THE MEMBERSHIP BUILDER GUIDE

YOUR STEP-BY-STEP PLAN TO CREATE A PROFITABLE MEMBERSHIP

Turn What You Know Into a Membership Opportunity



UNCOVER
YOUR IDEAS

DEFINE
YOUR AUDIENCE

CREATE
RECURRING VALUE

BUILD A
REVENUE MODEL

by LINDA BARBOUR

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Use this roadmap to move from idea to launch, then use the expanded AIC section to coach your way through the decisions that make the membership yours.

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AIC COACHING ROADMAP

Because your purchase includes AIC membership, this guide is not meant to leave you alone with a workbook. Use AIC as your membership-building coach from your first idea through launch, troubleshooting, and growth.

1. DISCOVER Find and compare membership opportunities.
2. CLARIFY Define your ideal member and strongest promise.
3. DESIGN Build the offer, recurring value, delivery rhythm, and first win.
4. PRICE Work through pricing, founding offers, and revenue goals.
5. BUILD Choose the platform, onboarding, resources, and member journey.
6. MARKET Create hooks, content, lead magnets, and your funnel.
7. LAUNCH Build your launch calendar, messages, follow-up, and metrics.
8. DELIVER Coach through member questions, engagement, and retention.

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9. TROUBLESHOOT Bring real numbers, feedback, and roadblocks to AIC.

10. GROW Identify the highest-leverage next step without adding unnecessary complexity.

START HERE

Welcome to the Membership Builder Guide

You do not need another complicated business model. You need a clear membership idea, a specific person to serve, recurring value people want to keep receiving, and a simple plan to launch it. This guide is designed to help you move from “I could create a membership” to “I know what I am building and what I need to do next.”

How to use this guide

Move through the guide in order the first time. Make decisions as you go. Your goal is not to create a perfect membership on paper; your goal is to create a membership you can test, launch, learn from, and improve.

Your three outcomes

- A membership concept connected to what you already know, do, teach, solve, organize, or help others accomplish.
- A recurring-value model with a clear audience, promise, delivery rhythm, and price.
- A practical launch plan you can execute without waiting for everything to be perfect.

Your membership does not need to be massive to matter. It needs to solve a recurring problem for the right people.

BUILD IT NOW

□ **Write one sentence describing what you hope this membership makes possible for you.**

□ **Choose a target date for making your first paid offer.**

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FOUNDATION

The Membership Income Opportunity

A membership changes the revenue conversation because you are no longer asking, “What can I sell this month?” You are building an offer designed to continue delivering value month after month. That creates the possibility of recurring revenue, deeper customer relationships, and a business that is not forced to restart at zero every month.

Recurring revenue is built, not wished for

People stay when the membership continues to help them make progress, solve problems, save time, gain access, stay accountable, feel connected, or receive something they value.

The simple math

- 25 members at $27/month = $675 in monthly recurring revenue.
- 50 members at $47/month = $2,350 in monthly recurring revenue.
- 100 members at $67/month = $6,700 in monthly recurring revenue.
- 200 members at $97/month = $19,400 in monthly recurring revenue.

Do not begin by asking how many members you can get. Begin by asking what recurring value you can reliably deliver.

BUILD IT NOW

□ **Circle the monthly revenue level that would make your membership meaningful to your business.**

□ **Estimate how many members you would need at three possible price points.**

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Find the Membership Hiding in What You Know

Your best membership idea may already be hiding inside work you are doing, questions people repeatedly ask you, a transformation you have experienced, a process you use, or a community you naturally gather.

Look for repetition

Repeated questions and repeated needs are clues. If people continually need help with the same category of problem, there may be recurring value available.

BUILD IT NOW

- ☐ **List five things people regularly ask you for help with.**

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Inventory Your Knowledge, Skills, and Experience

You do not need to be the world's leading expert. You need enough knowledge, experience, perspective, organization, or access to help a defined person move forward.

Useful assets to inventory

Consider professional skills, lived experience, frameworks, templates, routines, networks, teaching ability, accountability, curation, and community leadership.

BUILD IT NOW

- ☐ **Write ten assets you could bring into a membership.**

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Start With the Problem, Not the Platform

A membership platform is only the container. The business begins with a recurring problem or desire that gives people a reason to join and a reason to remain.

Strong recurring problems

Ongoing learning, implementation, accountability, access, support, community, fresh resources, changing information, and repeated practice can all support membership models.

BUILD IT NOW

- ☐ **Name the recurring problem your member would gladly keep getting help with.**

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One-Time Problem or Recurring Need?

Some problems are solved once. Others return, evolve, or require continued support. Memberships are strongest when the need continues after the first win.

Test the need

Ask what happens after the member gets the first result. Is there a next level, maintenance need, new challenge, fresh content, accountability, or community benefit?

BUILD IT NOW

- ☐ **Describe what your member will need after the first 30 days.**

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The Membership Idea Filter

Before committing to an idea, test it for demand, fit, recurring value, deliverability, and your willingness to keep serving the audience.

Five filters

Need: Do people care? Fit: Can you help? Recurrence: Does value continue? Simplicity: Can you deliver consistently? Energy: Do you want to stay close to this topic?

