



STRATEGIC MEMBERSHIP FRAMEWORK

A GUIDE TO HELP YOU PLAN YOUR
MEMBERSHIP SITE WITHOUT CONFUSION,
BURNOUT OR OVERWHELM!

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STRATEGIC MEMBERSHIP FRAMEWORK

1

IDEA VALIDATION

Before you can determine anything else about your plans for a membership site, you need to identify your audience, their problem, and the solution you will provide them through your membership community.

2

DESIGN ARCHITECTURE

You need to think about the visual elements of your membership site and align your member journey and the content with the design elements you want to incorporate throughout your site. This step determines what the "front" end of your site will look like.

3

TECHNOLOGY

Not all membership site platforms are created equal, and that's a GOOD thing! You'll need to determine the complexity and functional customization that you are comfortable with so you can choose your tech components wisely.

4

ONBOARDING

An excellent member experience starts with an excellent onboarding process. You need to create an onboarding process that will introduce them to your community, set expectations and prep them for successfully consuming your content.

5

COMMUNICATION

Communication begins as soon as a prospect is on your order form. You need a plan for automated email campaigns that will create engagement and encourage repeat visits at every step in the cycle - from abandoned cart to win back campaigns.

6

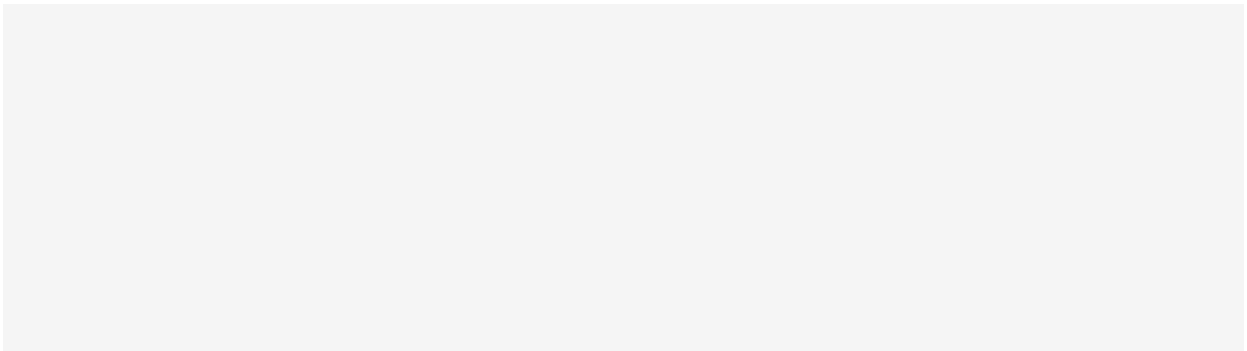
FULFILLMENT

You need a plan to organize and present the content you've prepared for your membership site. Depending on the learning elements you're using, there are some essential rules and best practices you need to follow for content display & teaching effectively.

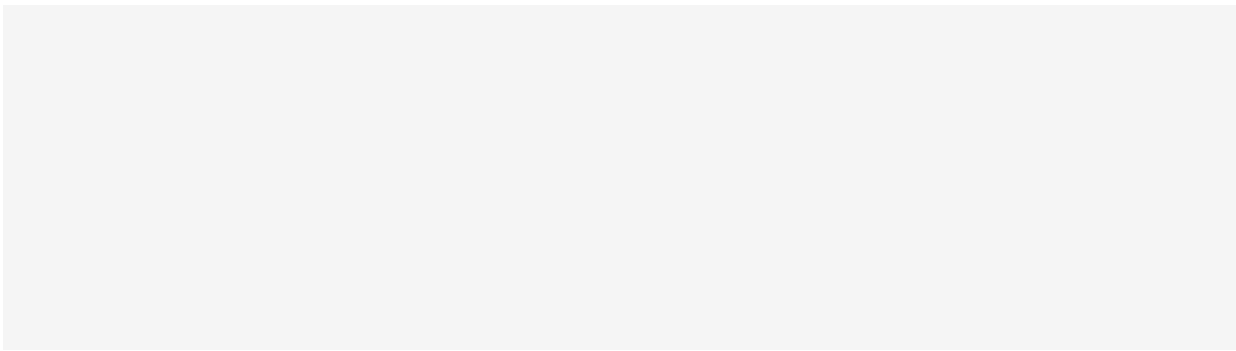
MEMBERSHIP FRAMEWORK

ACTION STEPS

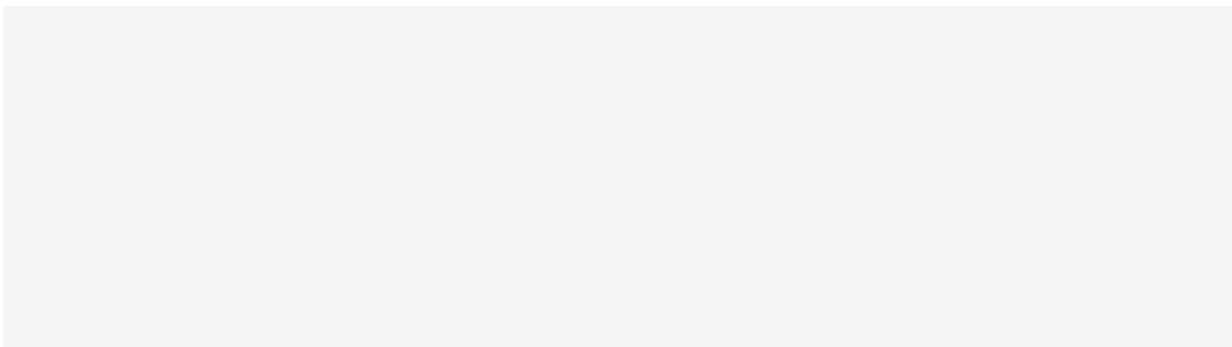
IDEA VALIDATION: brainstorm your big, juicy membership idea. Let your imagination run wild.



