

eff-ex

Starting or Scaling a

Membership Community

Welcome!

Today, we're diving into the
journey of starting or scaling
your membership community.



Who is Nikki Cafi?

- Founder of International Award-Winning platform Wisdome
- Advocate for Knowledge Sharing
- Eff-Ex Program Creator
- Passionate Educator and Cheerleader for Fellow Educators

In this masterclass...

What we will go through

1. Market research - the what and how
2. Choosing a membership model
3. Map and Flow of your membership
4. Building anticipation and launching
5. Measuring success

EXTRA's shared post masterclass

- Incorporating story telling
- Practical engagement tips

Identifying Your Niche and Audience

Market Research: The What and the How

1. Understanding the basic ways to research:

- Analyse market trends and what people are buying. - Research Amazon!
- Conduct surveys to understand needs.
- Use keyword tools for search insights.

Identifying Your Niche and Audience

Diving deeper into the market search

2. Strategies That Suit Your Style:

For those who love talking and networking:

- Conduct surveys.
- Book chats with potential clients.
- Engage in forum discussions.

For those who prefer less direct approaches:

- Focus on in-depth market research.
- Analyse competitors and their offerings.
- Search analysis on platforms like Ubersuggest etc.

4. Checklist for Market Research - What you should ask...

Surveys:

- What problems do you face in [niche]?
- What solutions have you tried before?
- What would you like to see in a membership community?

Chats with Potential Clients:

- What are your biggest challenges in [niche]?
- What kind of support are you looking for?
- How do you prefer to consume content (videos, articles, live sessions)?

Forums and Online Communities:

- What topics are trending?
- What questions are frequently asked?
- What feedback do members give about existing solutions?



Know Your Market

- It's essential to understand who needs and wants what you have to offer.
- It may not be clear at the start, but over time, you'll discover the true needs of your market.

Choosing a Membership Site Model

Membership Models and Growth Options

1. Ongoing Monthly Membership

Continuous access to content and community.

Example: Normal re-occurring monthly / year subscription-based model.

2. Fixed-Term Membership

Membership ends after a specific duration.

Example: 6-month learning journey.

3. One-Off Course Options - evolution model

Single course purchases.

Example: Individual courses moving into membership subscription.

Make sure it offers the ability to...

Secure Content Access Levels

- Set access levels for different membership tiers.
- Example: Basic, Premium, VIP access.

Schedule Content for Planning

- Plan and schedule content releases.
- Benefits: Consistent engagement and time management.

Promoting Engagement and Interactions

- Encourage members to engage with content and each other.
- Use forums, live sessions, and social features.

A Member Access Mobile App

- Access Wisdome through a dedicated member app.
- Enhance user experience and engagement.

Map & Flow of Your Membership

The FLOW OF SETUP in WISDOME

STEPS

1. Create your membership levels
2. Move into creating content - start with Library and create your Welcome Folder so members have a place to start and be guided.
3. Create some social groups so when you begin inviting people in there is a place to engage with others.
4. Add in a course or challenge. Sell it as a product or to be seen inside a membership (can be free or charged).
5. Add in your list of members and invite them in OR open up your membership and being promoting it.

The MAP OF MEMBERSHIPS in WISDOME

However you begin building out your membership you will begin with people. So lets presume they have come through the doors to join your FREE membership...

1. Provide content for those who like to peruse and are self paced members
2. Provide a location easy to access for members to engage and chat
3. Provide events for members to look forward to and get involved in
4. Provide a space for support and letting members know you are there



Remember, you can't always be there, but when planning out your membership, be sure to think about what of your time do you need to incorporate to support these members.

The FLOW OF MEMBERSHIPS in WISDOME

Where do members go and how do they interact in your membership?

With all the content you provide, your members will go to all sorts of locations to dive into your community. How they walkthrough is up to them, but ensuring that the platform you use is easy for them to flow through with ease is important.