BUILD IT NOW

- ☐ **Score your top three ideas from 1-5 on each filter.**

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Choose Your Strongest Membership Idea

Clarity creates momentum. You can improve the idea later, but you need one concept to build now.

Decision rule

Choose the idea with the best combination of audience need, your credibility, recurring value, simplicity, and revenue potential.

BUILD IT NOW

- ☐ **Complete: My membership will help _____ do _____ so they can _____.**

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AUDIENCE

Define the Person You Are Building For

A membership built for everyone usually feels essential to no one. Specificity helps your message, content, offer, and community feel relevant.

Think in real-life terms

What is happening in this person's life or business? What are they trying to accomplish? What keeps getting in the way? What have they already tried?

BUILD IT NOW

- ☐ **Describe your ideal member as if introducing them to a friend.**

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What Does Your Member Want Now?

People buy movement. They want to get somewhere, stop something, simplify something, understand something, create something, or become more consistent.

Desired outcomes

Focus on outcomes your member can recognize in everyday life rather than abstract promises.

BUILD IT NOW

- ☐ **List the top five outcomes your ideal member wants.**

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What Is Frustrating Them?

Pain points help you understand urgency. Your job is not to exaggerate pain; it is to accurately name what is making progress harder than it needs to be.

Listen for friction

Confusion, inconsistency, isolation, information overload, lack of accountability, lack of access, limited time, and unclear next steps are common forms of friction.

BUILD IT NOW

- ☐ **Write the three frustrations your membership should reduce.**

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What Have They Already Tried?

Understanding alternatives makes your membership stronger. Your member may have tried free content, courses, books, groups, coaching, apps, or doing it alone.

Find the gap

Ask what those options gave them and what was still missing. Your membership can be designed around the missing support.

BUILD IT NOW

- ☐ **List three alternatives and the gap your membership can fill.**

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Create Your Ideal Member Snapshot

Bring the audience work together into one usable profile. This is not a fictional biography; it is a decision-making tool for your offer.

Snapshot elements

Current situation, desired result, recurring challenge, buying motivation, preferred support, and reason to stay.

BUILD IT NOW

- ☐ **Write a six-sentence ideal member snapshot.**

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Write Your Membership Promise

Your promise should tell people who the membership helps, what progress it supports, and why the experience is valuable.

Simple formula

We help [person] [make progress/result] through [method/support] so they can [larger benefit].

BUILD IT NOW

- ☐ **Draft three versions of your membership promise.**

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Name the Transformation

A strong membership has a direction. Members should understand what they are moving toward, even if everyone progresses at a different pace.

Before and after

Describe the practical shift from the member's current state to the state your membership is designed to support.

BUILD IT NOW

- ☐ **Complete: Members come in feeling/doing _____ and grow toward _____.**

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Choose Your Membership Type

Your model should match the value you deliver. Common models include education, implementation, accountability, community, access, resource libraries, curated opportunities, and hybrids.

Keep it simple

Choose one primary value engine and one or two supporting elements. Too many features create work without necessarily creating retention.

BUILD IT NOW

- ☐ **Choose your primary membership type and two supporting elements.**

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MODEL

Design the Core Value Pillars

Value pillars are the few recurring categories that organize the membership. They keep content focused and make the offer easier to explain.

Three-to-five pillars

Examples might include strategy, implementation, accountability, community, resources, access, or feedback. Use pillars specific to your audience.

BUILD IT NOW

- ☐ **Name 3-5 value pillars and one member benefit for each.**

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MODEL

Build Recurring Value

Recurring value is the reason a member stays after the excitement of joining fades. It should be useful, repeatable, and sustainable for you to deliver.

Recurring value test

Does the member receive fresh progress, support, access, accountability, connection, or resources on an ongoing basis?

BUILD IT NOW

- ☐ **List what will still be valuable in month 6.**

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MODEL

Create a Simple Monthly Rhythm

Consistency beats constant invention. A predictable rhythm helps members know what to expect and helps you operate without content chaos.

Example rhythm

Week 1 teaching; Week 2 implementation; Week 3 coaching/Q&A; Week 4 accountability or community activation. Your rhythm can be much simpler.

BUILD IT NOW

- ☐ **Sketch a four-week rhythm you could repeat.**

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Decide What NOT to Include

More is not always more valuable. Every feature creates an expectation and an operational obligation.

Protect the promise

Remove features that are impressive but do not directly help members achieve the core outcome or stay engaged.

BUILD IT NOW

- ☐ **List three things you will deliberately leave out at launch.**

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Membership Content Without the Content Treadmill

You do not need to produce a brand-new course every month. Members can gain value from implementation, coaching, curation, discussion, challenges, feedback, templates, and accountability.

Reuse intelligently

A strong core library can be reused while live or fresh elements create relevance. Build assets that continue working for you.

BUILD IT NOW

- ☐ **Identify five repeatable content formats you can sustain.**

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DELIVERY

Build a Starter Resource Library

A starter library should help new members get oriented and get an early win. It does not need to be enormous.

