



W O R K S H E E T

MEMBERSHIP WEBSITE PRE-LAUNCH CHECKLIST

WHO THIS CHECKLIST IS FOR

Are you thinking about launching a membership website? If so, this short checklist will help you think through your initial idea, identify a proper audience and judge how potential users will respond to your website idea.

Upon completing this checklist, you may find that some of your initial idea need some tweaking... and that's okay! Use this checklist to help you solidify your basic plan before you commit any one website idea.

HOW TO USE THIS CHECKLIST

Respond to the following questions honestly. Carefully think about your answers and, when asked, explain your answers in as much detail as possible.

Your goal while completing this checklist should be to think about targeting an appropriately sized audience, maximizing the lifetime value of your potential members and deciding whether or not this is a website idea you can commit to managing in the long-term.

IDENTIFYING THE PROBLEM

What problem will your website be solving for your target demographic?

Is this a recurrent problem – one that requires users to continue utilizing your website over an extended period of time?

- Yes – move to page 3
- No – complete questions below

If possible, how can you re-work your website's offering(s) in order to provide members with what they need while enticing them to keep coming back to your website for more?

What elements of long-term support can your website provide to your members (leads, industry news, exclusive content, new business opportunities, etc.)?

IDENTIFYING YOUR AUDIENCE

Have you already researched the market and target audience for your website idea?

- Yes, and I already have an audience
- Yes, but I don't yet have an audience
- No, but I do have an audience
- No, and I don't have an audience

If you answered 'No' above we recommend spending some time researching whether there is a need and a market for your chosen topic prior to starting your membership website.

Is the audience large enough to offer you room to grow?

Is the audience willing to pay for your website's service(s)?

How will you attract your audience to your website?

- Blog
- Podcast
- Video or Live Video
- Webinars
- Affiliate program
- Upsell/downsell from other products
- Other:

THE FINAL QUESTION

Explain why you would stay committed to this project long-term.

Now that you've completed this worksheet, you should know if your membership website idea is worth pursuing as is, or if you'll need to adjust it to give you the best shot at long-term success.

WHAT TO DO NEXT

Launch your idea with a 7-day free trial! Join over 20,000 membership website owners who trust and rely on Brilliant Directories!

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