

# JAMESSCHRAMKO

## 12 Tips for Migrating An Established Membership to Kleq

1. You may have much more content than you actually need. Decide what is really of value to your members, and retain just that.
2. If you have a forum, determine which threads are most popular or useful and replicate them on the new platform, starting with zero posts.
3. As you replicate threads in the new membership, close the old threads to existing comments and inform users the discussion is now in the new membership.
4. Establish a tier system in your membership, deciding what features will be available to which tier.
5. Have separate portals for your forum, your info products, and your other offerings. Streamline, however - try to keep to as few options as you can.
6. Transfer your members to the new membership gradually in groups, starting with perhaps the smallest tier you have.
7. Communicate all the way. Email each member individually to tell them what you are doing, what they can expect, and what they need to do if anything.
8. Transfer billing gradually to the cart in Kleq, coinciding with billing events or card changes.
9. You can't give everyone what they want. If someone asks for a feature the membership used to have, or one the new membership doesn't have, consider - is it really necessary? How many people will it benefit? How practical is it in terms of tech needed? - and talk it over with your Kleq tech guy or team.
10. Have your members in the new membership test things out and bring shortcomings or flaws they notice to your attention.
11. Let your migrated members access both the old and the new memberships during the migration process. Once everyone is over, allow a period during which they can get stuff they need from the old membership before access to it is finally closed.
12. Archive old material - this can be done with a much slower server speed.

Check out the membership platform that does it all, at [Kleq.com](https://www.kleq.com)