Start lean

Consider a welcome guide, roadmap, foundational training, checklist, template, FAQ, and recommended next step.

BUILD IT NOW

- ☐ **Choose the first five resources your member actually needs.**

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Create a Quick-Win Experience

Early progress builds confidence. Design one result a new member can achieve quickly without consuming everything you have created.

Quick-win rule

Make it specific, achievable, relevant to the larger promise, and easy to begin.

BUILD IT NOW

- ☐ **Define the first win a member should achieve in 7 days.**

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Community: Necessary or Optional?

Community can be powerful, but an empty community can hurt perceived value. Add community when connection itself supports the outcome.

Community purpose

Decide whether members need peer support, networking, accountability, shared learning, encouragement, collaboration, or access to you.

BUILD IT NOW

- ☐ **Write the exact purpose your community would serve.**

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Access to You Without Burning Out

Access can increase value, but unlimited access can make the membership unsustainable. Set boundaries before launch.

Design access

Options include monthly Q&A, office hours, group coaching, submitted questions, rotating hot seats, or structured feedback.

BUILD IT NOW

- ☐ **Choose the access model you can sustain for one year.**

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Choose Your Delivery Platform

Use the simplest platform that can reliably handle your current needs. A platform should support the membership, not become the project.

Decision factors

Payments, content delivery, community, email, ease of use, automation, member experience, integrations, and cost.

BUILD IT NOW

- ☐ **List your must-have platform functions before comparing tools.**

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Build the Minimum Viable Membership

Your first version only needs enough structure to deliver the promise and learn from real members.

MVM components

Clear offer, payment method, welcome experience, core resources, recurring delivery rhythm, communication channel, and cancellation process.

BUILD IT NOW

- ☐ **Mark which minimum components you already have.**

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Price for Value and Sustainability

Price should reflect the value of the outcome, the level of access, the market, and what you can sustainably deliver.

Avoid random pricing

A low price is not automatically easier to sell. It can require far more members to reach your revenue goal.

BUILD IT NOW

- ☐ **Choose three price points to test and explain the logic behind each.**

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Monthly, Annual, or Both?

Monthly pricing lowers the initial commitment. Annual pricing can improve cash flow and commitment. You can offer one or both.

Annual value

If offering annual, make the incentive meaningful without making monthly members feel penalized.

BUILD IT NOW

- ☐ **Decide whether launch pricing will be monthly, annual, or both.**

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Founding Member Pricing

Founding pricing can reward early adopters for joining before the membership has a long track record.

Make it strategic

Define who qualifies, what they receive, whether the rate is locked while active, and when the offer ends.

BUILD IT NOW

- ☐ **Draft your founding member offer in four sentences.**

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Revenue Goal Math

Turn your income goal into member math so you know what the business actually requires.

Work backward

Monthly revenue goal divided by monthly price equals the approximate active-member count needed before fees and expenses.

BUILD IT NOW

- ☐ **Calculate member targets at three price points.**

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Know Your Basic Numbers

Membership revenue is not the same as profit. Know your platform fees, payment fees, contractor costs, software, advertising, and delivery costs.

Keep a simple dashboard

Track active members, new members, cancellations, monthly recurring revenue, and acquisition source.

BUILD IT NOW

- ☐ **List the five numbers you will review monthly.**

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Create the Offer Stack

An offer stack explains what members receive and how each element supports the transformation.

Lead with outcomes

Do not hide the value under a pile of features. Connect each component to a reason the member cares.

BUILD IT NOW

- ☐ **Write your core offer plus 3-5 supporting components.**

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OFFER

Bonuses That Make Sense

A bonus should accelerate action, remove an objection, or increase the usefulness of the core offer.

Avoid clutter

One or two relevant bonuses can be stronger than ten unrelated downloads.

BUILD IT NOW

- ☐ **Design one launch bonus tied directly to the first win.**

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Write Your Offer in Plain Language

If your offer requires a long explanation before someone understands it, simplify it.

Clarity test

A prospect should quickly understand who it is for, what they get, what it helps them do, how it works, and what it costs.

BUILD IT NOW

- ☐ **Write a 75-word description of the membership.**

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Why Should Someone Join Now?

A reason to act now does not require fake urgency. Real deadlines, founding access, cohort starts, bonuses, or enrollment windows can create legitimate timing.

Ethical urgency

Use deadlines you intend to honor and benefits that are genuinely time-sensitive.

BUILD IT NOW

- ☐ **Choose the real reason your prospect should act now.**

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Create Your Membership Name

A good name can communicate the audience, outcome, identity, method, or experience. It does not need to be clever to work.

Name test

Is it easy to say, spell, remember, and connect to the offer? Can someone roughly understand what it is?

BUILD IT NOW

- ☐ **Generate ten names, then shortlist three.**

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Create a Simple Tagline

Your tagline should add clarity, not repeat the name.

Tagline formula

Outcome + audience, method + result, or identity + direction can all work.

BUILD IT NOW

- ☐ **Write five tagline options under ten words.**

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Build Your Message Around Recognition

Your best marketing makes the right person recognize themselves before you ask them to buy.

