

Applying The 80/20 Rule To The Stages Of Your Membership Site



Hey! Micah here.

I hope you enjoyed the first video in the membership site success mini-series I'm releasing at the moment. This complementary workbook is a supplement to what we've covered in the video. So **if you haven't had the chance to check it out, [you can watch the video here...](#)**

As we explored in my first video, there are millions of things you could do in order to build, manage and grow a membership site. But that's the key. There are millions of things you could do. But that doesn't necessarily mean you need to do them all!

The key is a two-part solution. The first part of the key is knowing which few tactics and strategies you need to implement that will get the most traction in building, managing, and growing your membership site – the handful of things that will get you the most bang for your buck.

The second part of the key and just as vital, is **knowing in what order to implement them.**

With this two-part framework, you're far more likely to succeed and spend far less effort doing it too. So let's jump in...

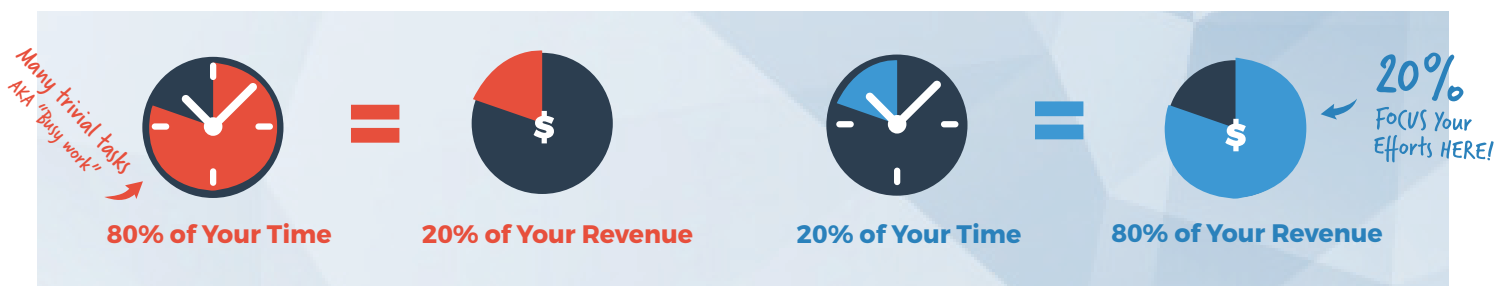
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MEMBERIUM
Membership Sites Made Easy

Remember to Follow the 80/20 Rule...



A Recap of the 4 Stages...

Infancy

0-10 Members / 1-time purchases per month

In the infancy stage you have 0-10 members. The biggest problem at this stage is you don't know what you're doing or at least you haven't proven that it works. The primary challenge at this stage is to build the site. But here you've an opportunity to create a really basic site, a Minimum Viable Product and start selling it to get proof people are going to want what you're trying to sell.

Main Problem with this Phase

Don't know that they are doing yet

Main Challenge with this Phase

Have to build the site

Key Opportunities with this Phase

Create a basic site and basic sales message to get founding members and prove your concept

Childhood

10-100 Members / 1-time purchases per month

In the childhood stage your problem is even though you've gotten few sales, it's not enough to prove that it's an opportunity worth investing more time and energy into. Your biggest challenge at this stage is to find enough leads and making enough sales. You need to find a way to convert, convincing people to buy your product and try it out and find enough of them. But, if you can create that sales momentum that will push your site into next stage and beyond.

Main Problem with this Phase

Not enough members, is there a real business here?

Main Challenge with this Phase

Finding leads and converting them into customers

Key Opportunities with this Phase

Creating sales momentum that will continue to bring you more customers over time and further prove your concept is a viable business concept.

Adolescence

100-500 Members / 1-time purchases per month

In Adolescence where you've between 100 to 500 paying members, the challenge is to figure out ways to retain them, increase engagement and keep them happy longer by delivering more value. At this stage you've an opportunity to improve your product and remember that you're not only improving your product for current members but for future members as well. This is where you'd think of gamify your site, add more content and tweak and improve your product.

Main Problem with this Phase

Losing too many members

Main Challenge with this Phase

Creating engagement & retention

Key Opportunities with this Phase

Improving your product to retain members longer

Maturity

500+ Members / 1-time purchases per month

Once you're beyond the 500 members mark, you're in the mature stage. Your sales may slowdown due to saturation. By this time you may have got most of the customers which were easy to get in your market. Since your customer base is large, a small percentage of churn becomes significant. The real challenge at this stage is to find new lead sources and new markets. You also need to create new products to sell to your existing members. At this point you can add different levels and introduce higher end stuff. Since you've big pool of people you can think of higher priced products like live event or mastermind group.

Main Problem with this Phase

Sales slow down due to saturation, churn becomes significant

Main Challenge with this Phase

Finding new lead sources and creating new products

Key Opportunities with this Phase

Learning to cross-sell new products to increase the value of your members

My Membership Site Stage

Today's date: _____ Your Membership site name: _____

Number of members that you currently have: _____ My membership site is in the _____ stage.

My Main Problem _____

My Main Challenges _____

My Main Opportunities _____

Time To Brainstorm

Step 1. Explore the challenges and opportunities you listed on the previous page. List below what you think you could or should be working on, or what you could do more of. List anything that comes to your mind. We'll clean these up later. But try to stay on-topic. Keep to the main problem, challenges and opportunities that are specific to your phase.



Step 2. Grab a highlighter and highlight the top 3 things that would give you the biggest bang for your buck in terms of the main problem, challenges and opportunities, listed on the last page.

Step 3. Number the three you highlighted in order of what would make the most impact to your business (number 1 being the one that would make the biggest impact).

Your Top Priorities

- 1 _____
- 2 _____
- 3 _____

Certificate Of Declaration

Some of your priorities are likely to move you outside of your comfort zone. Let's face it, you might have to focus on stuff that you may would rather not. This requires courage, commitment and definite intention to follow through.

But that's ok, right? Remember, we're in this for the long haul. So time to declare that intention and commit...

My Top Three 80/20 Priorities

- 1 _____
- 2 _____
- 3 _____

Declaration of Intention

I, _____, promise myself to operate outside of my comfort zone and to focus my main efforts on the above, so that I may grow my membership site as efficiently and as quickly as possible, according to the 80/20 rule.

Signature

Date