

Michael Hyatt Membership Plan

This comprehensive plan will outline the strategies to be used during the development of the Platform membership. You'll find details regarding the target market, their challenges (and our solution), the content strategy, promotional strategy and retention strategy.

-

Target Market:

Similar to the book, the membership site is targeting sub groups who characteristically fall into one of the following categories:

- | | |
|---------------------|-------------------|
| - Authors | - Business Owners |
| - Public Speakers | - Entrepreneurs |
| - Bloggers | - Sales People |
| - Recording Artists | - Pastors |
| - Politicians | - Brand Managers |

However, the slight difference with this market is that they will already be familiar with the importance of building their platform.

Most will have read either Michael's blog posts on the subject or will have consumed the book, podcasts or audio versions of the material.

Now they want help putting it into practice.

-

Challenge and Solution:

Challenge:

The two biggest challenges for people creating their platform are:

- 1) Next Steps – Figuring out what **they** need to do next to build their platform.
- 2) Implementation – Actually taking action and implementing

Solution:

The solution is to help them implement weekly action items. These will be centered around the 5 main sections of the book. These action items will be implemented slowly in order to prevent

overwhelm and will be accompanied with interactive elements involving Michael, his experts and the community as a whole.

Our goal is to create a “safe” environment for people to “get going”. A place where they feel supported and empowered with the knowledge to move forward. The membership will represent a place of accomplishment.

-

Content Strategy

Frequency: Three items per week (one primary piece, two secondary pieces)

Format: Text Articles, Audio Recordings, Video tutorials, Group Teleseminars

Content Overview:

Central Theme – Each month the content within the membership will be primarily focused around a central topic. The five main areas of the Platform book will serve as the guideline (Start With WOW, Prepare To Launch, Build Your Home Base, Expand Your Reach, Engage Your Tribe).

Master Class – Based on the central theme, a Master Class will be lead by either Michael Hyatt or one of his subject experts. It will begin with a live webinar covering a specific topic and from that, various materials will be produced (action items, checklist, member challenge, summary, MP3 and Transcript).

Member Case Study – This will feature members “in action” and will provide inspiration while delivering practical how-to info that other members can use themselves. The key with these is to provide case studies of people at various levels of success in order to make it appealing for the different people within the community.

FAQ Teleseminar – This flagship piece will give people the opportunity to interact live with Michael as questions are asked by members on a group teleseminar. There will also be an opportunity for members to submit questions ahead of time which. These will be asked to Michael by a co-host.

General Content – The remaining portion of the membership will be filled out with various elements including a monthly intro video from Michael (previewing the content in the upcoming month), guest articles, video tutorials and a weekly recap to keep all members in the loop.

-

Content Schedule ([Download the full Content Schedule here](#)):

The timing of the content has been setup so that members will receive a minimum of three new updates per week with one featured piece serving as the flagship component for the week.

Members will also begin to appreciate the consistency of the content segments (1st week Master Class, 2nd week Case Study, 3rd week FAQ call, etc.) – this will help create membership “rituals” which is important for retention purposes.

Furthermore, the structure and format allows for Michael to participate as much or as little as he likes. The only minimum commitments are a 2-5 minute monthly intro video and a 60-90 minute FAQ teleseminar. Of course, the option is there for Michael to produce more content if he wants to by either teaching a Master Class, creating articles or how-to videos.

Overall, this content strategy is designed to create a sense of “busyness” so that the site feels exciting but yet not overwhelming for the members to consume and implement the information shared each week. It also very sensitive to Michael’s schedule and provides tremendous flexibility in terms of his involvement.

-

Promotional Strategy

Driving new membership will be an ongoing effort spearheaded by:

- Leveraging existing traffic to MichaelHyatt.com
- Email marketing to current and future subscribers of MichaelHyatt.com
- Promotion through the “This Is Your Life” podcast
- YouTube “tips” videos
- YouTube “AHA Moments” videos
- Expert guest promotions

MichaelHyatt.com (MH.com)

For obvious reasons, MH.com will serve as an important promotional base. Given that all current marketing efforts are directed there, the goal will be to softly move someone from a reader to a member. Blog ads, post promotions and strategic content will help guide readers to the membership without disrupting the current style or format of the blog.

-

Email Marketing

Monthly promotions to MH.com subscribers will help generate a consistent flow of new members eager to consume the upcoming featured content. Each monthly promotion will be centered around the upcoming “Master Class” and will incentivize subscribers to sign up during the promotion window in order to receive additional membership benefits (ie. Last month’s Master Class).

There will also be a series of emails to be added to the current autoresponder sequence for MH.com subscribers. This will feature content from the membership and is designed to subtly lead people to explore the membership.

-

Podcast Promotion

Similar to promotions designed for MH.com, there will be an “audio ad” included to encourage listeners to visit the membership. There will also be “extras” available for people after the show

within the members area such as “after show discussions”, special show notes and additional member only resources.

-

YouTube “Tips” Videos

The idea here is for Michael to record five 2-minute Platform “tips” each month. These will be available for free but will have a call-to-action at the end of each video driving people back to the membership.

-

YouTube “AHA Moments” Videos

Each month members will send in their 30-second “AHA’s” that will then be put together into a series of videos for YouTube. These too will have a call-to-action at the end of the video driving people back to the membership.

