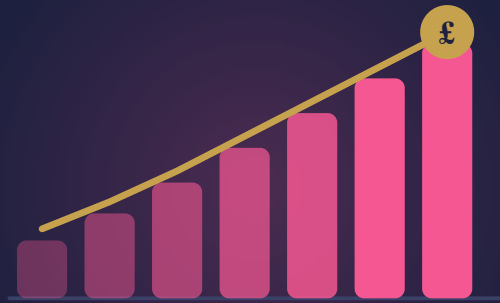




FREE GUIDE

The *Membership* Pricing Guide

The 12 membership models, and what to charge to make each one a £1,000 month.

Claire Mitchell · The Membership Queen

The beliefs that keep you *cheap*

Before we get to the numbers, a quick word about what's going on underneath them. Most people don't get stuck on pricing because they can't do the sums. They get stuck because of what they believe about money. So let's look at the beliefs that keep your prices low, and what's actually true.

"My people won't pay that."

You are not a mind reader

When you say your audience won't pay, stop. Because you don't actually know that. You're guessing, and you're usually guessing based on how *you* feel about money, not how they feel. Your job is to make a good offer at a fair price. Their job is to decide. Don't say no for them before they've had the chance to say yes.

"£25 a month feels like a lot."

Don't price it for you

This is the big one. You do not set the price based on what feels comfortable to *you*. If you price from your own wallet, you'll undercharge every single time, because your money story gets in the way. What feels like a lot to you can be an easy yes for a member who's getting exactly what they need. Take yourself out of it and ask one question: what is this worth to the person it's for?

"I'll keep it cheap to be kind."

Cheap isn't kind

Keeping it cheap feels generous. It isn't. Too low a price tells people it isn't worth much. It pulls in members who never really valued it, so they drift off. And it leaves you doing work you love for less than it's worth. The kindest thing you can do, for you and for them, is charge enough that you'll happily keep showing up for years.

"But it only takes me an hour."

You're selling the result, not your hours

Nobody pays for how long it took you or how hard you worked. They pay for what they get: the result, the feeling, the access, the belonging. So don't price your time. Price the difference it makes.

GUIDES, NOT RULES

The numbers coming up are guides, not rules. They're here to help you create a profitable membership you love, and don't begrudge while you're growing it and the numbers are small. It's your membership and your business. I've seen people charge \$7 a month, but for that you need volume, a huge list and audience. Don't go there out of pricing fear.

Every model can make a *1K month*

Now the numbers. You don't need thousands of members. You need the right *price* for the model you're running. A high-touch model pays its way with a handful of members at a higher price. A low-touch one wins on volume at a gentle price. Here's the going rate for each of the twelve models. Pick yours, and nudge it from there.

Pocket-money £5 to £8 a month · win on volume



Email Only

$$200 \times \text{£}5 = \text{£}1,000$$

£5 is the going rate on Substack, so readers don't blink. You win on volume, not price.



Paid Podcast

$$125 \times \text{£}8 = \text{£}1,000$$

Around £8 a month is the norm for a private feed (Patreon, Apple subscriptions). Volume does the work.

The cosy middle £20 to £25 a month · the sweet spot



Community-Only

$$50 \times \text{£}20 = \text{£}1,000$$

The people are the product. You're pricing belonging. The room where they don't have to explain themselves.



Library Learning Hub

$$50 \times \text{£}20 = \text{£}1,000$$

Everything you've already made, in one paid place. Organise, don't create more.



Do-Along

$$40 \times \text{£}25 = \text{£}1,000$$

They pay for the time, the company and the gentle expectation that helps them actually do it.



Monthly Deep-Dive

$$40 \times \text{£}25 = \text{£}1,000$$

Minimum £25. A sharp lesson each month *plus* a call, so it's not a low-ticket model.



Accountability Club

$$40 \times \text{£}25 = \text{£}1,000$$

They pay to finally do the thing. The nudges and the room are what they're really paying for.



Build-As-You-Go

$$40 \times \text{£}25 = \text{£}1,000$$

Flexible monthly value led by your judgement, with a bit of light structure underneath.

HIGHER-TICKET & ON-TOP

Premium £40 to £50 a month · a handful of the right members



Calls-Only

$20 \times \text{£}50 = \text{£}1,000$

Premium, low volume. Members pay for live access to *you*. Your judgement, your eyes on their stuff.



Critique Club

$25 \times \text{£}40 = \text{£}1,000$

Higher-ticket for your expert eye on their real work. A useful review saves them hours.



Snail Mail

$25 \times \text{£}40 = \text{£}1,000$

Higher-ticket to cover the item, packing and postage. Do the maths *before* the ribbon.

On-top monthly, or a yearly no-brainer



Exclusive Access

$100 \times \text{£}10/\text{mo} = \text{£}1,000$

A members-only perk on top of what you already sell. Works as a small monthly fee, or a once-a-year no-brainer (say £20 a year). Either way it's recurring money you're not collecting yet.

or $300 \times \text{£}20/\text{yr} = \text{£}6,000/\text{yr}$

THE DOORS ARE OPEN RIGHT NOW

Stop guessing your price. Start getting paid.

Every month you sit on this is recurring income you don't get back. It doesn't roll over. Inside the **Recurring Income Academy** we build the offer with you, set the number, and get real people paying you fast. The members already in there weren't any more sure than you are. They just stopped circling and got the plan. The doors are open right now, so come and join them.

www.recurringincomeacademy.com