# Digital Programming Side Hustle

# RETENTION

The Five Retention Methods:

1. Onboarding
2. Community/Relationship Building
3. Content
4. Recognition
5. Communication

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# THE BRAIN DUMP

*The following is meant to walk you through a logical brainstorming process. In the end you will PICK one strategy, or action, you could implement for each of the five retention methods.*

Why will someone (continue to) pay for your service?

- Results
- Relationships
- Convenience

Write out one or more reason(s) and explain in detail:

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# Building Your Retention Strategy

What results are your members looking for?

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_____

_____

How can they measure their results?

_____

_____

_____

How will you help your members form relationships with you, or each other?

_____

_____

_____

What convenience can you offer members?

_____

_____

_____

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What kind of content will you deliver?

_____

_____

_____

How will you build your community/relationships?

_____

_____

_____

Will you recognize the achievements of your members?

_____

_____

_____

How will you communicate with your members?

_____

_____

_____

# Onboarding

The THREE-THINGS Rule -- What are your three things a new member must do?

_____

_____

_____

How do you want people to FEEL when they join with you (HIGH ENERGY)?

_____

_____

_____

What are the first steps that all of your new members must take (HIGH ENERGY)?

_____

_____

_____

What "quick win" could you help your members achieve?

_____

_____

_____

_____

How will you use your content to create habits and rituals for your members?

_____

_____

_____

_____

What awards of achievement might you offer members?

_____

_____

_____

_____

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What autoresponders will you send to members in their first week to guide them through the on boarding experience?

_____

_____

# Your Plan

You have now brainstormed a lot of areas. Now, get down to what you can actually do and implement quickly:

List ONE onboarding strategy you will use with your members:

_____

List ONE community/relationship building effort you will make with your members:

_____

List ONE content strategy you will use with your members:

_____

List ONE recognition strategy you will use with your members:

_____

List ONE communication strategy you will use with your members:

_____

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