

# MEMBERSHIP INSIGHTS GUIDE

Hey There! My name is ReeJade and *I teach online coaches and consultants how to [re]package their expertise into a membership that sells!* I am so grateful, thankful, humbled, and honored that you decided to download our Membership Insights Guide.

This guide will help you understand **the importance of a membership, the type of membership model you need, and examples of memberships.**

I hope you find this helpful in making the decision on whether or not a membership is right for you.

**Your Business Cousin,  
ReeJade Richmond, Business Reinvention Strategist**

## 4 REASONS WHY YOU NEED A MEMBERSHIP

### 1 BUSINESS CLARITY

Have you been spinning your wheels trying to figure out how to move the needle in your business? Are you clear on WHO you serve, HOW you serve, and HOW you get client results? Have you discovered what your business blueprint is?

If not, no worries! **A membership forces you to get clear on what your offer is and how you intend to make an impact.**

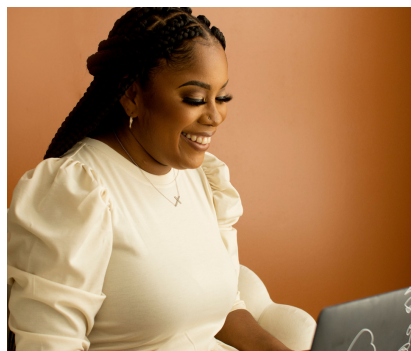


### 2 BUSINESS GROWTH

***A membership can grow your business exponentially!***  
After I launched my first membership site, I was able to replace a quarter's income in 1 month!

I also got the ability to increase my capacity to serve more people without becoming burned-out!

***What if you could do the same thing? How would this change your business? How would you feel?***



### 3 BUSINESS SCALABILITY

Are you stuck in your business? Has your business plateaued and remained stagnant? Can your business efficiently and effectively run without you?

If you resonated with any of the above questions, then this means your business is not scalable!

You have to scale your business.

**One of the quickest ways to scale your business is by having your very own membership site!**

### 4 BUSINESS SUSTAINABILITY

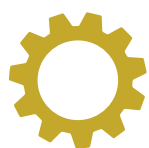
Your business will not last long if there is no **clarity, growth, or scalability**; it cannot sustain itself. Business sustainability is the key to building a legacy. **A membership can help you build a legacy for yourself, your grandchildren, their grandchildren and so on!**

# THE FRAMEWORK NEEDED TO BUILD A SUCCESSFUL MEMBERSHIP



## STEP ONE: MESSAGING

Your marketing message is a key and integral part of your business. It allows you the opportunity to convey to the world what it is that you do. Lack of having a clear and concise message results in a business that will eventually die!



## STEP TWO: AUDIENCE

You need to know whom you serve. If you don't know whom you serve then how do you know what problems to solve? How can you truly transform lives and make an impact?



## STEP THREE: OFFER

You need one core offer that can grow and expand with your audience. There are benefits to mastering one offer first. You do not need 50 million offers to build a profitable business!



## STEP FOUR: PLATFORM

You need to determine the best fit platform for you to impact and transform lives. How will people get access to you?



## STEP FIVE: DEBUT

This is where you show up on the scene and let the world know WHO YOU BE! It's time to RAZZLE DAZZLE the world!



## STEP SIX: EVALUATION

This is the time where you need to evaluate the progress of your membership. Is it effective? What needs to be tweaked?



***"There is nothing wrong with your business. Please don't throw it in the trash.***

***You must learn how to master what it is you do. A membership can help you do this."***

**-Reejade**



# CREATIVE MEMBERSHIP IDEAS!!!



**PLANT MEMBERSHIP:** TEACHING PEOPLE HOW TO NOT BE PLANT KILLERS!



**PARENT MEMBERSHIP:** FOR PARENTS CARING FOR A CHILD WITH SPECIAL NEEDS (INSERT AILMENT: AUTISM, CEREBRAL PALSY, ETC.)



**VENDOR MEMBERSHIP:** TEACHING PEOPLE HOW TO LOCATE AND SECURE VENDOR CONTRACTS



**DROPSHIPPING MEMBERSHIP:** TEACHING PEOPLE HOW TO DROPSHIP THEIR PRODUCTS.



**CONTRACT MEMBERSHIP:** TEACHING LAWYERS HOW TO EFFECTIVELY DRAFT COMPLIANT CONTRACTS.



**INVESTOR/FUNDING MEMBERSHIP:** TEACHING SMALL BUSINESS OWNERS HOW TO SECURE BUSINESS FUNDING THROUGH SEED GRANTS AND ANGEL CAPITAL.



