

WORKSHEET



This worksheet will review the information that was covered in Brilliant Directories' **"7 Essential Strategies for Money-Making Membership Websites"** webinar. By answering the following questions, this worksheet will also act as a roadmap that you can follow for making changes to your website and marketing strategy. 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!

HOW WE WILL REACH OUR GOAL

What can you do to launch a successful membership website?

1. Prioritize _____
2. Eliminate _____
3. Keep things _____

List 5 things that membership websites can do:

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

KNOW YOUR AUDIENCE

Who are your members?

What's important to your members?

How will you fulfill your members' needs?

EXPLAIN YOUR MISSION

Who we are:

Who we serve:

What we offer:

DEFINE MEMBERSHIP BENEFITS

What should visitors do?

Why should visitors do it?

What happens next?

UNDERSTAND REVENUE STREAMS

What will people pay for?

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

Don't waste time & money on:

1. _____
2. _____
3. _____

What are 4 ways to publish content?

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

RECOGNIZE VIABLE MARKETING CHANNELS

Are you interested in more online visibility?

YES NO

Do you need and/or want more members?

YES NO

Are you **equipped** to take on more members?

YES NO

List 2-3 platforms that your target audience uses:

1. _____
2. _____
3. _____

How can you market your website for free?

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

INVEST WHEN NEEDED

What **should** you invest money in?

1. _____
2. _____
3. _____

* Remember to download Brilliant Directories' free **10 Step Strategy Marketing Guide**. It gives you a complete walkthrough of marketing strategies that have been proven successful for directory and membership websites.