

Announcing a Brand New 9-Part Video Course

Discover How to Increase Your Retention Rate So That You Can Keep Your Website's Members Happily Paying You On A Recurring Basis!

In this video series, you'll learn practical strategies that you can apply to your business right away.

Dear Website Owner,

Running a recurring monthly, quarterly, or even annual membership site can be very profitable. If done correctly, membership sites can withstand the test of time. However, no matter how powerful your software tools are, what good is the membership itself if you can't keep your customers?

You see, the average retention rate—or in other words, how long somebody actually stays on your website – is often three months or less.

The big question is how can you increase your retention rate so that your customers become long-term members? Well, there are many different ways you can achieve this, and one specific way is called engagements.

Obviously, engaging your customers on your membership site is crucial, but creating interaction and engagement can be quite general. There are many different practical steps that you can apply to your recurring membership website right away.

Introducing Surefire Retention Commissions

Video #1 - Introduction to Increasing Your Retention Rate

Before we jump in and talk about how to increase your retention rate, you'll be given a quick detailed overview so that you know exactly what to expect in the video course itself. Plus, we have to make sure that you're in the right mindset!

Video #2 - When They First Join

What should you do when members first join your site and what exactly should you put in your welcome video? How should you engage and interact with new users to make sure they feel that they're a part of your membership site? This video will answer all of those questions for you! Additionally, you'll learn the number one reason why people stay on your membership site and why you should pay close attention to it.

Video #3 - Quick-Start Training Videos

One of the biggest mistakes membership sites make is assuming that their customers know exactly how to use their products and services. The best way to avoid this is by providing quick-start training videos to show your members exactly what they need to know. However, there isn't just one way to create a training video; there are many different types of users and audiences, and you have to understand yours before you can make a great video. I'll teach you how to find your audience and the best way to reach them so that you can lower your support costs and decrease your refund rates.

Video #4 - Site Layout and Navigation

Another question you should be asking yourself is, "What's the best way to lay out my membership website?" The answer, of course, is going to differ from site to site depending on what niche you're in and how you provide content to your members. Still, in general, there is a way to make things easier for everyone as far as navigation goes. In this video, I'll show you how to get started on your site layout and give you some great tips for easy navigation!

Video #5 - What Software Should You Use?

One of the biggest questions that we get is: What software should I use to build my community? This is very important to brainstorm and plan ahead for because the products and services you offer can define what software you'll get the most out of. While you want to pay close attention to how well the software integrates into helping your members engage and interact with you, you want to make sure that you choose software that allows you to supply your content as well.

Video #6 - Public Recognition

Recognizing your members for certain actions can help increase your retention rates. However, there are different types of recognition for different types of people. There are also several ways to recognize them that can make other members want to jump onboard and do the exact same thing – thereby further directly increasing your retention rate. So in this video, we'll be covering some practical strategies that you can quickly and easily apply to your membership site.

Video #7 - Grandfather Pricing

Do you want to know how you can use pricing to retain members for years to come? Using the strategy described in this video will cause your current members to think twice about leaving your recurring membership site. Simply knowing that they may have to pay more if they leave and decide to come back could be more than enough to keep them looking for reasons NOT to leave.

Video #8 - Creating a Content Democracy

In this video, I'll show you a strategy to help you increase your retention rate by running your recurring membership site as a democracy. People love it when you take their feedback and actually apply it to your business. This shows your members that you care about their opinion and want to constantly improve your site. You'll be surprised at how easy it is to increase your sales with this strategy alone!

Video #9 - Releasing Your Content

Most membership site owners have to ask themselves one simple, yet hard to answer, question: "How should I release my content?" There are two ways of going about this, and I highly recommend using them both! When you implement these strategies, your members will think to themselves that it doesn't make sense to leave your site because they'll miss out on future content. This is probably something you weren't thinking about, especially considering the fact that it's rarely implemented, but believe me when I say that it can have a profound effect on your retention rate.

Interested in learning how to create a high-retention recurrent membership site? Everything you need to know is right here in this video course!

P.S. Learn how to use these strategies to keep your members happy and coming back!

P.S.S. This training course was specifically designed to help you create a long-term retention strategy.