Recognition language

Name moments, frustrations, desires, and decisions your ideal member experiences in real life.

BUILD IT NOW

- ☐ **Write five 'this is for you if...' statements.**

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Create Your Core Marketing Hooks

Hooks earn attention by naming a desire, tension, question, misconception, or possibility.

Hook categories

Problem recognition, opportunity, myth-busting, identity, curiosity, proof, and next-step hooks.

BUILD IT NOW

- ☐ **Write ten hooks for your membership.**

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Teach Before You Sell

Useful free content can demonstrate how you think and help prospects experience your value before joining.

Value-first content

Teach a small idea, expose a gap, give a quick win, or help someone diagnose a problem. Then invite the next step.

BUILD IT NOW

- ☐ **Plan three free pieces of content that naturally lead to the membership.**

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Build a Simple Lead Magnet

A lead magnet should attract people likely to want the membership, not merely collect email addresses.

Bridge to the offer

The best lead magnet solves a small problem that reveals or leads toward the larger recurring need.

BUILD IT NOW

- ☐ **Define a one-problem lead magnet and its membership bridge.**

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FUNNEL

Use a Free Training as the Front Door

A free training can help prospects see the opportunity, understand the problem, and decide they want a plan.

Show Me

Teach enough to create belief and clarity without trying to cram the entire paid solution into the training.

BUILD IT NOW

- ☐ **Outline a 20-30 minute free training with one clear next step.**

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FUNNEL

The Low-Ticket Guide Bridge

A low-ticket guide converts attention into action. It gives the prospect a practical plan and identifies people willing to invest in solving the problem.

Give Me the Plan

The guide should organize the path, help the buyer make decisions, and naturally reveal where personalized support becomes valuable.

BUILD IT NOW

- ☐ **Write the promise of your low-ticket guide in one sentence.**

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From Guide to Coaching Support

After someone has the blueprint, the next challenge is applying it to their own situation. That is where personalized coaching can become the logical next step.

Coach Me Through It

Position coaching as help with decisions, implementation, troubleshooting, momentum, and adaptation - not as more information.

BUILD IT NOW

- ☐ **List five decisions a buyer may want coaching help with.**

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Design Your Funnel Path

Keep the path obvious. Every step should prepare the prospect for the next one.

Simple progression

Free training -> low-ticket plan -> personalized support -> membership or broader offer, depending on your business model.

BUILD IT NOW

- ☐ **Draw your funnel as four boxes and name the job of each step.**

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Create Your Sales Page Structure

A sales page should answer the prospect's questions in a logical order.

Core sections

Hook, problem/opportunity, desired result, offer, what is included, how it works, who it is for, price, urgency, FAQ, call to action.

BUILD IT NOW

- ☐ **Draft your sales page section headings.**

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SALES

Write a Strong Call to Action

A CTA should tell the prospect exactly what to do next and connect the action to the result they want.

CTA examples

Join now, become a founding member, start building, get the plan, or begin your first month can all work when matched to the offer.

BUILD IT NOW

- ☐ **Write three CTA options in your natural voice.**

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SALES

Handle Common Objections

Objections are unanswered questions about value, fit, timing, trust, effort, or risk.

Answer, do not pressure

Clarify what the membership is, who it is for, what it requires, and what happens after joining.

BUILD IT NOW

- ☐ **Write responses to your top five likely objections.**

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Plan Your Pre-Launch

Pre-launch content should build recognition and desire before the cart opens.

Sequence

Problem awareness -> possibility -> method -> proof/credibility -> invitation -> deadline.

BUILD IT NOW

- ☐ **Plan five pre-launch messages.**

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Build Your Founding Member Launch

A founding launch lets you enroll an initial group, learn quickly, and build the membership with real feedback.

Founding focus

Be clear about what exists now, what is coming, what founding members receive, and why their early participation matters.

BUILD IT NOW

- ☐ **Choose your founding member goal and enrollment window.**

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Your 7-Day Launch Plan

A short launch can create focus without exhausting you or your audience.

Seven-day rhythm

Open, teach, demonstrate, answer objections, share use cases, remind, close. Adjust to your audience and sales cycle.

BUILD IT NOW

- ☐ **Assign one message or action to each of seven days.**

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Your 30-Day Launch Plan

A longer runway gives you more time to educate a colder audience and build demand.

Four phases

Awareness, education, invitation, conversion. Each phase should move the prospect one decision closer.

BUILD IT NOW

- ☐ **Choose the length that fits your audience and map four phases.**

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Create Your Welcome Experience

The first minutes after purchase shape confidence. Members should know they are in the right place and what to do first.

Welcome essentials

Confirmation, login/access, orientation, where to begin, first win, support contact, and what to expect next.

BUILD IT NOW

- ☐ **Write the first three actions a new member should take.**

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Build a 7-Day Onboarding Path

Do not dump the entire membership on a new member. Guide them into the experience.

Suggested path

Day 1 welcome; Day 2 profile/setup; Day 3 first resource; Day 4 community; Day 5 action; Day 7 check-in.

