BONUS 2

**5 MEMBERSHIP SITE
SPECIFIC STRATERGIES
TO KEEP
MEMBERS SPENDING**

Bonus 2: 5 PLR Membership Site Specific Strategies To Keep Members Spending

Getting people to join your PLR membership site is half the battle. The other half of the battle is to keep them active and buying your backend offers.

How do you do that? Answer: you'll want to brush up on membership retention strategies (like the ones I share in my Membercome product). But first, check out these PLR membership-site-specific retention and backend strategies…

Offer Free Ongoing Training

Plenty of your members are going to be really excited about the concept of using PLR to generate traffic, build their list and make some money online. But when it comes to actually creating and implementing a strategy for using the PLR content, they'll come up blank.

You can guess what happens next. When people don't use the PLR content inside your site, they're going to cancel their memberships. And you can bet they also won't buy any backend offers from you.

That's why you want to provide free, ongoing training on how to use, sell and profit from the PLR content they buy from you. You can provide this training in multiple ways, including:

- Text guides. You might provide an initial quick start guide, and then a new report every month with additional training.

- Via email. As mentioned elsewhere in this guide, you can provide training as part of your customer onboarding process.

- Live training. You can offer monthly webinars to cover the topics, plus this gives members a chance to ask questions. You'll also have the recordings on hand to give to future members.

- Group training. Here's another platform that gives members an opportunity to ask questions. For example, you can set up a private Facebook group, offer training, and answer questions once per week.

Next…

Create "Ready to Use" Content

One of the big advantages for people who buy PLR content is that they can edit it in any way you choose. However, some people simply have no interest in doing this. If you're selling high-quality content (which I know you are), then plenty of your buyers are going to be interested in putting it to work as-is, without modification. And that's why you'll want to provide "ready to use" content.

This type of content is just like it sounds – your buyers can literally use it minutes after they join your membership site. Here's what "ready to use" content might include:

- Professional PDFs. The content is professionally designed and laid out, and then converted into a PDF so that it's ready to distribute as a lead magnet or a paid product.

- Sales letter (with professional web page and graphics). Your customer can just insert their name and payment button, and be ready to start taking orders.

- Other marketing materials. This includes items such as emails, banner ads, social media blurbs, and blog articles.

- Download page and product zip files. Again, the idea here is that all your customer has to do is upload these items to their website with very little to no modification.

- Follow-up emails. This gives the buyer an opportunity to start making money immediately on the backend.

It goes without saying that this content should be well-written, proofed, and fact-checked. In addition, it shouldn't include personal references to you. That way, those who want to use the content as-is can put it to use immediately, no tweaking required.

Build a PLR Community

This goes along with providing training, but it takes it one step further. Instead of a one-way flow of information, the goal here is to create a private PLR group or forum where members can talk to other members about the best ways to use PLR content, how to market their offers, and so on. So, not only are you answering questions and providing information, but others members are too. And that means you're building a valuable community.

Here's why this works for retention: when someone decides to cancel their membership, they're not just losing access to PLR content – they're also going to lose access to a valuable support community. If you build a good group, then the group itself becomes so valuable that many people will stay members just to get access to the group.

Here's one more benefit: when people are members of a group like this, they're going to hear a lot of positive things about your membership. Someone who might have thought about cancelling their membership could easily change their mind after seeing other members who are so enthusiastic in the group.

With that in mind, be sure your onboarding process encourages members to get active in the group. You can provide special deals to active members, recognize member successes in the group, and ask your top members to become moderators. These sorts of small steps will help solidify commitment to the group and to your PLR membership site as a whole.

Promote Member's Products

Your PLR customers are all marketers of one sort or another, which means they probably sell their own offers. That means you have a unique retention strategy you can put into play. All you have to do is promote your member's products to other members, ideally with an exclusive discount.

It's a win-win. The member whose products you're promoting will remain a member just for the perk of making money through your site. Meanwhile, the membership as a whole will have increased retention, because they're getting discounts and deals not found anywhere else.

Offer Unadvertised Bonuses

We've mentioned before that offering unadvertised bonuses is a great way to increase customer satisfaction, which keeps your members active. But here's the key we didn't mention: insert backend offers into these unadvertised bonuses, as this gives you another opportunity to get your members to spend more money with you.

Conclusion

Running a PLR membership can be extremely profitable, but only if you can retain your members! That way, you not only make more money on the frontend in membership fees, but these active members buy from you again and again. That's why you'll want to put the above five membership-retention strategies to work for you!