MEMBERSHIP PLANNER

LoftyBiz 036 · Turn One-Off Sales Into Monthly Income (Part 1)

These are examples, not promises. Design one membership people choose by default, and keep members through the first 90 days. Systex (our own product) keeps members, payment dates and bonus reminders in one place: loftybiz.net.

1. Design a membership people choose by default

Step 1. What do customers already buy again and again? Look at three months of sales and list the repeats.

Repeat purchase	How often	How many regulars

Worked example — Brian, car wash, Kampala: 200 regulars came 2–3 times a month. A wash is $4. About 1,200 washes × $4 = $4,800 a month. They were already acting like members. They just were not paying like members.

Step 2. Build the plan around the result, not the product. Write: the result, the plan name, what is included, one price, and one sentence.

Worked example: Always Clean — 4 washes + 1 inside clean for $12 a month. Bought one by one, that is more than $16 (4 × $4 = $16, plus the inside clean). One plan, one price, one sentence.

Step 3. Make the membership the normal choice at the point of sale. Put the plan first, in big letters. Ask every regular the same question.

Worked example: "Do you want to pay per wash today, or join Always Clean and stop paying every time?" Members also got a Saturday fast lane.

Step 4. Make payment automatic on the same date each month. If a member has to remember, some will forget, and some forgotten payments become cancellations.

Step 5. Count three numbers every week: members, automatic income, cancelled.

Week	Members	Auto income this month	Cancelled
1			
2			
3			
4			

Worked example after 90 days: 220 members × $12 = $2,640 arriving on the 1st. Total sales rose from about $4,800 to about $5,600 a month. Example figures, not promises.

Mistakes to avoid: selling the membership as a discount; too many plans (start with one); collecting payment by hand every month.

2. Make it stick for the first 90 days

Step 1. Find the month people quit. From the past year, in which month of membership did most people cancel, and why?

Worked example — Linh, coffee roastery, Ho Chi Minh City: $24 a month, 500 subscribers (500 × $24 = $12,000), 15% cancelled each month. Most cancelled in month 2 or 3, often because they had too much coffee at home.

Step 2. Let members skip or shrink instead of cancel. Offer skip-next-month and a smaller plan, and turn unused months into credit.

Worked example: skip next month, or switch to half a kilo. About 4 of every 10 people who clicked cancel chose skip or half a kilo instead.

Step 3. Time small bonuses for the danger months — not a big welcome gift that is forgotten by week three.

Month	Bonus	Cost (keep it small)

Worked example: month 2 tasting set; month 3 brewing guide; month 6 named mug. None cost more than about $2.

Step 4. Win the first week. Deliver within 48 hours, with a handwritten card and a one-page guide. On day three, ask “How was your first cup?”

Step 5. Ask one question every month: “Too much, too little, or just right?” Then change the plan to fit the answer. Keep the answers and the cancellation numbers in Systex.

Worked example after 6 months: cancellations fell from 15% to 7%. Subscribers grew from 500 to about 700. That is $16,800 a month instead of $12,000 (700 × $24), about $4,800 more, without spending more on ads. Example figures, not promises.

Traps to avoid: hiding the cancel button; giving every bonus in the first week; never changing the plan.

This week

- ■ List what customers already buy again and again
- ■ Write one membership: one result, one price, one sentence
- ■ Put it first at checkout and offer it to every regular
- ■ Set up automatic monthly payment
- ■ Find the month most members quit
- ■ Plan one bonus before that month, and add a skip button next to cancel
- ■ Put this week’s plan into Systex at loftybiz.net

Systex is our own product. Free downloads and business tools: https://loftybiz.net