



Discover 8 Ways to Easily Maximize Member Sign Ups

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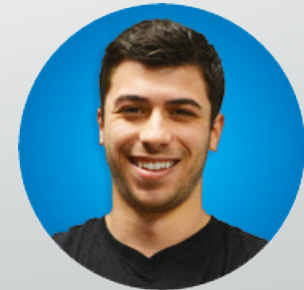
We will begin shortly...

Today's Presenters



Jason Haloossim, Co-Founder

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Today's Topic

Discover 8 Simple Ways To Maximize Member Sign Ups



GOAL

Increase Member Sign Ups



HOW

Building Stronger Relationships



Topics That Will Be Covered

- **HOW** to maximize member sign ups
- **WHAT** compels members to join
- What **NOT** to do & what to avoid



Who Will This Work For?

Anyone who manages any type of membership community or network and wants to maximize member sign ups



What Industry Will This Work In?

The strategies discussed today will work for **ANY** membership community – **ESPECIALLY** when first starting out

- Any Industry
- Any Location
- Any Target Market



WARNING: These Are Not The Only Ways To Get More Members:



- Word of Mouth Referrals
- Spam Email Marketing
- Expensive Online Advertising
- Developing Every Feature You Can Think Of
- Waiting for Search Engine Optimization



But If You Thought They Were, It's **NOT** Your Fault!

Because:

- Managing websites is not something we are taught
- Most of us did not study web design and marketing
- There are new strategies to learn every day
- We spend time managing other parts of our business



Here's The Good News!

You can convert more website visitors into member sign ups without spending a fortune on "Mega Marketing"

You don't even need to be a marketing expert!



And Here's The Catch

- You actually need to have a service that people **WANT**
- You **MUST** be able to clearly define why your service is beneficial
- You need to understand & address the needs of your **MEMBERS**



BUT...

None of this will matter if
you do not have a
CLEAR and **FOCUSED** website



There Are Two Types of Websites

- Unclear / Confusing
 - Confusing call-to-actions
 - No clear purpose and benefits
- Clear / Focused
 - Focused call-to-actions
 - Clear purpose and benefits



So What Does This Boil Down To?

Ultimately, this is all about
just one simple thing...



Building Relationships



Building Relationships Through:

- Trust
- Credibility
- Loyalty
- Reliability
- Commitment
- Sincerity

We will show you how
to connect with
prospective members
on all of these points



What You **WILL NOT** Learn Today

How To:

- Use spam marketing techniques
- Deceive members into signing up
- Complicated website development
- Over-work yourself to get more members



What You **WILL** Learn Today

How To:

- Clearly define your service / offering
- Simplify your membership structure
- Make your service more appealing
- Gain exposure from industry icons



Today's Outline

- 1.8 Keys to Maximize Member Sign Ups
2. Fundamental Do's & Don'ts
3. Question & Answer Session





8 KEYS To Maximize Sign Ups

1. Clean, Simple Design
2. Clear Messaging & CTAs
3. Easy Member Packages
4. Free Membership Option
5. Limit Your Categories
6. Get a Toll Free Number
7. Target Industry Icons
8. Start Your Site!



1. Clean, Simple Design

- Use complimentary colors
- Use high quality graphics and photos
 - www.istockphoto.com
- Make it easy for visitors to find what they're looking for
 - Simple website navigation; limited link options

*** IMPORTANT TIP: Don't Over-Develop!**



Example Home Page

Dallas Classifieds
Find and post local classified ads listings

(800) 555-5555 Contact Us Member Login **POST AD - 100% FREE** >

Search by Keyword... City or Post Code Search

Home Cars Clothing Electronics Furniture Housing Jewelry

Post. Search. Buy. Local Classified Ads

Search Cars, Clothes, Bikes & More!

Search by Keyword City or Postal Code

Category \$0 \$100,000

Search Now

Search
Search To Find Items

Compare
Compare Items You Find

Buy
Contact Sellers to Buy

Recently Posted Classified Ads

[View All](#)

- Jordan 1 True Blue Size
- Gorgeous Diamond
- Our Last 2 Bedroom!
- Wifi N Router

- Jordan 1 True Blue Size
- Gorgeous Diamond
- Our Last 2 Bedroom!
- Wifi N Router
- Outdoor Patio Furniture
- Toyota Camry
- Atlanta Falcons Jersey
- Queen of Hearts Pendant
- 1 Bedroom - WiFi,
- HP Hewlett Packard
- Unique Solid Wood Table
- 2006 Honda Civic

Post Your Own Classified Ads

Create an account today!

