

# Your First 100 Members: Complete Guide

A comprehensive guide to pricing, marketing, and launching your membership successfully.

---

## Table of Contents

---

1. **Pricing Your Membership**
  2. **4-Week Social Media Launch Plan**
  3. **Building Your Marketing Funnel**
  4. **Creating a Sales Page That Converts**
  5. **Resources & Support**
- 

## Pricing Your Membership

---

### Step 1: Market Research

Before building your funnel, you need to know what plans you'll be selling and how much you'll charge. Start by making a list of 3-5 memberships in your niche and analyze their pricing.

#### How to Find Competitors:

- Google search: "best [your niche] membership" or "[your niche] online classes"
- Ask your social media followers what other creators they follow
- Check communities like Reddit or Facebook groups in your niche
- Look at similar or adjacent niches if you don't find exact matches

## Market Research Template

Name	Monthly/Annual Price	Key Features	Notes*
Competitor 1	\$X/month, \$Y/year	Feature list	What's missing? What stands out?
Competitor 2	\$X/month, \$Y/year	Feature list	How do you compare?
Competitor 3	\$X/month, \$Y/year	Feature list	Unique differentiators
Competitor 4	\$X/month, \$Y/year	Feature list	Pricing strategy notes
Competitor 5	\$X/month, \$Y/year	Feature list	Target audience insights

\*What's missing? What stands out? How do you compare?

## Step 2: Position Your Price

Based on your research, choose your pricing strategy:

### Match the Market

- **Good for:** Testing the waters while you build confidence and credibility
- **Strategy:** Pick the middle of your competitive range as a starting point
- **Price:** Similar to competitors

### Price Above

- **Good for:** When you offer unique value like:
  - Community
  - Better production quality

- Specialized expertise
- **Strategy:** Clearly communicate your differentiators on your sales page
- **Price:** Charge 10-30% more than competitors

## **Avoid a Race to the Bottom**

Pricing significantly below competitors often signals lower quality and attracts members who: - Are less committed to their success - More likely to cancel quickly - Demand more support while paying less - Don't value what you're providing

## **Step 3: Start Simple**

Don't overcomplicate your launch.

### **Recommended Pricing Structure:**

- **Monthly:** \$10-39/month (based on your competitive research)
- **Annual:** 2 months free (e.g., \$15/month, \$150 annually)

### **Why This Works:**

- Gives people choice without overwhelming them
- Easy to adjust based on real member feedback
- Annual plans improve your cash flow and member retention

---

## **4-Week Social Media Launch Plan**

---

In the lead-up to launching your membership, social media will play a big role. Follow this exact posting schedule to build excitement and drive sign-ups.

### **Focus on ONE Platform**

Pick the platform where you get the highest engagement (or most sales if you've sold content before). You can repurpose content to other platforms later, but focus your energy on one first.

## Week 4 Out: Building in Public

Share your process and excitement WHILE creating your membership. People like to get behind-the-scenes access and feel like they're a part of something from the beginning.

Post	Type	Content	CTA
1	Your Story	Share your “aha” moment - what motivated you to create this membership?	Stay tuned for something big!
2	Behind the Scenes	Time-lapse of filming, planning lessons, or setting up your workspace	Can't wait to share what I'm building!
3	Social Proof	Testimonials from past courses or positive comments on free content	Join my email list to be first to know when doors open

## Week 3 Out: Solutions

Point out (and push on) the specific problems you'll solve so people can begin to see the transformation they'll get.

Post	Type	Content	CTA
1	Problem Identification	Call out a common problem your audience faces	Sound familiar? I'm building something to help...
2	Barrier Removal	Address the biggest obstacle keeping them from their goals	What if I told you there was a way around this?
3	Content Preview	1-minute clip or screenshot from upcoming membership content	What do you want to see in a membership?

## Week 2 Out: Features & FAQ

Now that your launch is getting closer, it's time to get specific about what's included.

Post	Type	Content	CTA
1	Benefit Highlight	Focus on ONE major benefit (community, live streams, etc.)	Excited? Drop an 🙌 emoji in the comments
2	Myth Busting	Address common objections or fears	Let me know, what's holding you back?
3	Q&A	Answer frequently asked questions	What else do you want to know?

## Launch Week: Interest → Action

Post EVERY DAY this week with a mix of stories and feed posts.

Post	Type	Content	CTA
1	Countdown	Exact launch date prominently displayed	Mark your calendars!
2	Anticipation	Almost ready to share this with you...	Get on the waitlist
3	Community	Share your vision for the community	Are you ready?
4	Transformation	Before/after or success stories	This could be you
5	Urgency	Tease limited-time launch bonus content	Get on the waitlist
6	What's in it for me?	Specific benefits they'll get	Mark your calendars
7	Final Push	Address a few more objections	Doors open tomorrow!
LAUNCH	Celebration	Tour of actual membership site	WE'RE LIVE! Come see inside

## Building Your Marketing Funnel

Marketing funnels for memberships are different from one-time purchase funnels. You need to build a high level of trust first, then make your offer.

