

WishList

MEMBER



STEP 01

ATTRACT PROSPECTS

Discover who your ideal member is and create high value content that attracts them to you.



STEP 02

CAPTURE LEADS

Create a lead magnet to build a list of highly interested leads for your membership site.



STEP 03

NURTURE LEADS

Demonstrate the value of your content by regularly giving it away to your leads.



STEP 04

CONVERT SALES

Create irresistible membership offers that convert leads into members.



STEP 05

DELIVER & SATISFY

Develop an on-boarding process and membership experience that blows your members away.



STEP 06

UPSELL MEMBERS

Create back-end offers for members to get even more of you and your content.



STEP 07

WORD OF MOUTH

Give your members compelling reasons to tell everyone they know about your membership site.