



LAUNCH YOUR MEMBERSHIP SITE WITH A BANG!

Build your list while we build your site

So you've built a list, whats next?

You should nurture your list as it grows, send out teasers and sneak peeks to your list, to show them what they'll be getting if they decide to join your membership.

Explain why you're an expert in your industry and your insights, what can you offer that will benefit new members?

Give them homework! What can they do to get prepared? This could be something as simple as installing software or buying some baking tins.

Your waitlist is full of people that have said 'I am interested in your membership' use that to your advantage, ask them for feedback and what they'd like to see from your membership website.

**USER SIGNS UP FOR WAITLIST AND RECIVES THANK YOU EMAIL
EXPLAINING YOUR MEMBERSHIP.**



**USER RECIVES A FEW EMAILS EXPLAINING WHAT IS INSIDE
YOUR MEMBERSHIP AND SOME EXCLUSIVE SNEAK PEAKS.**



**YOU LAUNCH YOUR MEMBERSHIP WEBSITE
AND GET PEOPLE FROM YOUR WAITLIST TO SIGN UP
WITH AN EARLY BIRD OFFER.**



What is a Waitlist?

A pre-launch waitlist is a simple stand-alone holding page at the front of your website while it's under construction. It's one of the first things we build so you can put your best foot forward.

A pre-launch waitlist usually captures people's name and email address using a form, your logo and some bullet points to let people know what your membership site is all about.



A pre-launch waitlist can yeild strong results for any new membership website. They can help get your first members through the gate, give people a tangible thing to look at and use, rather than just trusting your word as well as give you the confidence to push forward with planning and building your membership website.



How do I build a waitlist?

You can use paid traffic via Google or Facebook to drive people to your site or if you have one you could leverage your current email lists to ask them about their interest in your membership and to sign up to your new list by providing a link to your new site.

A lot of people who decide to launch a membership website have a big following on social media; they have usually been providing free content for a while, so their members will know exactly what they're signing up for. Are you one of them?

Others have Facebook groups that they can use to their advantage! You can promote your membership everywhere, make sure you're not breaking any rules for a Facebook group, they're usually in a pinned post at the top of a group.

You may want to consider contacting Influencers and bloggers to sign up and give them free access to your site when it launches in hopes that they will promote your membership to their followers.

You can offer people a free download of a PDF with valuable information that goes hand in hand with your membership, by providing a free PDF you're already proving that you're an expert in your field.



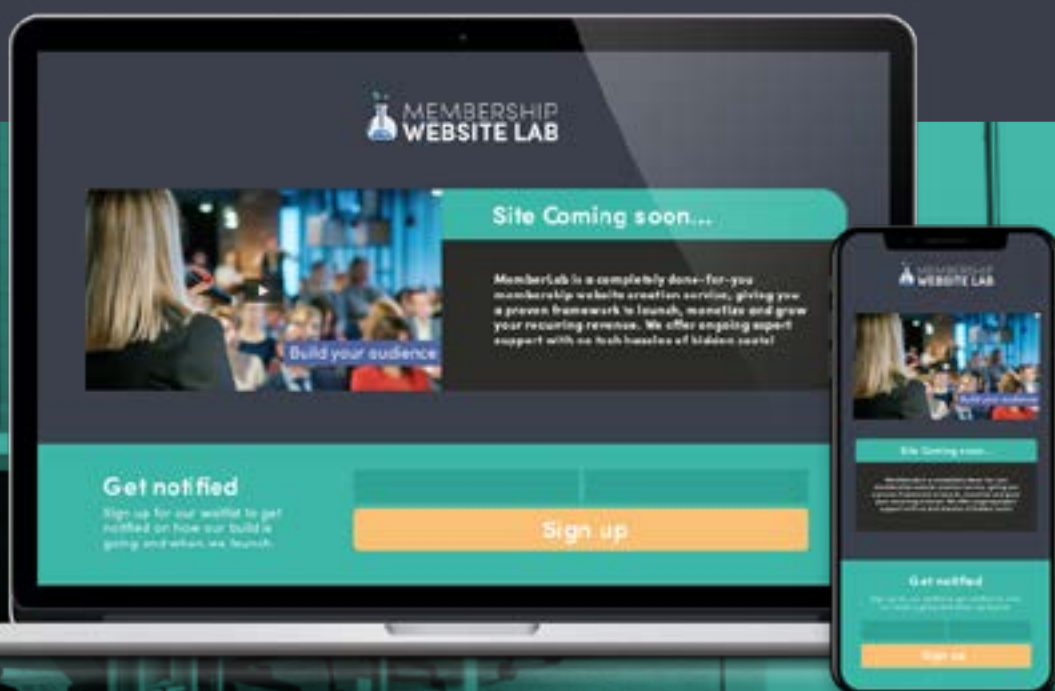
Ideas for a waitlist page

Ideas

- > A video explaining your membership website.
- > A Countdown timer We recommend adding a countdown timer a week before launch.
- > Any value they get for joining your waitlist such as a free download or early bird discount.

A waitlist page should not be overcomplicated; it should be easy to read and understand with minimal distractions. Not everything will work for your prospective members.

You have to figure out what works best for you and your members.



A little bit more information...

Pre Launch Waitlists are a slow-burning but effective way to build trust with prospective members and enable them to help shape your membership into something that they'll want to be apart of.

A lot of people build a big waitlist but do nothing with it until they launch, turning cold customers even colder.

If you nurture your waiting list as soon as people start to sign up, cold customers become warmer and are more likely to sign up to your membership once it has launched.



Here are some things to think about:

- > Where does a waitlist fit into your launch timeline?
- > Is a waitlist the right thing for your membership?
- > The larger the waitlist, the more signups you'll get at the beginning of your memberships life.
- > Can you offer a free value gift for signing up to your waitlist? A PDF with tips and tricks goes a long way.
- > Will you put in the effort to contact your waitlist or will it lay stagnant and alienate the people who signed up for it?

Waitlists aren't for everyone or every membership.

The foundations plan includes a waitlist holding page with a form to capture potential members information for you. We'll even connect the form to your CRM of choice. All you have to do is provide the information you want on the page.

If you'd like to get the ball rolling with a pre launch waitlist feel free to drop us an email: help@meltdesign.co.uk

