Non-Member Instance

Spark curiosity. Protect member value. Drive conversion.

Why offer a non-member instance:

- Give non-members a preview of your organization's expertise.
- Encourage membership through helpful, but limited engagement.
- Protect member-only benefits while driving conversions.

Key decisions to make:

- **Content Boundaries:**
  - Only include high-level summaries from approved content. Exclude premium items. This will be done by unsubscribing "content sources."
- **Interaction Limits:**
  - Cap usage (e.g., 3 questions/day or 7/week). Limit response length to 150 words or 3 sentences.
- **Response Scope:**
  - Focus only on in-scope topics. Decline content creation and off-topic questions.
- **Call to Action:**
  - Every response should end with a prompt to become a member or login for full access.

Implementation Examples:

- **Content Boundaries:**
  - "We offer general guidance on this topic. For detailed how-tos and templates, please become a member."
- **Interaction Limits:**
  - "You've reached your question limit for today. Join us as a member to unlock unlimited access."
- **Response Scope:**
  - "That question falls outside our focus area. Please log in to access our full resource library."

A non-member instance should spark curiosity, demonstrate value, and encourage membership—without giving away the crown jewels.