YOUR READING MAP

Create a reason to return

Build around a recurring need you can reliably serve.

Your mission

Choose one member group, one repeated need and one useful monthly rhythm. Test a small paid pilot, help members get started and learn why they use, renew or leave the membership.

03–04 **Find the recurring need**
A fictional makers' club and a clear membership promise.

05–06 **Design the experience**
A monthly rhythm and a welcoming first week.

07–09 **Make it sustainable**
Capacity, pricing, renewal and pilot measurements.

10–11 **Explore 10 business ideas**
Membership concepts with practical first tests.

12–14 **Start a small pilot**
Action plan, worksheet and useful source notes.

01 / UNDERSTAND IT

Maya starts a makers’ club

Fictional example: practical support for preparing a market stall.



A need that comes back

Maya’s maker friends prepare for markets every month. They want a planning routine and useful feedback. Her club offers one monthly planning session, one practical checklist and one group review of stall photos.

A membership is an ongoing promise

People pay for continued access to useful support, resources or experiences. Maya must deliver the promised rhythm each month. A full folder of old files is not enough if members cannot find help for their current task.

☺ Maya’s first rule

“Make this month useful before adding more benefits.” She starts with one offer and a small group she can support well.

02 / CHOOSE THE NEED

Why would they stay?

Start with repeated work, progress or a shared interest.

1

WHO

Name the member group and its starting point. Avoid an offer for everyone.

2

REPEAT

What comes back each week or month? Ask how people handle it today.

3

HELP

What will your membership make easier? Choose a result members can notice.

4

FIT

Would a one-off guide or course solve it fully? Use membership only if ongoing value exists.

Copy this promise

“For [member group], we provide [recurring help] every [period], so you can [useful result]. Includes [specific benefits]. Does not include [boundary].” Test the wording with likely members.