



Step 1: Niche Selection (Ikigai)

What are **three skills** (possibly from years ago) that you are really good at?

- Skill #1: _____
- Skill #2: _____
- Skill #3: _____ (optional)

What are **three passions** (or hobbies) that interest you?

- Passion #1: _____
- Passion #2: _____
- Passion #3: _____ (optional)

What **three problems** could you help people solve?

- Problem #1: _____
- Problem #2: _____
- Problem #3: _____ (optional)

What **three things** will people pay you for?

(If you're having trouble with this one, what three solutions can you find that currently exist, that you could place your unique spin on?)

- Solution #1: _____
- Solution #2: _____
- Solution #3: _____ (optional)

Step 2: Goal Setting (S.M.A.R.T.)

- What is one **SPECIFIC** goal you have that moves your membership site forward?

- Make that goal **MEASURABLE**. How can you re-phrase so that you can track your progress?

- Make your goal **ACTIONABLE**. What action can you take (within your control) to get there?

- Ensure your goal is **RELEVANT**. Does it align with other goals you may set in the future? Does solving this problem open up further opportunities for you? What results will this yield?

- Finally, your goal must be **TIME-BOUND**. What deadline (exact time and date) can you set for the above to guarantee you get it done in a timely fashion?

State Your Final Goal

To make progress on my membership site, I want _____ [specific goal]
that I can measure by tracking _____ [measurable metric]
and I will _____ [take specific, measurable action]
to ensure this leads to _____ [specific, measurable, relevant result]
that I will complete by _____ [exact time and date].



Step 3: Mechanics

1. Have you decided on the **niche** of your membership site?

2. What **ONE specific problem** will your membership site solve?

3. What **ONE solution** will your membership site provide? (hint: for your first membership site, price it at a single payment of \$10 or \$100)

4. Do you know of **ONE specific person** (in real life or online) who can definitely stand to benefit from your upcoming training? Not required, but what is their name?

5. What **specific result** could you show your upcoming buyer within **30 days**?

6. **On a scale of 1-10**, how badly do you want a membership site? (1 being only important within the next year, 10 being within the next month) _____ [1-10]

7. What is ONE specific thing you absolutely **do know** about your upcoming membership site?

8. What is ONE specific thing that you **wished you knew** about the membership site (remember, this can be a single-payment course) you are about to create?



Step 4: Decisions About Your Membership Site

Your Name: _____

Best Email: _____

1. What specific solution to a specific problem will your membership site provide?

2. Which business model interests you the most?

☐ Online course (single-payment, can be high ticket)
☐ Monthly Q&A mastermind (harder to sell but higher retention)
☐ Free download (list builder)

3. What is one possible name for your membership site? (can be changed later)

4. Consider three possible price points for your site (can be one-time or monthly). What would you offer buyers at each price point?

Low-Ticket: \$ _____ Offer: _____

Mid-Ticket: \$ _____ Offer: _____

High-Ticket: \$ _____ Offer: _____

5. What is your preferred format for creating content to help your members? (check all that apply)
☐ PDF documents ☐ Live action videos ☐ Screen capture videos
☐ Live webinars ☐ Software ☐ 1-on-1 coaching

If you'd like help getting your membership site to the next level, or you'd at least like to have a quick conversation about it, take a photo of this page (filled out) and email it to awesome@membershipcube.com.