BUILD IT NOW

- ☐ **Create your seven-day onboarding sequence.**

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Create a 30-Day Member Journey

The first month should help the member experience progress and establish a habit of using the membership.

First-month goals

Orientation, first win, connection, participation, progress, and a clear next step.

BUILD IT NOW

- ☐ **Define what a successful first 30 days looks like.**

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Engagement Without Constant Posting

Engagement is not measured by how many posts you create. It is measured by whether members use the membership in ways that help them progress.

Design participation

Use prompts, implementation days, check-ins, challenges, office hours, milestones, and member spotlights intentionally.

BUILD IT NOW

- ☐ **Choose three repeatable engagement rituals.**

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Retention Starts With Results

People are more likely to stay when they can see progress and understand what comes next.

Make progress visible

Use milestones, check-ins, progress reviews, wins, completion markers, or personalized next steps.

BUILD IT NOW

- ☐ **Decide how members will recognize their progress.**

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Listen to Your Members

Member feedback helps you improve value without guessing.

Feedback rhythm

Ask what is useful, what is confusing, what is missing, what they are trying to accomplish next, and why they stay.

BUILD IT NOW

- ☐ **Write five questions for a quarterly member check-in.**

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Reduce Preventable Cancellations

Some churn is normal. Your goal is to reduce cancellations caused by confusion, lack of use, unclear value, or poor onboarding.

Watch signals

Low login/activity, unanswered questions, missed onboarding, and repeated confusion can signal risk.

BUILD IT NOW

- ☐ **List three ways you can re-engage an inactive member.**

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Create a Cancellation Experience

Make cancellation clear, respectful, and useful. A difficult cancellation process damages trust.

Learn without trapping

Ask for a brief reason, confirm access dates, explain rejoining, and use feedback to improve.

BUILD IT NOW

- ☐ **Draft a simple cancellation confirmation message.**

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Track the Metrics That Matter

You do not need a giant dashboard. Track the numbers that help you make decisions.

Core metrics

Active members, new members, cancellations, churn rate, monthly recurring revenue, average revenue per member, and conversion rate.

BUILD IT NOW

- ☐ **Choose the five metrics you will review every month.**

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ABUNDANCE IDENTITY COACH (AIC) MEMBERSHIP BUILDER COACHING

Meet Your Membership-Building Coach

You did not just purchase information. You purchased a membership that gives you a place to work through the real decisions behind building your membership.

Use AIC for decisions, not just answers

Bring AIC the situation you are actually facing. Tell it what you are considering, what you have already decided, what feels unclear, and what outcome you want. The more useful context you provide, the more useful the coaching conversation can become.

What AIC can help you work through

- Membership opportunities based on your knowledge and strengths
- Audience clarity and offer positioning
- Pricing and revenue scenarios
- Funnel, launch, marketing, and sales decisions
- Onboarding, retention, troubleshooting, and growth
- Your Personalized Next-Best Step™ when you feel pulled in ten directions.

COPY + PASTE INTO AIC

Coach me as I build my paid membership. Start by asking me what I have already decided, what stage I am in, and what feels most unclear. Then help me identify the single most important decision to make next.

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How to Get Better Coaching From AIC

AIC is most useful when you treat the conversation like a working session rather than a search box.

Give context

Share the audience, offer, price ideas, goals, constraints, deadline, current assets, and what you have already tried.

Ask AIC to coach, compare, or challenge

- “Coach me through this one question at a time.”
- “Compare these three options and show me the tradeoffs.”
- “Challenge my assumptions before I decide.”
- “Help me simplify this without weakening the value.”
- “Tell me what I may be overlooking.”

Keep the conversation going

Do not restart every time you have a follow-up. Continue the same coaching thread when the context matters so the work can build on itself.

COPY + PASTE INTO AIC

I am going to give you my current membership plan. Review it as my coach. Identify what is clear, what is weak or missing, what I should not overcomplicate, and the next three decisions I need to make.

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AIC Membership Opportunity Discovery Session

Use this before locking yourself into an idea simply because it was the first one you thought of.

Bring AIC the raw material

- What people ask you for help with
- Your professional and lived experience
- Skills, frameworks, resources, communities, or access you can provide
- Problems you enjoy helping people solve
- Business assets or audiences you already have

Ask for opportunity, not fantasy

The goal is to identify offers that combine real need, recurring value, your ability to deliver, and realistic revenue potential.

COPY + PASTE INTO AIC

Coach me through finding the strongest membership opportunity hiding inside what I already know, do, teach, organize, or help people accomplish. Ask me one question at a time. Then give me my top three membership opportunities and score each for demand, recurring value, credibility, simplicity, and revenue potential.

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AIC Audience Deep-Dive Session

A vague audience creates vague marketing. Use AIC to make the person on the other side of the offer feel real.

Go beyond demographics

Focus on what is happening in their life or business, what they want now, what keeps getting in the way, what they have tried, and what would make ongoing support valuable.

Turn insight into language

Ask AIC to translate the audience insights into words you can use in your sales page, emails, posts, free training, and offer description.

