

Launching Your Membership Community

If you're reading this, chances are you've done the majority of the hard work for your membership community. But it's not time to relax just yet! You're ready for the most important part, launching.



There's a process we advise you to go through to build excitement and ensure optimal success before diving straight into the launch.

But before we delve into the fun stuff, we want to provide you with everything you need to make sure you know how to use your membership platform before promoting it to your prospective members.

Knowing your platform checklist:

- ☐ Check you know how to use your chosen platform, [this](#) is how Ugenie works
- ☐ Familiarise yourself with the process of adding a member. If you're hosting with Ugenie, you can learn how to do this [here](#).

- ☐ Learn how to make a post in your community, find out [how to make a post with Ugenie's platform](#)
- ☐ Verse yourself with your platforms privacy settings, [this is how](#) to change your uHubs privacy settings

These are just the basics, but your chosen platform should have further guidance on any other features you need to use.

[Visit the Ugenie blog](#) for more uHubs leader guides.

Create Content Related to Your Launch

Now is the time to take to your social media platforms and raise awareness for your new community!

Focus your content on the launch by posting behind the scenes clips to your Facebook and Instagram stories. Show your audience the work that went into creating the perfect space for them. The highs, the lows, the late nights and the early mornings. Give them an insight into what you've been doing to build anticipation to see the finished product.

[Follow the journey of the Membership Guys' launch](#) to get ideas for your own.

Top Tip: Start posting behind the scenes content weeks in advance of your launch to build maximum suspense and exposure. It will also feel to your audience that they've been on this journey with you, thus resulting in a higher demand for your membership community.

You could also have guest speakers who were involved in the process take over your social media accounts for a few hours during a week to talk about the launch and allow audience participation. Having someone promote your membership community that isn't you yourself will build an appetite for your platform. Humans have an innate curiosity and impatience when they think they're missing out, hearing different people promote your community will fuel their eagerness to join.

But don't forget to make sure you still have content left to post on your new membership platform, [consider these points](#) from The Membership Guys.

Offer Opportunities For Exclusive Access

We don't expect you to have your members under a spell of "when I say membership, you say community", but allow opportunities for prospective members to take part. For example, a small competition with a chance of having the first look at your new platform would be a great way to build up their interest, and in turn, they'll be more likely to subscribe to your community on launch day.

There could be a winner per day in the one-week countdown to launch day.

But don't stop there! You want to be doing everything you can up until the last second to encourage your followers to become members.

Build demand for your membership community, it's new, it's exciting, use it to your advantage.

People are going to want to be part of this new journey, but some may be sceptical about paying a fee. Consider giving the first 20 members to join a special package or exclusive benefits for the first week.

It's Time To Launch

The good news is you're now ready to launch your membership community!

Download the [community joiner welcome survey](#) to get to know your members from takeoff.

Good luck!