**LASH MEMBERSHIP:** TEACHING EVERYDAY PEOPLE HOW TO PROPERLY PUT ON VARIOUS TYPES OF LASHES AND HOW TO SHOP FOR THEM.



**VEGAN MEMBERSHIP:** TEACHING PEOPLE HOW TO TRANSITION INTO BEING VEGAN AND STAYING VEGAN.

**THERE ARE MORE BUT THIS IS JUST A SHORT LIST TO GET YOUR GET YOUR CREATIVE JUICES FLOWING! DO YOU HAVE A MEMBERSHIP IDEA?**

# WHAT TYPE OF MEMBERSHIP CAN YOU CREATE?



## QUESTIONS TO CONSIDER

- *What is important to you in this season?*
- *What type of lifestyle do you want to create?*
- *What type of impact do you want to create?*
- *What does your legacy look like?*
- *Are you really free? Are you a slave to your money and your time?*



## PASSIVE INCOME

You can create a membership that is purely focused on passive income. This produces recurring income. Example passive income memberships are those memberships where you pre-create content to sell.

The benefit of a passive income membership is that you create the content the content ONCE and that's it!

It can be as low maintenance as you want it to be. This means more time for you and a predictable monthly income.

This type of membership is for you if you want to offer your customers something DIY (do it yourself).

## BUSINESS MODEL

You can create a membership that is your business model. In other words, you can turn your membership into a profitable business!

The benefit of a business model membership is that it can be one offer that expands into multiple offerings such as but not limited to a book, a journal, a podcast, a certification program, licensing of content curriculum to teach, merchandise, etc.

The content can be pre-recorded or done live as you go.

This type of membership is for you if you want to build a community and team around one core area of expertise. This is typically packaged as a (DFY) done for you or a (DWY) done with you framework.

## THE DIFFERENCE BETWEEN A MEMBERSHIP, COURSE, SUBSCRIPTION



### MEMBERSHIP

A membership is all about building community. A membership gives you the opportunity to connect with people and have a relationship with them. It gives you the ability to know who is in your community and how you can support them



### COURSE

A course can have a community as well; however, a course has a definite end date. Once it's over it's over. Courses are like going to school. There is no additional support after it ends. Do you still remember everything you learned in high school?! Has your high school teacher followed up with you? Most likely, the answer is no.



### SUBSCRIPTION

A subscription gives you access to something for a set amount time. Think Netflix and Amazon Prime.

# YOUR NEXT STEPS



## **ATTEND A LIVE MEMBERSHIPS WORKSHOP.**

Learn how to [re]package your creativity,

**[www.membershipsthat sell.com/workshop](http://www.membershipsthat sell.com/workshop)**



## **BOOK A COMPLIMENTARY CONSULTATION CALL.**

Get your custom membership strategy plan.

**<https://calendly.com/iamreejade/consultation>**



## **JOIN THE FB COMMUNITY.**

Join the MTS family and get connected with others.

**<https://www.facebook.com/groups/membershipsthat sell>**



## **ENROLL IN MTS!**

Join the MTS membership program and get the support you need to grow and scale your business.

**[www.membershipsthat sell.com/join](http://www.membershipsthat sell.com/join)**

ReeJade Richmond is all about reinventing a life and business on your own terms. She is specifically known for her simple; yet, unique approach to repackaging expert content. She teaches online coaches and consultants how to repackage their expertise so that they can scale with more clients, more revenue, and more free time. Clients describe ReeJade as loving, insightful, and committed to ensuring they get results. When she is not teaching, she is taking orders from the “mini-boss”, her daughter, Zoé, mentoring at-risk youth, and traveling.