Join The Community

About Classifieds Website

Classifieds Website exists for one simple reason: life is busy. We'll help you look for a used car, sell your old bike, line up a babysitter, or even start warming up to your kids' plea for a puppy. [Start selling today >](#)

Join Our Newsletter - Today! Enter your email address **Subscribe Now**

About
Finding classified ads is easy by searching our trusted network of top-rated classifieds.

Categories
Cars
Clothing
Electronics

Find Items - Today!
Furniture
Housing
Jewelry

Local Sellers - Join Our Website Today >

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BENEFITS of a Great Design

- ✓ Attractive and appealing website = **Trustworthy**
- ✓ Visitors will stay on your website longer = **Loyalty**
- ✓ Your brand will seem more established = **Credibility**
- ✓ You will get more sign ups = **Profitability**



DRAWBACKS of a Bad Design

- ✗ Not attractive or appealing website = **Not Trustworthy**
- ✗ Visitors will quickly leave your website = **No Loyalty**
- ✗ Your brand will not seem established = **Not Credible**
- ✗ You will not get sign ups = **Less Profitable**



2. Clear Messaging & CTAs

- Address your audience directly
- Keep content short and concise
- Communicate with clarity – don't make it complicated
- Use benefit-oriented terminology
 - Clearly state the benefits of joining your website

Are You A Legal Professional?

Add Your Practice Today

Connect With More Clients In Less Than 2 Minutes!

List My Practice Now



BENEFITS of Clear Messaging

- ✓ Establish instant connection with prospects
- ✓ Your brand's mission will be easy to understand
- ✓ Visitors & members will be drawn to the benefits
- ✓ You will get more sign ups



DRAWBACKS of Poor Messaging

- ✗ Your website concept will be confusing
- ✗ Visitors will not know what to do
- ✗ Visitors will leave your website
- ✗ You will not get more sign ups



3. Easy Member Packages

- Keep your member packages simple
- Offer no more than 3 member packages
- Clearly distinguish the benefits of each package
- List only the most important features
- Use motivational text on your pricing page
- Make your most expensive plan irresistible



Example Member Packages

Basic
Free to Join Get Listed in Seconds
Searchable Listing
3rd in Search Results
Only 1 Category
X
X
X
X
X
CREATE LISTING

Featured
\$9.99 / month Most Popular Plan
Searchable Listing
2nd in Search Results
Up to 5 Categories
No Ads on Listing
X
X
X
X
CREATE LISTING

Premium
\$19.99 / month Most Website Visibility
Searchable Listing
1st in Search Results
Unlimited Categories
No Ads on Listing
Receive Reviews
Publish Articles
Display Social Media Links
Link To Your Website
CREATE LISTING

BENEFITS of Easy Member Packages

- ✓ It's easy for prospective members to choose a package
- ✓ Prospective members know exactly what they'll get
- ✓ The value of your packages will be clear
- ✓ You will get more sign ups



DRAWBACKS of Complicated Member Packages

- ✗ Prospective members will get confused / overwhelmed
- ✗ Long feature lists require more decision-making
- ✗ The value of your packages will not be clearly expressed
- ✗ You will not get more sign ups



4. Free Membership Option

Free memberships make it easy for people to join your site and eventually upgrade to a paid membership

Basic
Free to Join Get Listed in Seconds
Searchable Listing
3rd in Search Results
Only 1 Category
X
X
X
X
X
CREATE LISTING



Why Offer Free Memberships?

- ✓ Additional publicity and content from free members
- ✓ Generate more leads with more registered members
- ✓ You will get more sign ups
- ✗ Alienate people from trying your service
- ✗ You will lose out on free content from free members
- ✗ You will get less sign ups



5. Limit Your Categories

BENEFITS of Limited Categories

- ✓ Hyper-focus your marketing efforts
- ✓ Fill more categories – FASTER!
- ✓ Easier for visitors to find what they need
- ✓ Add more categories as you grow



DRAWBACKS of Having Many Categories

- ✗ Too many decisions for visitors and members to make
- ✗ More difficult for visitors to find what they need
- ✗ Takes longer to fill categories
 - ✗ Your site will continue to look empty
- ✗ You will not get more sign ups



6. Get a Toll Free Number

- As low as \$12/month
- Unlimited extensions
- iPhone & Android apps
- Voicemail & fax to email



www.BrilliantDirectories.com/grasshopper



What To Expect With A Toll Free Number

- ✓ Inexpensive Investment
- ✓ A way to look more legitimate
- ✓ Easy for prospects to connect
- ✓ You will get more sign ups
- ✗ Hard for prospects to reach you
- ✗ Email communication is slow
- ✗ Difficult to connect with people
- ✗ You may get less sign ups



