

Mike Morrison Talks All About Membership Websites - Part 1

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Validating Your Idea When Starting Membership Websites

- Best way to validate that is to get people to buy something else. If you're thinking of starting membership, that's going to charge \$50 a month, every single month, get someone to buy something for you from you for \$50 one time so that might be paid webinar or a workshop.

Membership Launch Strategy

- Content marketing, while it is a slow burn but its is the absolute cornerstone for most of the type of memberships we're talking about here. Most memberships consist of essentially content and coaching community.
- The strategy is find out what questions your audience have, create a piece of content to directly address that question.
- You're shouldn't be looking for hit and run memberships or quick fix sales tactics or Facebook ad hacks. You want people are going to stick around for the long term.

30 Day Challenge And Other Events Marketing

- The 30 day challenge basically is a free event to generate leads.
- A challenge like, like a web summit, 24 hour livestream, something that is time specific, where you have to be there, you have to subscribe by a certain date to be involved with the challenge.
- It was later shortened to 5-10 day challenge because Mike Morrison felt it was too long and this works a little better in holding attention from members.