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How To Build A Profitable Membership Site Without Worrying About Tech

A simple membership website can easily add 6-figures to your business. Discover the proven blueprint for turning your knowledge or passion into recurring membership income and the best tools that make it drop-dead-easy.

<https://www.grahamcochrane.com/>

Why is it important to have a membership site as an influencer?

They have a lot of benefits. They generate constant income. It's a great breeding ground for ideas. They get more access to you.

Why are membership sites so awesome?

They scale well. You sell once and your amount of work stays the same no matter how many members you have.

What's possible income wise?

It depends on your price point and your membership #s. You can make 6 figures easily. Your income comes down to your audience and you have to be an influencer.

What would you say to people who're just starting out?

Don't wait to start until you're an expert. Share what you know that others will find value in. Find out who's following you and what they want. A membership site will work best when pay

attention to what they want - communicate with them and build relationships. Do research into what the chatter is.

Build products or services that are already hot. These have to be something that you're passionate about. You're creating a space for people to grow by being a leader. It's like helping your friends except it's in a paid venue.

What should people include in their sites?

He includes videos of a short course and he adds audio for those who like the podcast style. He'll also provide PDFs. People learn in different ways so you want to offer your knowledge in all styles.

How can we build our membership sites without any technical knowledge?

The easiest way is to launch a Facebook group that people pay to be in. He uses Kajabi but he's more advanced and established.

Is there a way to collaborate with other influencers to establish a membership site?

There are different ways to do this. You have to understand what people want with the content and you have to give them the community.

Community is what's going to keep people. If your strength isn't teaching, for example, you could partner with friends or experts to do that. Pay them on a one-off basis and allow them to link from your page.

What should people charge per month?

There are some general guidelines that have proven to be true.

If you're in a hobbyist market a \$10 to \$20 fee per month. You can charge \$5 for membership to a community with little content.

If you're in the growing your business space like with entrepreneurs, you can charge a lot more - \$97 per month. People who already have a business can afford that. The idea is to charge enough but not too much in order to keep members for life. It's the recurring revenue that pays off in the long run.

You could create tiers of memberships to capture everyone.

Are free trials a good idea?

When done well, they can make sense. When he saw his membership plateau due to competition, he added more to his membership and added value. They tried a free trial so they could see what they're getting - what you're all about. That helped grow the membership. He experiences a 50% stick rate after a free trial.

He's not that happy with free trials because he gives away a lot of content but there is a place for them.

What are the best ways for us to get members?

The best way is to open and then close your membership at times. Get people excited about the community and launch it at half the usual rate - a founder's rate. You want to reward early adopters. It also makes people stick around and a founder's rate is one incentive.

How many emails would we need to launch a membership site?

Conservatively, you're going to need around 10K to get 500 members. That's not always true depending on your engagement with your list.

Shoot for 1% conversion. Once you start to get testimonials, you'll grow from those. Always give the smaller number the best content and community for a great experience. A slow growth allows you to make changes and understand what people are wanting.

What's a strategy to adding more people after a launch?

Open and close every quarter and have an opt in for a waiting list. Target those opt ins building up to a opening.