COPY + PASTE INTO AIC

Coach me through a deep dive on my ideal member. Help me define their current situation, desired result, recurring frustrations, what they have tried, what they are tired of, what they value, and the exact moments when they would think, "I need this membership." Then turn those insights into five marketing messages.

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AIC Offer Design Intensive

This is where the idea becomes a membership someone can understand and buy.

Build the core before the extras

- Clear promise
- 3-5 value pillars
- Recurring monthly value
- First 7-day win
- Delivery rhythm
- Access level
- What is intentionally NOT included

Pressure-test sustainability

Ask whether the offer is still deliverable if you have 10 members, 100 members, or a very busy month.

COPY + PASTE INTO AIC

Coach me through designing version one of my membership. Help me create the promise, value pillars, recurring monthly rhythm, first win, access model, and minimum resource library. Challenge anything that creates unnecessary work without increasing member results or retention.

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AIC Pricing + Revenue Lab

Use AIC to turn pricing from a guess into a business decision.

Run the math

Compare several monthly prices against your revenue goal, likely member count, delivery costs, access level, and positioning.

Explore launch pricing

Work through founding pricing, annual options, bonuses, and whether a price should remain locked while a founding member stays active.

COPY + PASTE INTO AIC

Coach me through pricing my membership. My target monthly recurring revenue is [amount]. Help me compare at least three price points, calculate the active members needed at each, consider delivery and access, and recommend the strongest launch pricing strategy with the reasoning behind it.

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AIC Funnel Builder Session

Use AIC to make sure each step of the funnel has one job and naturally leads to the next.

Build the progression

Free training = Show Me. Low-ticket guide = Give Me the Plan. AIC = Coach Me Through Building It. Your membership or broader offer can then become the appropriate next destination for your business model.

Remove dead ends

Ask AIC to check whether each CTA makes sense, whether the buyer understands the next step, and whether you are asking for too much too soon.

COPY + PASTE INTO AIC

Coach me through my complete membership funnel from first contact through purchase. For each step, define the prospect's question, the promise, the content or offer, the CTA, and why the next step feels natural. Flag any dead ends, confusing jumps, or unnecessary steps.

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AIC Sales Page Working Session

Bring your actual draft into AIC and work through it section by section.

What to test

- Does the opening make the right person feel seen?
- Is the result clear?
- Are features connected to benefits?
- Is recurring value obvious?
- Does the price make sense in context?
- Are objections answered without pressure?
- Is the CTA unmistakable?

Use your voice

Ask AIC to preserve your natural tone instead of making the copy sound generic or overhyped.

COPY + PASTE INTO AIC

Review my membership sales page as my coach and conversion strategist. Preserve my voice. Tell me what is strong, what is unclear, where the value is not obvious, what objections are unanswered, and what I should change first. Then help me revise one section at a time.

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AIC Launch Command Center

Once your offer is ready, use AIC to turn the launch into a calendar of decisions and actions.

Build around your reality

Tell AIC your launch date, audience size, email list, social channels, available time, budget, and whether the audience is warm or cold.

Use AIC during launch

Bring daily questions, responses, objections, engagement, sales numbers, and unexpected problems into the same coaching conversation so your next move is based on what is actually happening.

COPY + PASTE INTO AIC

My membership launches on [date]. Coach me through a realistic launch plan from today through close. Build the pre-launch, open-cart, follow-up, and final-day actions around my available time and audience. Give me the highest-priority action for each day and tell me what I can skip.

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AIC Member Experience Designer

Selling the membership is only the beginning. Use AIC to design what happens after “yes.”

Design the first 30 days

- Purchase confirmation
- Access and login
- Welcome/orientation
- First 7-day win
- Community or connection point
- First live or recurring experience
- Progress check
- Personalized next step

Reduce overwhelm

Ask AIC to simplify onboarding so new members know exactly where to begin rather than being dropped into a library of content.

COPY + PASTE INTO AIC

Coach me through designing the first 30 days of my member experience. I want members to know exactly where to begin, experience an early win, understand the recurring rhythm, and see what to do next. Help me remove anything that creates overwhelm.

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AIC Retention + Engagement Coach

Retention is not about keeping people busy. It is about helping members continue receiving value.

Bring evidence

- What members are using
- What they are ignoring
- Questions they ask
- Attendance or participation patterns
- Wins and testimonials
- Cancellation reasons

Diagnose before adding

Ask AIC whether the issue is onboarding, activation, value, communication, fit, engagement, or expectations before creating another feature.

COPY + PASTE INTO AIC

Coach me through improving retention in my membership. I will share participation, feedback, wins, cancellations, and what members are using. Diagnose the most likely retention issue, tell me what not to add yet, and recommend three focused improvements.

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AIC Troubleshooting Protocol

When something goes wrong, do not rebuild the entire business. Bring the problem to AIC with evidence.

Use the four-part brief

- What I expected
- What actually happened
- What I tried
- What evidence or feedback I have

Ask for tests, not panic

Have AIC identify the likely bottleneck and recommend the smallest useful tests before you change the offer, price, platform, or audience.

