

# The Real Reason

## Why Most Membership Sites Fail...

### AND HOW TO MAKE SURE YOU DON'T



Hey! Micah here.

I hope you enjoyed the second video in the membership site success mini-series that 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 second video here...](#)

As we explored in the second video, the most common reason that membership site owners fail is because they overbuild. Often it's because it feels safer and far less daunting than having to get out of their comfort zone and doing whatever is required in the stage their membership site is at.

Does that sound like you? Well this workbook is here to help you through that. We'll be covering a bit of mindset work, we'll be setting out your customer pathway, and we'll define your goal metrics too.

Let's get clear about what you're shooting for. Let's make sure it feels realistic but that it stretches you enough to get you out of that comfort zone. Do that and we'll be setting you on the path to great success.

So let's jump in...

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Founder and CEO of Membership.Coach

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# A Snapshot of Where Your Membership Site Is At

Here we're going to quickly recap where your membership is at. You can reference the worksheet filled out for the previous lesson ("Video 1"). We recommend you re-read the section you filled out where you list the "main problems, challenges, and opportunities" that you're currently facing with your membership site. Re-reading them will help you better answer the next set of key questions to ask yourself..

Today's date: \_\_\_\_\_ Your Membership site name: \_\_\_\_\_

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

## Are You Focusing On The Right Things? Time to Get Real...

The biggest and most valuable tip I could ever give you if you're in stage 1 or 2 is to be mindful that you **stop once you've built the minimum viable version of your membership site**. Make sure you know what that is and build it to that minimum spec and no more.

Don't give into temptation. We're going for 'quick and dirty' here. You have other more urgent things to do once that's done. Trust me on this. So let's get real here and answer the following questions by writing your answer out below each question...



### QUESTION

What are you doing to address the main problem, challenges and opportunities for the stage you're in? Are you really focusing 100% of your energies it? Be honest - 100%?

YOUR ANSWER

### QUESTION

If you're not focusing 100% on the main problem, challenges and opportunities for the stage you're in then: a) explain why below, b) ask yourself if this could be a form of procrastination or avoidance and if so, then ask yourself why you're procrastinating or avoiding it. Lay out your fears and concerns. Be brutally honest with yourself here.

YOUR ANSWER

QUESTION

What does the 'Minimum Viable' version of your membership site look like?  
Remember! Minimum viable!

YOUR ANSWER

QUESTION

Has the minimum viable version of your membership site been completed? If not then what steps do you need to do in order to get that done so you can move on as soon as possible?

YOUR ANSWER

QUESTION

**Reality Check:** The most common reason why I see membership site owners fail is because they overbuild their membership site instead of focusing on the main problem, challenges and opportunities for the stage you're in. Are you guilty of overbuilding right now? Be brutally honest here.

YOUR ANSWER

QUESTION

Who do you need to become to feel comfortable enough to 'seize the day' and embrace the main problem, challenges and opportunities for the stage you're in? Write anything that comes to mind e.g. keywords, how you want to feel, habits you need to stop or begin, key entrepreneurs you might aspire to. Anything that helps.

YOUR ANSWER

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#### QUESTION

What can you do to help yourself move out of your comfort zone and make this happen?

YOUR ANSWER



#### QUICK TIP ON RUNNING A MEMBERSHIP SITE BUSINESS (OR ANY BUSINESS)

“Business requires an unbelievable level of resilience inside you, and I tell everybody, the chokehold on the growth of your business is always the leader, it’s always your psychology and your skills — 80% psychology, 20% skills”

**Tony Robbins**

## Defining Your Customer Pathway

Let’s set out your ideal customer’s pathway. In other words, what does your ideal customer’s journey look like, from the minute they somehow discover your brand to joining your membership site and beyond? Let’s go through the following questions together to figure this out.

#### QUESTION

What is your lead magnet? Or in other words what is the freebie you offer in return for an email address?

If you have more than one then great! List them here. If you’re just starting out then this is a perfect place to start mapping out your customer pathway. So brainstorm your ideas here. What free content will you be offering your ideal customer and in what format?

