

7 Practical Solutions for Growing Your Membership

This is an extra resource to go along with the original article:
[How 3 Companies Successfully \(and Sustainably\) Grow Their Membership](#)

Those million-dollar membership and subscription companies didn't get to be where they are today by sheer luck. They've put in time and effort to building businesses. Thankfully, their methods can be replicated. Here are a few solutions you can borrow from the pros to grow your membership.

1. **Engage Members Daily.** You need to provide value for your members on a regular basis, or they'll forget about you. Create a blog and send out content weekly. Email members about upcoming events. Host events, even if they're just PowerPoint webinars. Have a forum on your website. Use social media to Tweet at subscribers thanking them for sticking around. The goal is to do something, anything, to make sure your members keep talking.
2. **Find industry experts to contribute to your site.** One of the reasons many membership businesses become so successful so quickly is that they host events (webinars, mostly) and invite industry experts to come and present. If your members know that an event is happening, they also know that they're getting a once-in-a-lifetime opportunity to hear from the best in the world. If you're not an authority yet, find someone who is, send them an email and invite them to contribute.
3. **Offer incentives for referrals.** It may seem cheap to offer a referral program, but your primary goal (if you want to make money, that is) is to retain members. Happy members will tell other people to become members. It's the perfect marketing strategy because it doesn't require you to spend any extra money or effort. You just need to keep people happy and give them a great deal if they help make other people happy, too.
4. **Have a plan for a crisis moment.** Hey, things happen. Maybe your website crashes, maybe your payment gateway goes haywire, or maybe you accidentally send out the wrong information to your members. *Before* disaster befalls you, have a plan in place for things that are fairly predictable (your website *will* crash). Have email templates already created to send out to members on short notice. When crisis happens, you'll be glad you did. Or, if it's your email system, have a default message to blast via Twitter and Facebook. Make communication with members your #1 priority.

5. **Make your site as user-friendly as possible.** Even if you offer the best incentives in the world, if your site is clunky and hard to navigate, you won't grow. You don't have to spend a fortune hiring the best designers in the world (unless you want to, of course) but you *should* hire someone to build your website who knows how to make it functional. If you're using WordPress, make sure you have the right plugins installed (and updated) and that your site is fast and easy to use for both visitors and members alike.

6. **Keep track of everything.** Track your member engagement levels, track your site visitors, track your social media data, track complain emails, track member questions, track, track, track and don't stop tracking ever. Over time, you'll easily be able to spot pitfalls in your business that could be preventing further growth.

7. **Don't do everything yourself.** As you grow, your team will probably grow too. That's a good thing, but even if you're trying to put off hiring new in-house team members, there's always the ability to outsource to service providers and contractors to make your life easier. Remember, if you don't have time to engage your members because you're stuck dealing with the day to day, you're limited your ability to reach the next level. Don't be afraid to ask for some help when you need it.