



ESSENTIAL FEATURES OF A SUCCESSFUL MEMBERSHIP SALES PAGE

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Mike Morrison:

Hello there. Welcome to episode 184 of the Membership Guys podcast. I'm your host, Mike Morrison. This is the show where we dispense proven, practical tips and advice on growing a successful membership website, and a key part of growing a successful membership is generating sales. Perhaps one of the most important assets that you have in your sales toolkit is your sales page. That's what we're talking about in this episode. We're going to talk through some of the key things you need on your sales page in order to ensure that it is highly effective and that it generates new members, and, to do that, I'm actually pulling from one of the lessons in a course we have inside Member Site Academy on acquiring new members, where we run through some of the key elements every single sales page should have.

Mike Morrison:

When it comes to your actual sales page, what should be on it? Presuming your website's already up and running, you'll already have your sales page in place, so just as a checklist essentially of some of the key elements you might want on your sales page to make sure it's as highly effective as possible. You're going to want to make sure that you are highlighting and identifying whatever pain or whatever problem or whatever issue your target audience are suffering from. This might be as simple as just highlighting what problem your product will solve, or if you're doing something which taps mental issues or lifestyle issues, then you could be dealing with genuine pain, genuine emotional/mental elements that your audience are going to resonate with, so you want to find what is the pain, what is the problem, what's the situation your ideal member is in that you're going to help them solve, and you need to provoke that a little bit, and that's not to say you push too hard or you manipulate or exploit the position your potential member is in, but you certainly want to make sure that you're clearly pointing out that you understand the position that they're in, you understand their situation, you understand their problem, the pain that they're in, the issues that they're dealing with because that's all going to lead into you explaining how your membership site provides the solution.

Mike Morrison:

The way which you do this and the tone that you use and the language, that's where you're going to get the balance between being straight talking, being genuine and authentic, and being sleazy, over-the-top, Internet marketing, stale rubbish. The actual language and the balances done for you or for a copywriter, for example, if you hire them do that, both highlighting the problem and then demonstrating how your membership site is a solution is the basic way of positioning your product as something that somebody needs to join.

Mike Morrison:

You also obviously want to then get into the nuts and bolts, the features and the benefits. What does your membership site consist of, and why is that a good thing? Why should anybody care about it? Because we may be dealing with digital products, there's usually nothing physical about it, then it can be hard to represent this sort of information, so you can use graphical tools to create mock-ups of PC screens or monitor screens or mobile devices, showing the different sections of your membership site. Maybe you use a tour video, so a behind-the-scenes walkthrough, showing the different features. Highlight what your membership site actually consists of, show them the different sections, identify the different features, and make a case for why these are





beneficial to your end user, tying it back to the problem solutions that we've already highlighted earlier on on the sales page.

Mike Morrison: You're then going to want to work in some social proof. This will largely consist of testimonials, genuine testimonials from clients or past members, maybe even case studies, anything which serves as proof that you're legit, that you've helped people before, that you know what you're talking about, and that just changes the tone, it changes the nature of your sales page because it's no longer just your voice making all these grand claims. This is then being backed up by other people. Incorporating social proof can be a major up-leveler when it comes to ensuring that your sales page is highly effective.

Mike Morrison: When it comes to the actual pricing, when it comes down to the nitty gritty, giving a call to action, giving people the details of how they can join, it's important to be transparent with your pricing. People aren't stupid, and treating them like they are is a surefire way to make sure that any members you do attract will leave just as quickly as they joined. Be totally transparent in your pricing. Don't hide the fact that if they're joining on a monthly recurring fee that they're going to be charged month-by-month. Don't hide the fact that's a recurring charge. If you're charging annually, again, if you're going to re-bill them in a year's time, identify the fact that it is recurring. If you have different levels of membership, perhaps you have a bronze, silver, gold, different tiers of membership, and your lower level obviously gets fewer features than a higher level, again, be clear, be upfront, be transparent about what you're actually getting.