DESIGN ARCHITECTURE: brainstorm the visual elements you want in your membership.



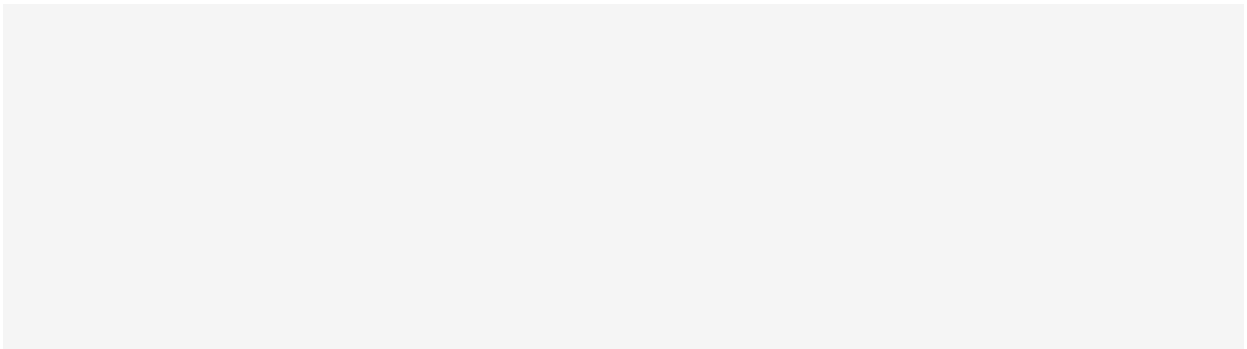
TECHNOLOGY: brainstorm tech features that you'd like to have in your membership.



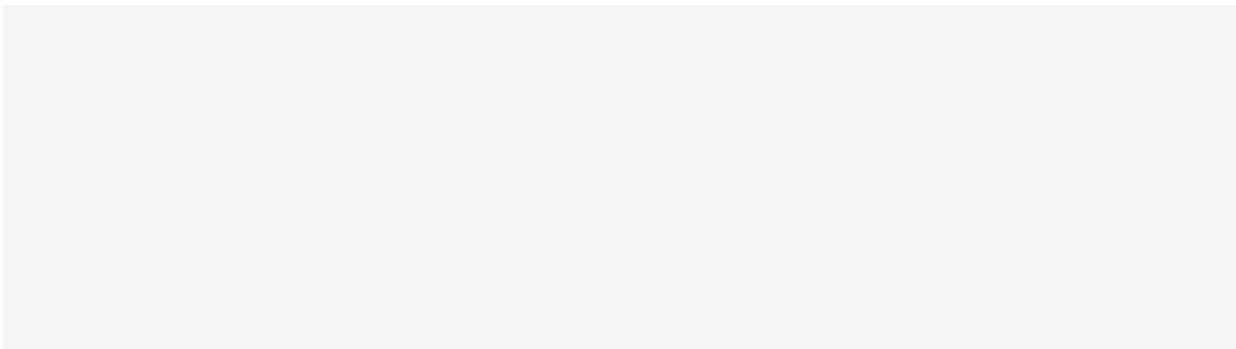
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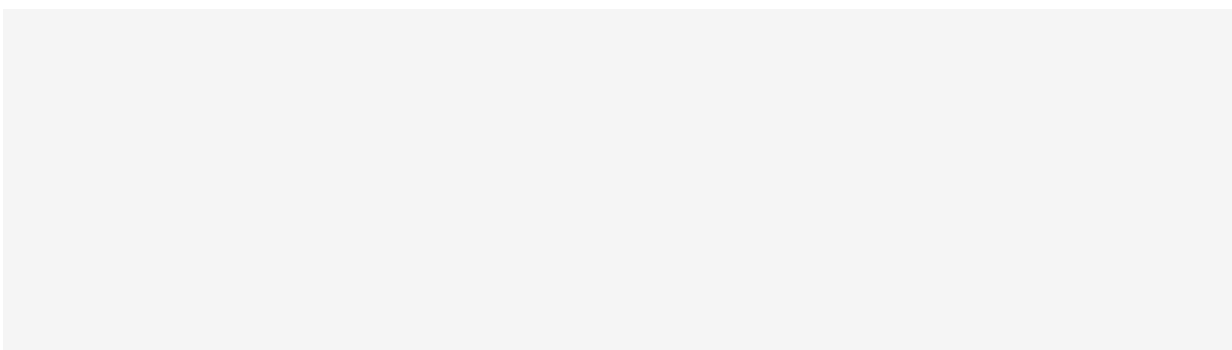
ONBOARDING: What initial steps will a new member need to take to be set up for success in your membership?



COMMUNICATION: brainstorm automated email campaigns you'll need for communicating with your members.



FULFILLMENT: brainstorm how you want to organize and present your membership content and deliverables..



Hey, friend!

I'm Jamie DuBose, CEO & Founder of Zenplicity, the digital marketing agency that helps profitable entrepreneurs become more sustainable through marketing, membership, and metrics.

As an AccessAly Certified Partner, I've had the pleasure of supporting clients with their membership site projects since 2015.

I believe that every entrepreneur has a unique opportunity to use the membership site model to diversify and scale their business, and I would be honored to help you fulfill your dreams of passive income and community growth.

Together, we can make your membership site dreams a reality! Connect with me, and we'll book a quick call together to see how I can support you!

LET'S TALK!

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