

Circle

Community Monetization & ROI Cheat Sheet

Turn followers into members. Turn members into revenue.

The Big Picture

Your online community isn't just a place to gather—it's a powerful revenue engine. Whether you're starting from a large social audience or a niche email list, here's how you can structure monetization models and project your earnings with real-world clarity.

Proven Revenue Models

1. Subscription

Charge recurring fees (monthly/yearly) for a membership.

Ideal for

Building predictable, long-term income.

Examples

$\$39 \text{ /month} \times 500 \text{ members} = \$234,000 \text{ /year}$

$\$99 \text{ /month} \times 2,000 \text{ members} = \$2,376,000 \text{ /year}$

Pros

- ✓ Steady cash flow
- ✓ High member retention
- ✓ Easier forecasting

Cons

- ✗ Requires ongoing content/value
- ✗ Some prospects may fear commitment

2. Pay-Per-Access

Sell one-off access to events, courses, or special content.

Ideal for

Creators with varied offerings or premium experiences.

Examples

$\$150 \text{ /workshop} \times 300 \text{ signups} = \$45,000$

$\$2,000 \text{ cohort} \times 60 \text{ people} = \$120,000$

Pros

- ✓ Flexible pricing
- ✓ Great for testing ideas
- ✓ Works well with launches

Cons

- ✗ Income is less predictable
- ✗ Harder to forecast growth

3. Freemium

Offer free entry with upsells to paid tiers or products.

Ideal for

Growing audience trust & creating a value ladder.

Examples

Free tier with upsells to \$500/year membership

5% of 10,000 free members convert = 500 x \$500 = \$250,000

Pros

- ✓ Low friction to join
- ✓ Great for lead gen
- ✓ Builds trust before the sale

Cons

- ✗ Free members may never upgrade
- ✗ Need clear value split between free & paid

Crunch Your Numbers

Mix & Match: Many successful communities layer these streams:
base memberships + premium courses + VIP coaching = diversified income.

Goal Revenue	Product	Price Point	Volume Needed
\$200,000	Course	\$500	400 buyers
\$200,000	Coaching	\$2,000	100 buyers
\$200,000	Membership	\$1,000/year (\$83/mo.)	200 members

Build Your Offer Funnel

Your community isn't just one product—it's part of a value ladder. Start with free, build trust, then offer more.

Funnel Stage	Offer Types	Purpose	Price Range	Circle Tips
Free Stuff	Newsletters, social posts, free pdfs, some content access, time-limited access to community	Introduce potential members to your community's value.	\$0	Allows access to some content while highlighting the benefits of full membership.
Low-Ticket	Downloads, mini-courses, trials, community discussions, regular webinars or sessions, exclusive content	Encourage commitment with affordable access.	\$29–\$199	To differentiate between tiers, showcase the added value of your membership.
Mid-Ticket	Memberships, advanced courses or workshops, group programs, direct access to experts, special interest groups	Provide more in-depth content and interaction.	\$199–\$2,999	Use metered paywalls, where members can access a certain number of premium resources before upgrading.
High-Ticket	Masterminds, 1:1 coaching, vip events and retreats, early access to new products or features	Offer premium experiences for dedicated members.	\$3,000+	This level requires full membership for access, emphasizing exclusivity and high value.

Think of your community as a journey for your members, where each step offers increase value and engagement. By using community paywalls, you can guide members through this journey, offering the right content at the right time.

Plug & Play Planning Section

Pull out a sheet of paper or a open a new document, and get to brainstorming:

- ✓ Annual revenue goal
- ✓ Pricing model you'll use
- ✓ Offers & pricing:
 - ✓ Low-ticket
 - ✓ Mid-ticket
 - ✓ High-ticket
- ✓ Which funnel stages are filled? What's missing?

Ready to turn followers into revenue?

You've used our community ROI calculator, and seen how we think about community and membership pricing. By playing with your numbers, the goal is for you to:

- ✓ Input your audience size and use our conversion assumptions so you can...
- ✓ Choose the right monetization model for your community business, and
- ✓ Project a seriously good estimate of potential community revenue

Start your free 14-day Circle trial today to get started

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