

This worksheet will review the information that was covered in Brilliant Directories' "Discover 8 Ways to Easily Maximize Member Sign Ups" webinar. By answering the following questions, this worksheet will also act as a roadmap that you can follow for making changes to your website. These changes will help you attract more visitors to your website who you can then turn into members. Feel free to refer to the webinar slides to help you answer these questions. Good luck!

WHY YOU SHOULD MAXIMIZE SIGN UPS

What are 3 goals of your website?

1. _____
2. _____
3. _____

What are 3 unique benefits that you offer to members?

1. _____
2. _____
3. _____

If you were a random visitor to your website, what info would be most important for you to know?

1. _____
2. _____
3. _____

If you were a random visitor, does your website's design & content clearly address your previous 9 answers?

HOW YOU CAN MAXIMIZE SIGN UPS

Does your website have a clean and simple design?

YES NO

If you answered **no**, what changes can you make? (Tip: Don't over develop!)

1. _____
2. _____
3. _____
4. _____

Does your website have clear messaging and benefit-oriented CTAs?

YES NO

What can you do to simplify your member packages?

1. _____
2. _____
3. _____
4. _____

Do you offer a **FREE** membership package?

YES NO

Does your website have too many categories?

YES NO

If you answered **yes**, which categories can be consolidated?

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Do you have a toll free number that visitors can call?

YES NO

If you answered **no** and do not plan on getting a toll free number, what are your reasons for not doing so? Are these reasons valid?

1. _____
2. _____
3. _____

Who are some industry icons that you should reach out to?

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

What can you offer these icons in exchange for helping you?

1. _____
2. _____
3. _____
4. _____

What are the 12 things you should **NOT** be doing?

- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |



Need help setting up your website? Check out our helpful **Onboarding Packages** [Learn More »](#)