

100k VA

Membership Abundance  
Package Pack



# Introduction



Regardless of whether people are making their core offering, memberships, ecourses, group training or similar – more and more experts are turning to leveraging their time by delivering one set of valuable information to many. Therefore YOU the Master VA that you are have the ability to create ongoing recurring support helping them create abundant memberships for their members. Lots of skills can come into this package (design, web support, social media) so you can utilities other team members if need be bust MOST important is organisation. Making sure that members are receiving what they are promised! Its one thing for experts to constantly come up with valuable resources for their community – its another, delivering them in a consistent timely fashion. Have fun and remember this is HIGHLY customisable depending on the niches of your expert clients.

Donna

Xx



# Sales Funnel Overview

## FREEBIE

30 Valuable  
Inclusions To  
Build Into  
Your  
Membership



## LCC

Membership  
Content  
Planning  
Map



## Package

Membership  
Abundance  
Pack





# Freebie

***30 Valuable Membership Inclusions Sheet : Refer to attached document that you can use in your funnel.  
I encourage you to add your own flavour and branding and contact details.***

- You have done the hard yards. Refined your knowledge and skills, gained “expert status” and helped many achieve success one on one. But you’re tired. Your exhausted. AND your income isn’t where you want it to be. It’s time to transition to a more leveraged approach with a paid membership for your community. Stuck on what value you can include? Check out these 30 examples here.
- Want to create something unique and different in your paid membership? With unique offerings that separate you from the rest? I have a list of 30 examples that you can include for your tribe – download it here.
- Recently a client and I were brainstorming all of the different weekly offerings we’re going to give to her paid members – we came up with a list of 30 things and I asked her if she was happy for me to share it with you. She agreed so here is our gift to you.
- Nothing can be more invigorating as a <coach/nutritionist/speaker> as when you have a community of people who pay for your ideas, thoughts, tips and value. Nothing solidifies your confidence or authority as a paid community. Let’s make sure that your community are raving fans and reward them by giving them tons of value. Stuck for ideas on what to offer? Check out this list here.
- Are you a coach trying to build value into your package to boost your clients investment without adding a ton of extra work for yourself. Then this 30 example sheet of coaching inclusions is perfect for you – let me know if you want a copy.

**Example Posts To  
Generate Interest!**



LCC

Your Low Cost Conversation (LCC) is the perfect step between the free 30 Membership Inclusions and your Abundance package.

It's a chance for you to help them MAP OUT one months worth of valuable gifts for their members. The key with LCC's is to make sure the client is aware how much work they have to do....this gives you the chance to step in and save them. This funnel is likely to generate lots of work – so make sure when you share the tasks that you allocate 80% to you and 20% (or less) to them so they are contributing where their strengths are.

You need to make sure that **they understand** they need to be adding value to their members world each and every week. No break. No delay. To foster strong members who renew or stay as members. To refer new members in. Who enjoy investment their money with them. This is not a “when we feel like it” set up. This is a commitment to them as they are committed to you.

When you map out the months worth of benefits/content – be sure to make it specific for their niche. For example don't say “cheat sheet”. Decide on the 4 weekly topics. Decide on **when** its going to be shared. As much information as possible. Remember we always want our clients to walk away from an LCC *experiencing great value*.

I suggest an investment of \$69 would be sufficient for this kind of LCC. When you have someone sign up for this offering be sure to find out what niche they are in, who their current or proposed members are (what they want to achieve) and how much the membership is as that will help you determine a) how much to include in the program design and b) what topics to cover (if you can come to the table with topics already brainstormed, this is super powerful).

Ask the client if you can join the community for free to help “research”. If anything it will enable you to do your work if they sign up then and there and if they don't sign up straight away – it's the perfect opportunity to ask where the missing value is that you both designed and mapped out ;-).

Remember after EVERY LCC...**ASK FOR A TESTIMONIAL**

# Package

**Membership Abundance Pack:** *Note this pack is an example of the included benefits that I think are the best ones you should deliver and package.*

- ✓ Monthly Planning Of Membership Inclusions: Mapping Out Which Resources Are Being Shared When.
- ✓ Daily Facebook Group Post Inspiring Members, Encouraging Interaction
- ✓ Weekly Cheat/Tip Sheet *(this will be determined by your clients niche. Could be a meal plan, recipe, writing exercise, mindset exercise, money activity – totally dependant on clients business).*
- ✓ Weekly Video Message (edited and shared into the group)
- ✓ Weekly Reminder Posts for Monthly Live Q&A

Your Investment (starting from): \$125AUD per week or \$95USD per week

## **Bonus**

- ✓ Adding and removing members where necessary – making sure they have access and answering any email questions about access.



# Revenue

## Breakdown: Monthly Chunking

Benefit	Time
Monthly Planning Of Membership Inclusions	60min
Daily FB Post (x 30)	30min
Weekly Tip/Cheat Sheet (x4)	75min
Weekly Video Message (x4)	60min
Weekly Reminder (x 4)	10min
Student Management	30min
<b>TOTAL TIME APPROX 4.5 Hours</b>	

## Breakdown: Theoretical Hourly Rate

Income	Time vs \$\$
4 Instalments Of \$125	\$500
Total Time	4.5
Theoretical Hourly Rate	\$125

## Breakdown: Monthly Income Potential

Income	Time vs \$\$
4 Recurring Clients	\$2,000
Total Time	18 Hours
<b>= 2 Solid Days Of Work for \$2,000</b>	

# Donna Brown

work from home revolutionist



Use your judgement when designing your package. This is a guide to help you design something more specific to your business. Adjust the inclusions, pricing and LCC to suit your business where necessary but **ALWAYS** work out your theoretical hourly rate to ensure that its profitable.

