

Nonfiction Writers Conference 2021



Donna Maria

presents

MEMBERSHIP BUSINESS STRATEGY FOR NONFICTION AUTHORS

1. Target your book to a specific audience and purpose

There are lots of options here, but it starts with narrowing down a unique target audience. Be specific and be narrow, so you can go deep with your readers. Your book can solve a specific problem that your target audience has, or it can be more inspirational in nature.

2. Identify problems and challenges

Narrowing down and focusing on a specific target audience will allow you to be innovative and create specific solutions (benefits) that address and solve the unique problems of your target audience. What are their pain points? What obstacles do they face? What keeps them up at night? Identify their problems and deliver benefits that help them solve them.

3. Carefully select Seed Members

Your Seed Members are the people who are most enthusiastic about your offering. As your first testers and brand influencers, Seed Members help plant the seeds of your membership. They will help you create a minimum viable membership program. Choose people who have roots in the community you serve so they can become your unpaid sales force.

4. Design a brand

Create a brand that complements your book and which you can leverage easily. The brand will sell the book. The book will sell the brand. Choose a brand name that you can register as a trademark so that you have maximum flexibility in the future to sell it, license it, etc. Reserve the brand name at all social media outlets.

5. Create a marketing strategy

You have several options here, including a blog and a newsletter. You will likely need both. You will also want to make strategic choices about which social media platforms you will use, and why. Nothing is written in stone here, and flexibility is key. You are not stuck with your first iteration. Virtual and physical events are extremely effective at building community.

6. Establish a home base

Your website is your calling card to the world. It should display the community aspects of your membership. Your website must build trust and guide your target member from where they are to where they want to be. Include front-facing and members only aspects to your website.

7. Launch your membership

Create a launch strategy. You have several options here: a live event, a virtual event, a challenge, a webinar series, a podcast series, a new YouTube channel, a pop up or permanent Facebook group, a Clubhouse club, an IGTV show, a book launch with a launch team or a group of affiliates. So many options ... select the one that fits your target audience and your membership purposes. Use your Seed Members to make it a success.

8. Grow your membership

Serve. Nurture. Retain. These are the three hallmarks of a growing and successful membership business model. You cannot retain members and influence them to renew membership on an ongoing basis unless you are committed to serving, nurturing and guiding them on their journey. Don't just build a membership. Build a community. Build a trusted brand. Become a valuable and indispensable part of your members' lives so they have every reason to renew.

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