Mike Morrison: Authenticity and transparency are very important because the sleazier elements of online marketing and online sales can get away with being a little bit shady when it comes to stuff like this if all they're selling is a product, where the end result is somebody buys, and then once someone's bought, that's it. With a membership site, somebody making that initial purchase, that's just the beginning, and it won't take long for someone to figure out if you haven't been fully upfront and fully honest with them. If you're charging monthly, if it's a recurring monthly membership, then there's no point in trying to pull the wool over anybody's eyes because they'll figure out that that's what's happened pretty early on, and they'll cancel before the end of their first month, so make sure that throughout all of this you're being fully transparent and fully authentic, and it's just a lot easier to be upfront and clear on what you're doing than it is to try and, in some way, manipulate or deceive potential members. That's not a good start to what you hope is going to be a long-lasting commercial relationship.

Mike Morrison: You also want to look at ways in which you can incorporate risk reversal. This is something that a well known marketer by the name of Jay Abraham really, really has brought to the forefront over the past several years, and this is predicated on the fact that whenever someone is making a purchase, if someone's considering joining your membership site, they take a lot of bit of risk. There's a risk that they'll pop in their credit card details, and then they'll get a big error screen, and they'll think nothing of it, and in a couple of weeks' time, they'll see that their credit card has been charged for \$1,000. They don't know that that's not going to happen, so it's a risk. There's a risk that all these big promises that you've made on your sales page are actually going to come to





nothing when they join because the material you're delivering just doesn't match up to the promises you made.

Mike Morrison: Again, they have no way of knowing whether that's going to happen or not, so they're taking onboard the risk, they are putting their trust in you that you're not going to rip them off, that you're going to deliver what you say you're going to deliver. For a potential member, they're taking onboard all the risk. There's no risk to you.

Mike Morrison: A good marketing strategy is to incorporate risk reversal. Put stuff into place to minimize that risk for the customer. This can include things like offering a free trial, so you enable people to join your website for either totally free or for a reduced amount for a set period where they get to take your site for a test run and then, as long as they don't cancel, if they happen to stick around, then they're payments will kick in after a certain period of time. A trial period is one very good method of risk reversal.

Mike Morrison: Another is having a money back guarantee. You'll often see 30-day money back guarantees where if someone's not happy with their purchase, then all they need to do is contact you and they'll get a refund. Sometimes, these are conditional, and, sometimes, they're unconditional, but they're all methods of risk reversal.

Mike Morrison: At the very least, having a open, honest, and fair refund policy, it doesn't necessarily have to be a no questions asked money back guarantee, as long as you have some sort of refund policy that's fair to yourself and to the customer, this can act as risk reversal, too.

Mike Morrison: There's other things you can do. Social proof is a form of risk reversal because you're taking some of the risk out by showing quotes from people who your potential member can go away, research these people, look up their website, contact them if they need to. Social proof's a form of risk reversal, and showing people a video behind the scenes of your membership site, that can be an element of risk reversal, too, because at least then they get to see that there is something behind the curtain. Anything you can do to make joining easier, to remove the friction and remove the risk for your potential members will go a long way to making your sales page more effective and get you more sales.

Mike Morrison: Finally, to top it off, what you're wanting to do is add in a frequently asked question section. There's going to be questions your potential member's going to have, and we want to try to anticipate those in our sales page. Again, when we say, "People take on the risk when they're joining your site," as part of that, they have all sorts of questions in their head. Why should they join your site? Is this right for them? Will they receive anything physical in the mail? What happens if they're not happy? If they are a certain level, if they're a beginner, is the material going to be the right level for them? People will have all sorts of different questions, so if you can incorporate a frequently asked question section where you anticipate any objections, any issues, any queries people may have and provide an answer in advance, again, that can go a long way to making your sales page far more effective.





Mike Morrison:

It's certainly worth taking a look at your sales page and ensuring you have all of these elements in place and whether there's anything that you can add or tweak to make your sales page more effective.

Mike Morrison:

All right. Hope you found this episode useful. Hopefully, it's given you some ideas for changes and enhancements that you can make to your own membership sales page. I'd love to hear what your top takeaway is. Hit me up on social, @MembershipGuys on Twitter or inside our free Facebook group, Membership Mastermind. If you search for that in Facebook, it'll take you to our group, which has over 10,000 membership site owners, or you can just type in talkmemberships.com into your browser. That will redirect you to our group, and, of course, if you are a member of MemberSiteAcademy.com, then this is something we'll be discussing inside the member community, too.

Mike Morrison:

That's it for me for this week. Hopefully, you enjoyed the episode. Hopefully, it's been useful. I'll be back again next week with another dose of proven, practical tips and advice for growing your membership.

