



# BONUS 5

**THE BEST WAY TO GET NEW  
MEMBERS TO JOIN YOUR PLR  
MEMBERSHIP SITE**





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## Bonus 5: The Best Way To Get New Members To Join Your PLR Membership Site

As mentioned in the main guide, you need to plan a sales funnel while you're in the process of building your membership site. Part of your sales funnel needs to be a tripwire offer, which is a low-price, high-value offer that's irresistible to prospects. In other words, a tripwire product is the offer that quickly turns browsers into cash-paying buyers.

The good news is that you don't need to rack your brain too much trying to come up with a good tripwire offer. That's because you already have one (or you will, soon).

What is it? All you need to do is splinter off one month's worth of membership PLR content and sell it for a very low price. This simple act achieves the following:

- Showcases your content. You may recall in the guide how I mentioned that there is a lot of really bad PLR content floating around the internet. Your prospects want to see that you have high-quality content before they even think of buying. Splintering part of your actual membership content lets you prove that you have high-quality content, thus knocking down a common objection instantly.
- Convinces people to buy from you. Once prospects see you have high-quality content – and especially once they start putting it to use – they're going to want to get their hands on all the PLR content you sell. That makes it relatively easy to convince them to join your PLR membership site.

So, as you can see, there are some good reasons for splintering off a month of membership content and selling it as a low-cost tripwire offer. You can do this immediately by creating two months' worth of content so that you have a tripwire in place when you launch. Alternatively, you can wait a few months and choose your tripwire from your existing monthly content.

Let's take a look at a few other tips and best practices...



## Choose Some of Your Best Content

This content needs to really highlight the quality of your PLR membership site, so be sure to choose some of your best content as your tripwire. Not only should this content be of the highest quality, it should also be something that's really in-demand in your niche.

Not sure which of your monthly products is likely to be the most popular? Then you need to do your market research. Find out what end users are buying like crazy in the niche. If end users are buying a certain product, then you can bet marketers are going to want plenty of content on that same topic.

## Create Your Backend

You can't just pull an excerpt out, put up a sales page, and then expect people to magically know the splintered portion is part of a bigger offer. Instead, you need to make that clear by building your backend offer (which is the PLR membership site) into the splintered product. Indeed, you need to remind your tripwire customers multiple times in multiple ways that this is part of a larger offer, and that they should purchase their memberships.



Here's how:

- Insert a welcome letter inside the tripwire package. This welcome letter thanks buyers for their purchase, instructs them on how to edit the content, and then encourages them to purchase their PLR membership.
- Promote the PLR membership inside follow-up emails that you send to buyers.
- Include a promo on the order form or the download page. E.G., "Get a never-ending stream of PLR content just like this one for \$14.99 per month! You'll never have to create a product on your own again!"

Next...

## Price it Low

The key to this strategy is to attach an irresistibly low price to the content. For example, if your membership fee is typically \$20 per month to get this same content, you might offer your splintered piece for just \$10. That's a "no brainer" price that prospects will spontaneously purchase without much thought. Once a prospect becomes a proven buyer,



it becomes much easier to get them to make a repeat purchase (in this case, it's easier to get them to purchase their membership).

### **Install an Onboarding Process**

A lot of people will buy your tripwire product, and then let it collect virtual dust on their hard drives. Those who use it, however, will be really satisfied with their purchase. In turn, these satisfied customers become repeat buyers.

So here's what you need to do: create an onboarding sequence of emails that encourages those who buy your tripwire offer to put it to use. This onboarding sequence may include some training, such as:

- How to tweak the content to make it more unique. This includes rewriting portions of it, pulling an excerpt out, and/or compiling pieces to create something new.
- How to use the content to generate traffic, convert traffic, build a mailing list, and create a product. In other words, this would be a list of all the ways buyers can use the content.

Every email should include useful tips and training while pointing to specific pieces of the content they can use to implement the tips. E.G., "Pull an excerpt out a guide to create an autoresponder series. You can do that with pages 44-67 of the weight-loss guide!"

Finally, each email should end with a call to action to purchase a membership. E.G., "One of the keys to using PLR is to acquire PLR from the same seller, so that your writing voice and information is consistent across all your content. That's why you'll want to click here to find out how you can get two new PLR weight-loss guides each and every month for one low price!"

### **Conclusion**

Splintering is a quick and easy way to create a low-cost, high-value tripwire offer that's sure to persuade prospects to join your PLR membership. Just be sure to put the above tips and tricks to work for you to optimize this strategy for maximum profits!