

7 Day Membership Monetization Plan

7-DAY LAUNCH CHECKLIST

GET YOUR FIRST 100 MEMBERS
INTO YOUR MINI MEMBERSHIP

Jennifer Henczel



How would it feel to get it done?

WHEEL OF TRUTH



ENTREPRENEURS,
IF YOU DON'T HAVE
ALL 5, THEN YOU
DON'T HAVE A
BUSINESS,
YOU HAVE A
HOBBIE


WHAT'S HOLDING YOU BACK FROM IMPLEMENTING & TAKING ACTION?





- **Technology?**
- **Lack of time?**
- **Fear of being seen?**
- **Perfectionism?**
- **Feeling you can't keep up?**
- **Other fear?**
- **Something else?**



Day 1

Define Your Membership Offer

 **Goal: Clarify what your membership includes and why people should join.**

-  Choose one core deliverable (e.g., templates, trainings, community access).
-  Identify your target audience and their biggest pain points.
-  Write a simple, clear offer statement:
 - *“For just \$5/month, you’ll get [main benefit] to help you [specific result].”*
-  Using AI definitely speeds up this process.

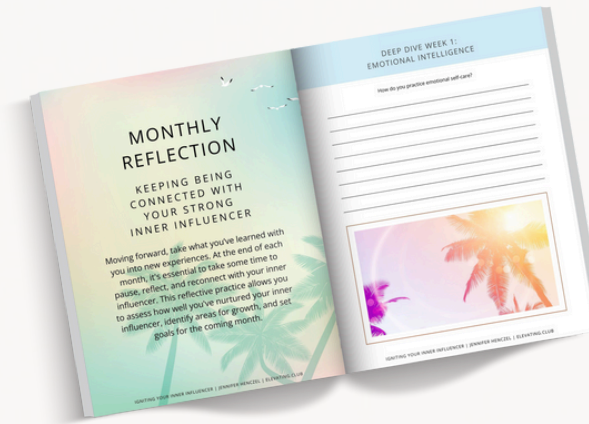


Day 2

Day 2: Choose a Platform & Set Up Payment


🎯 Goal: Select the right platform that aligns with your membership's needs, and ensures a seamless experience for both you and your members.




- ✓ Decide where you'll host the membership.
 - Membership Platforms: Ex: Systeme io, Go High Level, Kajabi, etc.
 - Community Platforms: Ex: Skool, Patreon, Buy Me a Coffee, Circle.
- ✓ Set up your payment system so members can subscribe easily:
 - Stripe
 - PayPal



Day 3

Set Up Your Membership Resources


 **Goal: Get your content and deliverables ready for new members.**

-  Organize the main resources members will receive. Ex: PDFs, videos, audios, downloads, templates.
-  Create a welcome post or video to guide new members.
-  Set up any automation needed, such as autoresponders for new members.



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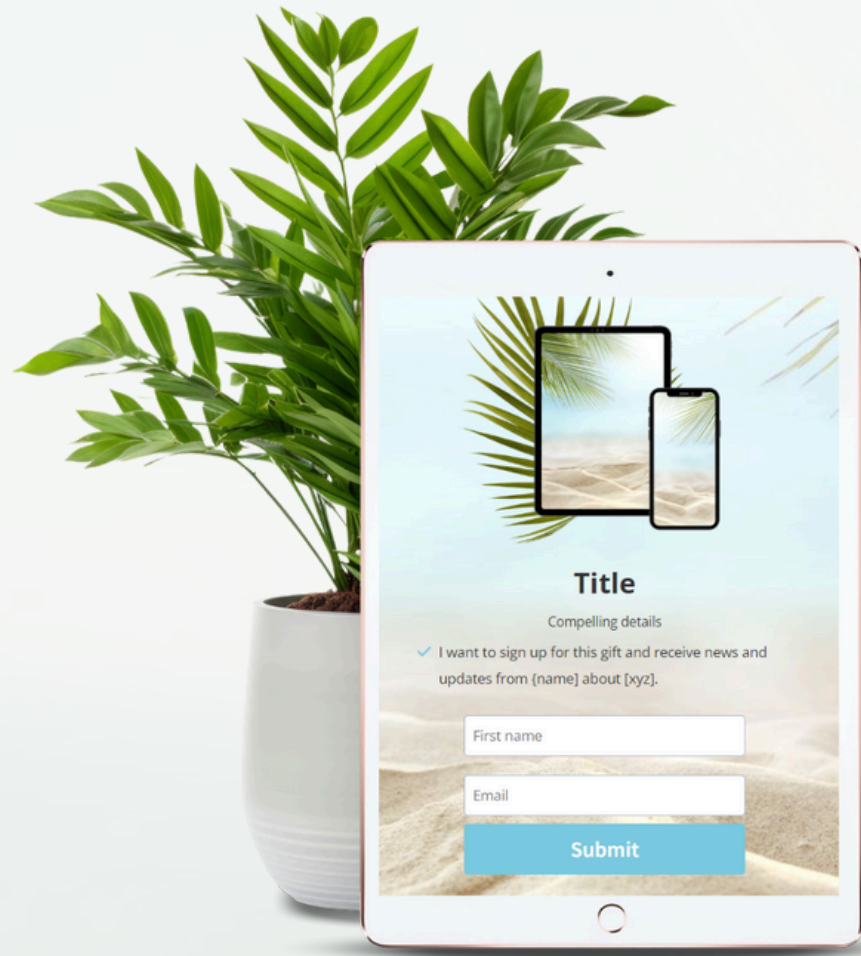
Day 4