YOUR ANSWER

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#### QUESTION

So your prospect has been enticed by your free offer. They're now an email subscriber. Now's the time to try and convert them into a buyer. And the easiest way to do that is to offer something for a low dollar value, so you can train them to get into that 'wallet out' state of mind when they think of your brand. This is also known as a 'tripwire' offer and it's typically around the \$7 price point. What is your best low dollar offer?

YOUR ANSWER

#### QUESTION

What is your core product? Is it your membership site? Is it something else? And what price point is it? Or if you haven't launched yet, what price point will it be?

YOUR ANSWER

#### QUESTION

What is your upsell? What are you offering (or what could you offer) while they're spending money with you as they buy your core product? While they still have their wallet out, what else would they be interested in buying from you? And again, what will the price point be for that? If you already have an upsell, include it here.

YOUR ANSWER

# A Snapshot of Where Your Membership Site Is At

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Now that you know your customer pathway, let's make your goals more concrete.

We want to get out of the dark. When you don't know exactly what you're shooting for, things can seem far more overwhelming, confusing and far more stressful than they need to be. And when things are overwhelming and confusing, we tend to hide in busy work (which is why many membership site owners overbuild).

So let's make sure that doesn't happen. Let's get some clarity on your goal metrics...

**Visit our Membership Site Calculator here – <https://membership.coach/calculator>**

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## QUESTION

**What are your goal metrics for the next 90 days? What seems achievable to you but stretches you out of your comfort zone that little bit?**

## YOUR ANSWER

## MY GOALS

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I currently have \_\_\_\_\_ members today and that means

I need \_\_\_\_\_ more members to reach my goal.

I want to get there in the next \_\_\_\_\_ days which means

I need to get \_\_\_\_\_ members per day to reach my goal.

## MY CONVERSION RATES

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My conversion rate for getting a lead to buy is \_\_\_\_\_ percent.

So the average number of leads I need to convert a member is \_\_\_\_\_

That means, to get to my goal I need to get to \_\_\_\_\_

leads a day which means I need \_\_\_\_\_ visitors a day.

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## MY MILESTONES

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Take the number of daily visitors you need to reach your goal and start with the baby step of only trying to get to 10% of that goal.

Milestone #1 - What is 10% of the number of daily visitors you're looking for? \_\_\_\_\_

Milestone #2 - What is 25% of the number of daily visitors you're looking for? \_\_\_\_\_

Milestone #3 - What is 50% of the number of daily visitors you're looking for? \_\_\_\_\_

Milestone #4 - What is 75% of the number of daily visitors you're looking for? \_\_\_\_\_

Get to and celebrate each milestone, once you've completed all these milestones you'll be really close to your goal and will just need to push a little harder to reach 100% of the daily visitors you need.

That daily number of visitors should give you the number of leads you need for the daily number of sales you were looking for, then it's just a matter of time at that rate to reach your total member goal : )

## MY GOAL METRICS FOR THE NEXT 90 DAYS

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What are your goal metrics for the next 90 days? What seems achievable to you but stretches you out of your comfort zone that little bit?

In the next 90 days I want to get \_\_\_\_\_ more members, meaning I need to get \_\_\_\_\_ members per day.

Based on my conversion rate, that means I need to get \_\_\_\_\_ leads per day which means I'll need to get \_\_\_\_\_ visitors per day to reach my goal.

Remember that even if you don't achieve this, you'll grow just by trying!

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**Note:** This new milestone should feel achievable and realistic for you. But I also don't want you to be playing it so safe that you don't feel like you're out of your comfort zone. We want you to feel stretched a bit. So if you're looking at your figures above and you're feeling like they're achievable but you'd have to stretch yourself to achieve them, great. :)

### Wash, Rinse, Repeat...

Once you reach that 90 day milestone, come back to our membership site calculator and move those goal posts out further. You basically want to move those goal posts out further and further as you progress towards your big hairy goal.