7. Target Industry Icons

- Reach out to icons and key players in your industry
- They have more online influence than you which you can use to your benefit
- Utilize their followers to help kickstart your member base

*** REMEMBER: Helping others is helping yourself!**



Ways to Reach Out

- Write a featured blog post about them and share it with them on social media
- Engage in their discussions on social media
- Offer their services to your members
- Ask them to share your service with their followers
- Provide them with a synergetic opportunity



BENEFITS of Targeting Industry Icons

- ✓ Free publicity when they share your blog articles
- ✓ Gain more influence & legitimacy online
- ✓ Receive constructive criticism
- ✓ You will get more sign ups



DRAWBACKS of Not Targeting Industry Icons

- ✗ Relying on other marketing tactics is more costly
- ✗ It will take longer to grow your brand
- ✗ Your organization will appear to be smaller
- ✗ You will not get more sign ups



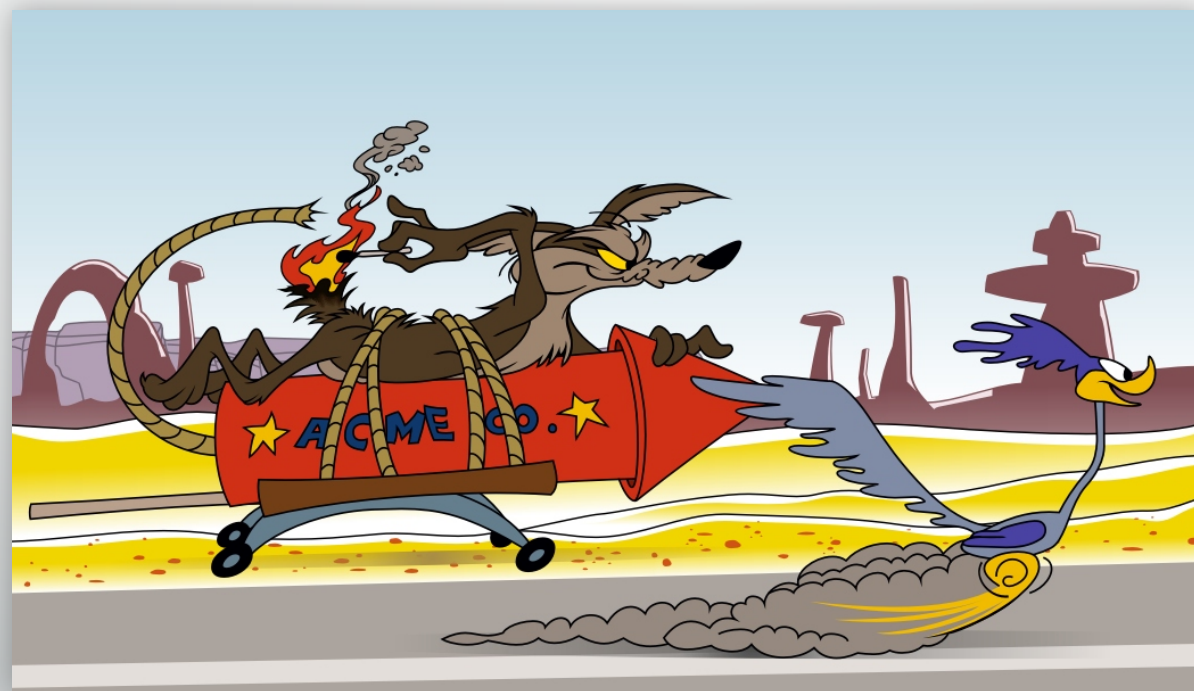
8. **START YOUR SITE!**

Nothing will happen if you don't launch your site

You can always make adjustments along the way!



Common Mistakes to Avoid



RECAP:

What **NOT** to Do

- ✗ Complicated customizations
- ✗ Clutter your homepage
- ✗ Too many membership levels
- ✗ Too many categories
- ✗ Use low quality images
- ✗ Overdesign your website
- ✗ Shoot for perfection
- ✗ Obsess over competitors
- ✗ Wait for “the perfect time”
- ✗ Use confusing verbiage
- ✗ Rely on others
 - **You** need to take action!



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Download this webinar and
FREE Strategy-Guide Worksheet

www.brilliantdirectories.com/webinar1



Questions & Answers

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