**The proven path:** Social Media → Lead magnet → Email nurture → Offer

## Step 1: Drive Traffic With Social Media

### Your Social Media Job:

- **Build awareness** - Share valuable content that showcases your expertise
- **Create interest** - Post “building in public” content about your upcoming membership
- **Drive traffic** - Direct followers to your lead magnet with clear calls-to-action

### Simple Social Strategy:

- Post 3-5 times per week on your chosen platform
- Mix educational content (70%) with promotional content (30%)
- Include calls-to-action directing people to your lead magnet
- Use stories/reels to show behind-the-scenes of your membership creation

## Step 2: Choose The Right Lead Magnet

Your lead magnet should give people a taste of your membership experience.

### Lead Magnet Checklist:

- Complete, valuable piece of content (no cliffhangers)
- Accessible to beginners in your niche
- Showcases your teaching style and expertise (if you’re an educator) or leaves viewers entertained

### Example: Taste and See TV

Taste and See TV has a collection of over 100 travel videos. They’ve chosen 3 videos to use as their lead magnet, so site visitors can get a feel for the type of content offered.

## Step 3: Email Sequence That Converts

StreamPilot’s Giveaway Funnel tool (coming soon) uses a proven 3-email sequence:

### Email 1: Welcome Email

- Thank them for signing up

- Include tips for getting the most out of the content
- No selling. This email is all about value.

## Email 2: Discount Offer Email

- Ask if they're enjoying the free content
- Introduce your membership with clear benefits
- Present special discount off first invoice

## Email 3: Urgency Email

- Remind them discount expires soon
- Include strong testimonials/member results
- Emphasize time-sensitive nature
- Give final push to join

# Better Calls to Action

## Social Media CTAs

**Weak Examples:** - Check out my membership! - Sign up for my free trial - New membership available now

**Strong Examples:** - Transform your [specific pain point] in just 30 days with my proven system. Click the link in my bio to get started! - I'm giving away my top-rated [specific content] absolutely free. It's helped 500+ people achieve [specific result]. Grab yours before it's gone! - Tired of struggling with [pain point]? I've helped 1,000+ people overcome this exact challenge. Tap to discover the method that's changing everything.

## Email CTAs

**Free Content Stage:** - Weak: "Download my free guide" - Strong: "Get instant access to the exact template that helped my students achieve [specific result] in just 14 days!"

**Nurture Stage:** - Weak: "Check out more content" - Strong: "I've prepared a special training that dives deeper into solving [specific problem]. Click here to continue your transformation journey."

**Conversion Stage:** - Weak: "Join my membership today" - Strong: "Ready to go from [current state] to [desired state]? The doors to [Membership Name] are open for just 5 more days, and we've already welcomed 83 new members who are transforming their [relevant area]."



# Email Templates

## Email 1: Welcome Email (Sent Immediately)

**Subject Lines:** - “Your [Free Content Name] is ready! Here’s how to access it” - “Welcome! Here’s your [Free Content] (and how to get the most from it)” - “[First Name], your exclusive access is inside (open now)”

**Body:**

Hi [First Name],

Thank you for requesting access to [Free Content Name]! I'm thrilled you've taken this step because I've seen this exact content help so many people with [specific benefit].

>> [ACCESS YOUR FREE CONTENT BUTTON]

To help you get maximum results, here are my top 3 tips:

1. Start with [specific section] first. This gives you the foundation for everything else.

2. Don't skip the [important element]. I know it might seem [common objection], but it's essential for [specific benefit].

3. Try to implement this within [timeframe]. Taking quick action leads to [specific benefit].

BONUS TIP: [Share an insider tip that isn't mentioned in the free content]

This is just the beginning of your journey to [desired outcome]. The strategies in this free content have helped my members achieve [specific result], and I'm excited to see how you implement them!

[Signature]

P.S. If you ever need to access this content again, simply return to this email and click the button above.

## Email 2: Discount Offer Email (After Customizable Delay)

**Subject Lines:** - “A special offer for [First Name] (because you took action)” - “Ready to take your [topic] to the next level? (Special discount inside)” - “The next step in your [topic] journey (exclusive savings)”

**Body:**

Hi [First Name],

I hope you've been enjoying the [Free Content Name] you accessed recently!

I wanted to reach out because I've noticed many people who found value in that free content were looking for a more comprehensive approach to [topic].

That's why I've created [Membership Name] - a complete system that helps you [achieve specific outcome].

Inside the membership, you'll discover:

- [Specific Benefit 1] - [Brief explanation of how it helps]
- [Specific Benefit 2] - [Brief explanation of how it helps]
- [Specific Benefit 3] - [Brief explanation of how it helps]

The best part? Because you've already taken action with [free content name], I'd like to offer you a special discount of {{discount}}% off your first invoice when you join today.