Write Sales Copy & Create a Sales Page

 **Goal: Create a compelling sales page that converts visitors into members.**

-  Write a simple sales page copy.
-  Design a simple, but visually compelling sales page.
-  Make payment easy with minimal friction. Use proven order payment pages.
-  Create thank you pages with the link and instructions to help new members access the membership resources.





Day 5

Create a Lead Magnet & Email Copy

🎯 Goal: Build a simple funnel to attract and nurture potential members.

- ✓ Create a free lead magnet (e.g., checklist, template, or mini-training).
- ✓ Set up an opt-in page where people enter their email to get the freebie.
- ✓ Set up the lead magnet thank you page where people can download the lead magnet and you can tell them about your groups and membership offer.
- ✓ Write an email sequence that includes:
 - A welcome email with the freebie.
 - A follow-up email introducing the membership.
 - A reminder email about the membership benefits.
 - Other perks, resources and gifts.
- ✓ List your lead magnet in the Grow & Leverage Gift Directory (send me an image, title and link to your opt-in page)





Day 6

Launch Day – Announce Your Membership

 **Goal: Let your audience know they can now join!**

 Post on your personal and business social media accounts:

- Share why you're launching this membership.
- Focus on the transformation and value members will get.
- Use a call-to-action (CTA) like "Comment 'interested' and I'll send you details!"

 Send an announcement email to your email list.

 Personally message 5–10 people who might benefit from joining.

 Consider having a launch event. Events are an additional way to promote and get reach on socials.



Day 7

Last Call & Celebrate New Members

🎯 Goal: Create urgency for last-minute signups and engage new members.

- ✅ Post a “Last Call” message on social media, emphasizing benefits and urgency.
- ✅ Send a final email reminder to those who haven’t joined yet.
- ✅ Host a Q&A session (live or pre-recorded) to answer common questions.
- ✅ Post a “Thank You” message celebrating your first members.
- ✅ Welcome and engage new members inside your membership space.

A vibrant, low-angle photograph of a group of diverse women celebrating joyfully. They are surrounded by a shower of colorful confetti (blue, green, yellow, pink) against a bright, clear sky. The women are dressed in casual, festive attire like denim jackets, plaid shirts, and lace tops. Many are wearing sunglasses and have their arms raised in the air, some blowing confetti. The overall mood is one of pure happiness and celebration.

Celebrate!

Steps for Getting Your Audience to Click “Join Now!”

- **Capture Attention** – Use a compelling hook, question, or bold statement that speaks to their pain points or desires.
- **Create Curiosity** – Tease the transformation or benefits they’ll experience inside your membership.
- **Build Trust** – Share testimonials, success stories, or social proof to eliminate doubts.
- **Show Instant Value** – Highlight quick wins, bonuses, or exclusive perks they’ll get when they join.
- **Remove Barriers** – Address objections with FAQs.
- **Use Clear Calls-to-Action** – Make your “Join Now” button visible, action-driven, and easy to click.
- **Add Urgency** – Use limited-time bonuses, countdowns, or exclusive spots to encourage fast action.
- **Follow Up** – Send reminder emails, retarget with ads, or personally reach out to warm leads.



After the 7-Day Launch: Ongoing Growth Strategy

- ✓ Keep promoting consistently (social posts, reels, email, networking).
- ✓ Offer monthly engagement activities (live Q&A, challenges, polls).
- ✓ Optimize your lead magnet funnel to keep bringing in new members.
- ✓ Consider collaborations to get in front of new audiences.
- ✓ Keep refining your offer.





HI, I'M *Jennifer Henczel*

I love creating opportunities for people to connect and collaborate in meaningful ways

Hi, my name is Jennifer Henczel and I'm a Podcaster, Author, Encouragement Coach and Founder of the Women Podcasters Network and Ai Innovators Alliance. My mission is to elevate women's voices and stories globally.

In 2012, I was able to turn my side gig into a full time income, and I did that by using this tool to tap into my passion and then building communities around my message.

I've been creating digital products and courses online since the beginning of the internet. I have my Provincial Instructor's Diploma - in my region of the world that means I'm qualified in creating curriculum and instructing adults. I've been designing and selling training programs and digital assets such as books, workbooks, journals, guides, systems, funnels, frameworks, blueprints and roadmaps for along time.

Now, I show others how to do the same! I want to share all my strategies and expertise with you. So, I created communities where you can find support and encouragement. Plus get access to my tools, templates & trainings to elevate your your life and boost your business

let's connect!

JENNIFER HENCZEL

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