COPY + PASTE INTO AIC

Help me troubleshoot this membership problem. Here is what I expected: [ ]. Here is what happened: [ ]. Here is what I tried: [ ]. Here is the evidence I have: [ ]. Identify the most likely bottleneck, what I should NOT change yet, and the next three tests to run in order.

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AIC Weekly CEO Session

Use AIC as a recurring decision-making session so you keep building the business instead of only serving inside it.

Weekly review

- What moved forward this week?
- What numbers changed?
- What did members need?
- What created friction?
- What opportunity appeared?
- What is the single highest-leverage move next week?

Protect focus

End every session by identifying what to do next and what to deliberately postpone.

COPY + PASTE INTO AIC

Run my weekly Membership CEO session. Ask me about wins, member needs, sales, cancellations, engagement, bottlenecks, and opportunities. Then give me my top three priorities for the coming week and identify what I should intentionally NOT work on.

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AIC Monthly Growth Review

Once a month, zoom out from tasks and look at the business as a system.

Review the full journey

Acquisition -> conversion -> onboarding -> activation -> engagement -> retention -> referral.

Choose one growth constraint

Do not try to improve every number at once. Ask AIC to identify the constraint that most limits growth right now.

COPY + PASTE INTO AIC

Coach me through a monthly review of my membership business. I will give you my active members, new members, cancellations, recurring revenue, conversion information, engagement observations, and feedback. Identify the strongest signal, the biggest constraint, and the one improvement most likely to matter next month.

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AIC Prompt Library: 20 Quick Coaching Starts

Use these whenever you know the topic but do not know how to begin the conversation.

QUICK STARTS

- Help me simplify this membership idea without weakening it.
- What would make this offer feel essential rather than nice to have?
- Compare these two audiences and tell me which has the stronger recurring need.
- What am I promising that I may not be able to sustain?
- Help me create a first win a new member can achieve in seven days.
- What should be live versus on-demand in this membership?
- Help me create three price options and show me the tradeoffs.
- What would make someone stay for month six?
- Turn this feature list into member-centered benefits.
- Give me ten hooks that make my ideal member recognize herself.
- Help me outline a free training that naturally leads to my paid guide.
- Review this funnel and find the weakest transition.
- Help me write a founding-member invitation without sounding pushy.
- What objections should my sales page answer?
- Help me plan my next seven launch messages.
- Simplify my onboarding into the first three actions.
- What could be causing low engagement?
- Help me respond to this member feedback constructively.
- What metric should I pay attention to at my current stage?
- Based on everything we have worked through, what is my Personalized Next-Best Step™?

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Your AIC Membership Builder Rhythm

AIC can stay useful after launch because the questions change as the membership grows.

Use AIC at four rhythms

- IN THE MOMENT - when you are stuck on a decision or problem.
- WEEKLY - to choose priorities and protect focus.
- MONTHLY - to review numbers, member experience, and growth constraints.
- QUARTERLY - to revisit the offer, pricing, systems, and 90-day direction.

Keep bringing the real business

Your strongest coaching conversations will come from real drafts, real numbers, real feedback, real constraints, and real decisions.

COPY + PASTE INTO AIC

Help me create a recurring AIC coaching rhythm for my membership business. Based on my current stage, tell me what I should work through with you in the moment, weekly, monthly, and quarterly so I keep moving without overcomplicating the business.

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What to Work Through With AIC

A blueprint gives you the path. Personalized coaching helps you make the path fit your business, strengths, audience, goals, and real-life decisions.

Use AIC as your builder

Bring your actual ideas, options, drafts, pricing questions, audience questions, launch decisions, and roadblocks into your AIC coaching conversations.

BUILD IT NOW

- ☐ **Choose the first membership decision you want to work through with AIC.**

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AIC Conversation: Find My Best Membership Idea

Use this conversation when you have several ideas or you are not sure what people would pay to receive on a recurring basis.

Start with this prompt

Coach me through designing the first 30 days of my member experience. I want members to know exactly where to begin, experience an early win, understand the recurring rhythm, and see what to do next. Help me remove anything that creates overwhelm.

BUILD IT NOW

- ☐ **Paste or adapt the prompt in AIC and capture your strongest idea.**

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AIC Conversation: Clarify My Ideal Member

Use this when your audience feels too broad or your marketing sounds generic.

Start with this prompt

Coach me through defining the ideal member for my membership. Help me clarify their current situation, desired result, recurring frustrations, what they have tried, what they value, and what would make this membership feel worth paying for each month.

BUILD IT NOW

- ☐ **Capture the three audience insights that change your offer.**

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AIC Conversation: Build My Offer

Use this to turn an idea into a clear membership people can understand.

Start with this prompt

Coach me through building a simple, compelling membership offer. Help me define the promise, core value pillars, monthly delivery rhythm, first win, member experience, what to include, and what to leave out so the offer is valuable and sustainable.

BUILD IT NOW

- ☐ **Write your final offer in plain language.**

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AIC Conversation: Price My Membership

Pricing is a business decision, not a confidence test. Use AIC to examine the numbers and value together.

Start with this prompt

Coach me through choosing a sustainable membership price. Help me compare value, access level, delivery costs, revenue goals, likely member count, monthly versus annual pricing, and founding member pricing. Show me the math for the options we discuss.