- Make content accessible and easy to find for members
- Make it easy for members to know where everything is - events, chat, content
- Notifications on activities happening inside - If they have an app, make sure its there for a reason on their phone. Activity alerts will keep them coming back.

The FLOW OF MEMBERSHIPS in WISDOME

Like we mentioned before members can come back to your HUB if you let them know regularly you are there. Don't just reply on email.. not everyone reads each email that comes through!

- **Use a platform that offers an app** - these are on their phones, alerts can be shown and causes action to check whats going on.. Make sure its worth them clicking in though!
- **Get members into a journey...** via learning experiences, or evolution of phased they may pass through, or even wanting to follow a story of growth.
- **Small wins for members is awesome** - releases endorphins and members will want more. So run challenges, or events where they have to make 5 connections or collaborations.. these are examples of course!
- **Consistency** - run consistent events, or themes in your membership. Your members will appreciate the timetable, giving them something to look forward to.

Building Anticipation and Launching

Marketing Your Membership and Building Anticipation

1. Pre-Launch Strategies:

- Create teasers and offer free content.
- Provide marketing advice as part of the process.

2. Launch Week Activities:

- Host live events and member onboarding sessions.

3. Engagement Tactics:

- Utilise social media and email marketing.
- Engage with potential members through forums and communities.

4. Free Level Entry:

- Offer a free entry-level to Wisdome.
- Allow members to experience extra content and more.

Measure Your
Success

Measuring Your Success

Track Activity

- Monitor the number of active participants.
- Analyse Content Interactions

Monitor Event Participation

- Check attendance and engagement during live events.

Assess Member Retention

- Calculate renewal rates and analyse churn.

Gather Member Feedback

- Collect satisfaction scores and suggestions for improvement.

BONUS

*Incorporating
Story Telling*

Incorporating Storytelling

Show Evolution and Progress

- Highlight the journey and growth of your community.

Engage Member Involvement

- Encourage members to share their stories.

Use Narrative Structure

- Create ongoing narratives to keep members hooked.

Set Interactive Challenges

- Use prompts and challenges to engage members.

Maintain Consistency

- Ensure a consistent theme and regular updates.

Promote Community Growth

- Showcase how members can grow with the community.

BONUS

Engagement Tips

Engagement Tips

Encourage Member connections

- Create a member listing, or members groupings like “accountability groups”

Ask Open-Ended Questions

- Encourage discussions with questions that require more than yes/no answers.
- Example: "What challenges have you faced this week in your learning journey?"

Host Regular Q&A Sessions

- Provide a platform for members to ask questions and get real-time answers.
- Example: "Join our live Q&A every Friday at 7 PM!"

Create Interactive Polls and Surveys

- Gather opinions and feedback to make members feel valued.
- Example: "What topics would you like us to cover next month? Vote in our poll!"

Encourage Member-Generated Content

- Motivate members to share their experiences, tips, and resources.
- Example: "Share a photo of your study setup and tag us!"

Celebrate Milestones and Achievements

- Recognise and reward members for their progress and contributions.
- Example: "Congratulations to Jane for completing her first course! Share your success stories with us."

Overall.....

As we conclude this masterclass, the overall message in **starting and building a successful membership community centers on empowering your community and fostering growth.**

- Begin by identifying your niche and understanding your audience through thorough market research, ensuring your offerings meet their needs.
- Create valuable and engaging content that resonates with your members, incorporating storytelling to make it relatable.
- Leverage technology and tools like Wisdome to manage your membership, deliver content, and facilitate engagement.
- Foster a sense of community by encouraging interaction through social features, live events, and personalised interactions.
- Regularly measure success by tracking key metrics and gathering feedback, adapting your strategies as needed.
- Finally, plan for sustainable growth by continuously expanding your content offerings and enhancing the member experience.

By focusing on these key areas, you can build a thriving membership community that provides lasting value and supports ongoing engagement.



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learning journey with us!*



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