LoftyBiz Membership Ladder Planner

Companion download for LoftyBiz 038 — Turn One-Off Sales Into Monthly Income (Part 2): Upgrades, Higher Tiers and Yearly Plans.

Currency: USD. These are examples, not promises. Figures are illustrations only, not rates to copy, and not a forecast for your market. Review your numbers when costs change.

A. Build three tiers, and make the middle one the obvious choice

Fill in three tiers. Make the middle one the obvious choice. The top tier makes the middle one look sensible. Three choices are enough.

Tier	Name	Monthly price (USD)	Members now	Monthly income
Tier 1 (entry)	_____	$ _____	_____	name x price
Tier 2 (middle)	_____	$ _____	_____	name x price
Tier 3 (top)	_____	$ _____	_____	name x price
Totals			**sum of members**	**sum of income**

Middle tier looks sensible versus the top? Note: _____

B. Count upgrade money against cancellation money this month

Income added by upgrades, USD: $ _____

Income lost to cancellations, USD: $ _____

Income lost to downgrades, USD: $ _____

Net this month = upgrades minus cancellations minus downgrades: $ _____

Do upgrades win this month (can you grow even without new members)? Yes / No

C. Yearly plan: twelve months for the price of ten, plus a bonus

Monthly plan price, USD: $ _____

Yearly price (12 months for the price of 10) = monthly x 10: $ _____

Saving versus paying monthly for 12 months = monthly x 2: $ _____

Yearly bonus only members on this plan get: _____

Number of yearly members or families: _____

Cash paid up front = yearly price x number: $ _____

Amount earned this month (one twelfth of the cash): $ _____

Still held in reserve until earned: $ _____

Next yearly renewal date: _____ Reminder date (30 days before): _____

D. This week's checklist

[ ] Listed what best members already pay extra for

[ ] Built three tiers with an obvious middle choice

[ ] Set one usage trigger for an upgrade offer

[ ] Added a move-down-a-tier option next to cancel

[ ] Offered a yearly plan, 12 months for the price of 10, plus a bonus

[ ] Put every renewal date in the calendar with a 30-day reminder (or in Systex)

E. Worked examples from the lesson (illustrations only, not your targets)

Jean-Paul, coworking space in Kigali. Same 150 members. Hot desk $60, fixed desk $110, private office $300. After four months: 38 fixed desks and 6 private offices; the rest still on the hot desk. Starting income 150 x $60 = $9,000. After moves: (150 - 38 - 6) x $60 + 38 x $110 + 6 x $300 = $12,340, about $12,300 a month, more than a third higher, same building, no new members.

Dewi, children's swimming school in Jakarta. $50 a month, 240 students, average stay 5 months (about $250). Yearly plan $500 (10 x $50), instead of $600 paid monthly. 90 yearly families x $500 = $45,000 up front. 60% of yearly families renewed in the lesson's illustration. Yearly cash is money you still owe until the months are delivered; move one twelfth into the main account each month.

Systex (our own product) can keep each member's tier, usage and renewal date in one place: https://loftybiz.net

Planned planner URL: https://loftybiz.net/free/membership-ladder-planner

An editable Sheet with live formulas ships with this Doc. These are examples, not promises.