also create a private facebook group for members, but be warned that this is a lot of manual work to approve new members and purge old members.

No matter which method you choose (preferably both), the community is vital to your longterm success.

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Essential Element #5

Articles & Resources

Each membership club should have an article area. This is where you put your resources area and any quick tutorials or getting started information. It is always a good idea to include the following:

1. Resource List - This is a list of all the tools you use that relate to your training. My friend Kim Roach at www.BuzzBlogger.com does this really well. She calls it her \$100K Rolodex and it is hugely valuable and easy to create. Just create an article with a list of resources, a description for each, and if you really want to add value, a video tutorial of how you use it.
2. A Getting started guide - This is a an article that sets the foundation and tells people where to start. It also reinforces the promise of the sales page. It tells them exactly what they will get and how to get started as quickly as possible.

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Essential Element #6

A Launch List

A membership club or course is the best business model we have found online to both serve people's needs while also maximizing your time and income. Even the best content means nothing if it isn't launched properly.

A Membership Club launch depends on two main factors:

1. Quality Content
2. A hungry audience looking for your information

To have a successful launch you need to be sure you have an email list that you have been serving well leading up to your launch. The list doesn't need to be huge (100-500 people is ok) as long as the list is looking for the information you are selling.

If you are starting from scratch without a list, don't create your content until after you have built up a following. Once you have a list of fans that might buy, send out some free content related to your club. The reason you want to build demand is that trickling members into a club will be difficult.

Also consider using webinars to launch your product. These are great for teaching content that relates to your membership club topic and then selling at the end of the webinar.

Essential Element # 1

Focus on the Transformation

More Revenue per customer

Ads produce pennies per click, member sites \$40+ monthly



Builds over time

Members are cumulative. Community ads value.



More focused content

More focused than blogging, dig deeper



Membership Sites

How do
you build
YOURS?



Membership Sites:

How it Works?



1. Visit ifSimply.com & Create a Club



**2. Add Your Exclusive Content
(i.e. Videos, Audio, Blogposts)**



**3. Grab your Link & Promote it
(& start making money)**

Start your Membership Club now!



Visit www.IfSimply.com
& create your membership
club in 5 minutes or less!