-

Expert Guest Promotions

Any expert delivering a Master Class will be asked to link to and/or promote the landing page for their session. This will be done either on their blog and/or within their social media communication. This Master Class landing page will serve as the primary landing page for that month’s promotion.

-

Retention Strategy

Getting new members is important but keeping them is even more important. This is why a comprehensive retention plan will be utilized to ensure the community is vibrant and profitable in the long-term. This includes strategies to retain new members (less than 3 months) as well as seasoned members (3+ months).

-

Thank You Video – A “thank you” video will be used to reassure members that they made a good purchase and to create excitement for what they are about to experience. This will be added to the “After Registration” page.

-

Welcome Video – The welcome video will be displayed on the primary membership dashboard and will give new members their “first steps”. They will be encouraged to update their profile info add their picture and leave their first comments in the “Introduce Yourself” forum thread.

-

Acknowledge New Members – Publicly acknowledge new members in the weekly recap by tagging them and involving them in various discussions.

-

Getting Started Video – Provide new members a “tour” of the membership explaining how they can find the info they need. This video will also help set expectations for content delivery, access to Michael, how to interact with other members etc.

-

30-Day Challenge – Create a challenge to be completed in the first thirty days and actively celebrate members who accomplished the challenge in the weekly recap as well as in Michael’s monthly intro video.

-

Remove Old Dates – To keep the site feeling “fresh”, the site will automatically remove the dates of content older than 60 days in both the posts and the comments.

-

Upcoming Content – Create anticipation within the community by having a section on the site that features upcoming content.

-

Overlapping Content – Look to create general content or tutorials that overlap from one month to the next. For example, Part 1 could include the “what to do” and Part 2 could include the “how to do it” tutorial.

-

“You Decide” Content – Provide regular feedback loops where members can help steer the direction of the content for future months based on their needs.

-

Ritualistic Content – The Master Class, Member Case Study, FAQ call with Michael as well as the weekly recaps will create consistency and help develop consumption habits.

-

Autoresponder Magic – Use the customer autoresponder to direct members to archived content within the membership.

-

Member Challenges – Regular “challenges” will be created to encourage members to get involved and participate while accomplishing their Platform goals.

-

Participation Points – Allocate “points” for members participating within the membership. Points will be awarded for comments, forum discussions, and contributions within the community.

-

Leaderboard – Alongside the participation points, a leaderboard will be used to provide members something to strive towards. Both a “Total Points” and “Monthly Points” leaderboard will be used.

-

“No Brainer” Pricing – The membership will start at a price of \$15 for the first week and will then roll into a \$20/month regular price. The structure of the content provides plenty of opportunity to justify stand alone components of the membership at the \$20 rate therefore making it a “no brainer”.

-

Grandfathered Pricing – The membership will be \$15/month for anyone that joins during the first week of promotion. Their price will remain at \$15/month for as long as they stay a member. If they cancel and join again at a later time, the price will then assume the regular rate of \$20/month.

-

Archived Master Classes – Each Master Class will be available for two months and will then be moved into the “archives”. Only members who were active during the time the Master Class was available will be able to have access. All other members will be able to purchase them separately.

-

Weekly Email & Recap – An email communication will be sent to all members each week containing a link to the weekly recap. It will also highlight any upcoming events the members need to be aware of.

-

Hot Conversations – Forum conversations will be highlighted on the site in a “Latest Activity” section in order to create social proof for non-members and to encourage members to join the discussion.

-

Member Directory – This will display member profiles. However, if a member cancels, their profile will no longer display in the directory.

-

These strategies will provide ample opportunity for us to maintain excitement and momentum within the community while keeping members interested and engaged in upcoming content. All of which will prove to be an extremely powerful combination for member retention.

-

Wrap Up

I'm confident that the strategies outlined in this plan will provide tremendous value to the members while at the same time generating a consistent, steady increase in monthly income for Michael.

Furthermore, the content strategy also allows for scalability without compromising Michael's schedule. In total, his monthly commitments will be 3 hours per month, which includes his time for the FAQ call, monthly intro video, community interaction and promotional tips videos.

Should Michael want to extend his involvement he can lead a Master Class and produce additional articles or videos – all of which can easily be worked into the existing content schedule (but it's not necessary if time doesn't permit).

Flexibility and profitability for Michael, tremendous value and support his customers – everyone wins with the Platform membership 😊

The final point to share in this report is that it is very likely that this strategy will change as the membership begins to grow. Members will have different needs, certain content will really grab interest (others will not) and new ideas will be generated based on the experience of growing and managing this community.

The key thing to realize is that “it's ok” if we need to modify the gameplan. In fact, it's something that I recommend because right now we can only make a best guess as far as how we can best serve Michael's Platform audience. Until we start interacting with them, we won't know for sure.

But as long as we continue to provide structure, communicate often and support the members as they begin to implement, the community will grow and flourish.

-

The next steps will be the development of the actual site and organization of the upcoming guest experts and Master Class instructors. We'll want to begin creating some of the content in order to get a few months ahead of ourselves so we need to discuss who these people will be and what topics we would like them to teach.

All the best.

Stu McLaren