BUILD IT NOW

- ☐ **Choose your launch price and why it makes sense.**

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AIC Conversation: Plan My Funnel

Use this to connect your free content, low-ticket offer, membership, or coaching support into one customer journey.

Start with this prompt

Coach me through creating a simple funnel for my membership. Help me decide what my audience needs to see, understand, experience, and buy at each step, and make sure every step naturally leads to the next without unnecessary complexity.

BUILD IT NOW

- ☐ **Write your funnel in one line with arrows.**

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AIC Conversation: Build My Launch Plan

Use this when you are ready to stop planning and put dates and actions on the calendar.

Start with this prompt

Coach me through building a realistic launch plan for my membership based on my audience size, available time, offer, price, and launch date. Help me choose the right pre-launch content, enrollment window, daily actions, follow-up, and metrics.

BUILD IT NOW

- ☐ **Choose your launch date and three non-negotiable actions.**

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AIC Conversation: Troubleshoot My Membership

Membership building is iterative. When something is not working, bring the evidence instead of guessing.

Start with this prompt

Coach me through troubleshooting my membership. I will tell you what is happening, what I expected, what I have tried, and any numbers or feedback I have. Help me identify the most likely bottleneck, what not to change yet, and the next three tests I should run.

BUILD IT NOW

- ☐ **Write the first problem you will bring to AIC instead of trying to solve alone.**

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AIC Conversation: Grow What Is Working

Growth is easier when you know what is already producing results.

Start with this prompt

Coach me through growing my membership without adding unnecessary complexity. Help me identify what is already working in acquisition, conversion, onboarding, engagement, and retention, then choose the highest-leverage next step.

BUILD IT NOW

- ☐ **Name one thing you will optimize before adding something new.**

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Your Personalized Next-Best Step

When you feel overwhelmed, do not ask what you could do. Ask what matters most now.

Use this prompt

Based on everything I have shared about my membership, my current stage, my goals, and my constraints, coach me to identify my Personalized Next-Best Step. Explain why it matters now, what to do first, and what I should deliberately ignore until it is complete.

BUILD IT NOW

- □ **Write the one action that would create the most useful progress this week.**

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NEXT STEP

You Have the Blueprint. Now Build.

Information only becomes valuable when it changes what you do. You now have a framework for choosing, designing, pricing, launching, operating, and growing a paid membership.

Do not wait for perfect

Your first version is allowed to be simple. Real members will show you what deserves to become version two.

BUILD IT NOW

- ☐ **Write the decision or next action this page helps you make.**

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CLOSING

The Membership Builder Commitment

You do not need to know everything before you begin. You need a useful idea, a real person to serve, a clear promise, recurring value, a way to get paid, and the willingness to learn from the market.

Your commitment

I will build the simplest version that can deliver real value. I will make decisions, test them, listen to members, improve what matters, and refuse to confuse complexity with progress.

A blueprint can show you the way. A coach can help you navigate YOUR way.

BUILD IT NOW

- ☐ **Complete: My next step is _____. I will complete it by _____.**

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CLOSING

Work Through It With AIC™

You have the blueprint. Now you need to build. AIC is designed to help you work through the decisions that make your membership yours - not somebody else's template.

Bring the real work

- Your membership idea
- Your audience
- Your offer and pricing
- Your funnel
- Your launch plan
- Your content and marketing
- Your member experience
- Your roadblocks
- Your growth decisions

Don't build it alone. Work Through It With AIC™.

BUILD IT NOW

- ☐ **Open AIC and begin with the decision that is slowing you down most.**

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A Letter from Linda

You Have the Blueprint. Now Build.

If you've made it to the end of this guide, I want you to know something: there could very well be a profitable membership hiding inside what you already know.

Your knowledge. Your experience. Your gifts. Your expertise. The problems you know how to solve. The people you are uniquely equipped to serve.

You don't have to have everything figured out before you begin.

I built this guide to help you move from *"I think I could create a membership"* to having a clear plan for what you can build, who you can serve, the value you can provide, and how that value can become recurring monthly revenue.

But I also know what happens when the guide closes.

The questions start.

Is this the right idea?
Who exactly should I serve?
What should I charge?
Am I offering enough?
How do I launch it?
What if something isn't working?

That's exactly why I wanted you to have **AIC** as part of this experience.

You don't have to take this blueprint and figure out every decision by yourself. Take your ideas into AIC. Use the prompts throughout this guide. Tell AIC what you're considering. Ask questions. Work through your options. Build your offer. Run your numbers. Create your launch plan. Troubleshoot the places where you get stuck.

And when you don't know what to do next, simply ask:

"Coach me through my Personalized Next-Best Step."

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Then take the step.

Your first version doesn't have to be perfect. It simply has to be built.

My hope is that this guide helps you see possibilities you may not have recognized before—and that AIC helps you turn those possibilities into something real, valuable, and profitable.

You have the blueprint.

Now go build your membership.

I'll be cheering you on.



Linda Barbour
Founder, The Abundance Identity Coach
Work Through It With AIC

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