>> [JOIN NOW WITH YOUR DISCOUNT BUTTON]

This membership has helped [number] of people achieve [specific result]. Here's what one member recently shared:

"[Brief testimonial focusing on results]" - [Member Name]

I've created a page that explains everything you'll get inside. Just click below to learn more:

>> [LEARN MORE ABOUT THE MEMBERSHIP BUTTON]

[Signature]

P.S. Have questions before you decide? Just reply to this email and I'll personally answer them!

### **Email 3: Final Urgency Email (Send After Another Customizable Delay)**

**Subject Lines:** - "Last chance: Your {{discount}}% discount expires tomorrow" - "Final call: Special offer ending (24 hours left)" - "[First Name], don't miss this opportunity (ends soon)"

**Body:**

Hi [First Name],

I wanted to make sure you didn't miss this...

Your special {{discount}}% discount on [Membership Name] is about to expire.

Since you accessed [Free Content Name], you've seen firsthand the kind of results my approach can deliver. Now imagine having access to my complete system, ongoing support, and [other key benefits].

What makes [Membership Name] different is [unique differentiator or approach]. It's specifically designed to help you [overcome specific challenge] and [achieve specific outcome].

Here's what happens when you join today:

1. You'll SAVE {{discount}}% on your first invoice
2. You'll get IMMEDIATE ACCESS to [key content/feature]
3. You'll join a community of [number] members already seeing results like:

"[Powerful testimonial showing transformation]" - [Member Name]

"[Testimonial addressing common objection]" - [Member Name]

This special offer expires in 24 hours, and I don't want you to miss out.

>> [CLAIM YOUR DISCOUNT NOW BUTTON]

The {{discount}}% discount will automatically be applied when you click the button above.

[Signature]

# Creating a Sales Page That Converts

---

Your sales page is the most important page on your website. It's where interested visitors decide whether to become paying members—or click away forever.

## Part 1: Explaining the Value

### Show the Transformation

Your page copy needs to show what transformation is in store for members: - What problem does your membership solve? - What desire does it fulfill? - Who is your member before vs. after joining?

**Example:** NextUp Comedy “Experience the magic of the UK comedy scene from your sofa.”

Translation: Transform from missing out on great comedy → enjoying the best UK comedy, all from the comfort of home.

### Benefits, Not Just Features

Listing features is boring. Spark emotion with real benefits.

- ❌ Instead of: “Access to video library”
- ✅ Say this: “Step-by-step video lessons that build on each other so you see real progress”
- 💡 Instead of listing features, list what that feature will DO for your members.

### Clear Expectations

Setting expectations will help you avoid disappointed customers: - Tell them how often you add new content (“New episodes every Tuesday”) - Explain time commitment (“20-minute sessions, 3x per week”) - If relevant, set realistic timelines (“Most members see results within 30 days”)

## Part 2: Upsells

Help people choose higher-value options that benefit both them and your business.

### 1. Price Anchoring

- Show the monthly price first, then the annual savings

- Example: “Monthly: \$29/month” then “Annual: \$24/month (2 months free!)”

## 2. “Most Popular” Label

- Note popularity on the option you want most people to choose
- This guides uncertain visitors toward your preferred plan

## 3. Visual Emphasis

- Make your preferred option stand out with colors, borders, or size
- Draw the eye to the plan that’s best for your business

# Part 3: Your Sales Page Blueprint

## Hero Block

This is the first thing your site visitors see. Make them feel seen by calling out their pain or desire. - Do NOT waste this space by writing your membership name here.

## Problem Section

Name the specific frustration your audience feels. This is a continuation of making them feel seen.

## Solution Section

Show how your membership solves this problem conveniently.

## Social Proof

Share testimonials, member results, or your credentials.

## What’s Included

List benefits (what they get out of it), not just features.

## Pricing

Clear choices with savings highlighted.

## FAQ

Address common objections and questions.

## Final CTA

Clear next step & another button so people don't have to scroll all the way back up.

---

# Quick Start Checklist

---

## Week 1: Foundation

- ☐ Complete market research (find 3-5 competitors)
- ☐ Determine your pricing strategy
- ☐ Set monthly and annual prices
- ☐ Choose your primary social media platform

## Week 2: Content Creation

- ☐ Create or select your lead magnet
- ☐ Write your 3-email sequence
- ☐ Start “building in public” social posts

## Week 3: Sales Page

- ☐ Write hero section copy
- ☐ List membership benefits (not features)
- ☐ Add testimonials or social proof
- ☐ Create pricing table with visual emphasis
- ☐ Write FAQ section



## Week 4: Launch Preparation

- ☐ Schedule daily social posts for launch week
- ☐ Test all links and buttons
- ☐ Prepare launch day celebration content

## Launch Day:

- ☐ Announce on all social channels
- ☐ Send launch email to your list
- ☐ Monitor and respond to questions
- ☐ Celebrate your first members!

---

*Remember: You don't need everything perfect to start. Launch with what you have, learn from your members, and improve as you grow. The most important step is the first one!*

---