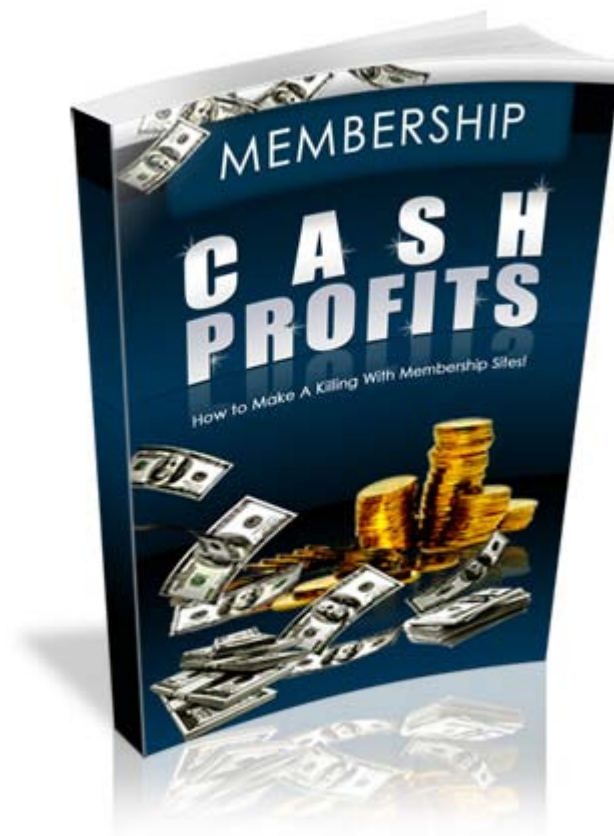


# Membership Cash Profits



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## **Membership Cash Introduction**

Out of the many different business models online, there is one that has consistently stood the test of time.

### **Membership websites.**

With membership based communities, you can instantly generate recurring cash that floods your bank account like clockwork, month after month.

You can grow a following of loyal customers, build brand awareness, and dominate niche markets, swiftly and easily.

Membership websites, also known as continuity websites, can also help you penetrate new markets, by funneling your existing community from one website into another, pre-launching products, testing new markets and ultimately, saving you a lot of time and money in the process.

It's a powerful system at your disposal, and with your copy of the Membership Cash Strategy guide, you will learn everything you ever need to know about building, growing and maintaining, incredibly profitable, wide-

scale membership sites quickly and easily.

When it comes to building a membership website, you are limited only by the time you devote to growing your community.

You can start off with smaller community groups, or can focus on wide-scale promotion, where your membership access is unlimited and you keep the doors open to anyone who wishes to join.

You can also set different price ranges based on a combination of factors, including your overall website theme and topic, the exclusivity of the content and material featured within your site, as well as your ability to update your website consistently, keeping subscribers coming back month after month.

In truth, creating a profitable membership website isn't all that difficult if you know exactly how successful webmasters have modeled their systems and launched their communities.

Using a solid blueprint based on proven results, you will be able to generate quick cash from a solid membership site that not only is an instant winner, but has the potential to sustain its viability for many years to come.

These strategies are rarely taught in online ebooks, but with this guide, we'll break down the walls of secrecy and reveal every proven strategy used by the membership site gurus.

So, without further delay, let's go!

## **Creating Your Cash Blueprint**

In order to begin building your membership website, you need to first determine your overall focus.

### **What will your membership website be about?**

In truth, there are literally hundreds of membership topics to choose from, based on your own experience and skills or your personal interest.

What we want to do however, is focus on selectively choosing our topics based on current demand and overall profitability.

It's one thing to be passionate about the subject of your site, but you also need to ensure that the topic you are considering is one that people are willing to pay for.

Conducting market research is a critical step in increasing the chances that your membership website will be a successful one.

Thankfully, even if you are brand new to the idea of market research, you can quickly evaluate potential markets just by following a simple series of steps.

**It involves:**

- ✓ Evaluating current demand for potential topics.
- ✓ Evaluating existing products for potential topics.
- ✓ Evaluating current competition for potential topics.

**These three elements are very important when choosing your membership site's theme, because:**

- a) You want to make sure that there is an existing customer base for your memberships' topic.
- b) You want to build a membership website around a topic that is scalable, so that you can create additional products, services and upgrades later on,



consistently working towards extending your sales funnel.

c) You want to make sure that the market you are considering isn't overly competitive, or difficult to penetrate.

In order to quickly determine what topics are likely to be strong ones worth building a membership website around, you need to conduct niche research.

A niche is simply a specific topic or subject matter.

For example, weight loss is a niche market, so is golf training. You can then take it a step further and dissect that niche market into a sub niche, which is often a more strict, specific focus, such as:

**Main Niche:** Golf, **Sub Niche:** Golf Clubs

**Main Niche:** Weight Loss, **Sub Niche:** Weight Loss Supplements

The more you chisel down into a niche market, the smaller the market gets, however the easier it often is to target because you have a specific customer base in mind.

If you focus on a very small market within a mainstream niche, it's referred to as a 'micro niche market', which simply means the market is a lot smaller than a sub niche and certainly smaller than a mainstream niche.

When it comes to choosing a niche market for a membership site, you want to avoid choosing a micro niche topic, because you need to ensure that your topic is large enough to build a community around.

Think of it this way, when you create a membership site you have a primary product, or package. This is ultimately what entices a potential subscriber to join your site.

However, with membership sites you need to update them on a regular basis, and if you choose a niche market that is too small, it will be difficult to come up with ongoing content for that community.

**This means that your topic should be completely scalable.**

You need to be able to develop alternative content, additional modules and ongoing content packages that will sustain your community and keep people subscribed to your subscription site.

What we need to do is find a solid balance between focusing on a larger market that isn't overly competitive.

While the more competition that exists within a market often symbolizes just how profitable that market is, we need to be able to break ground, enter into the industry and make waves quickly.

We want a hungry market, and even a competitive one, but we want to make sure that we will be able to compete.

Here are a few things to consider when evaluating competitive markets:

- 1) What can we create that is unique to the market and isn't already being offered?
- 2) How can we take existing content or information and re-create an improved version that people will want?
- 3) What other forms of content or material can we create other than what is standard in that particular industry?

You can definitely make money in competitive niches

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provided that you have the ability to creating unique material that will help your membership site stand out to those who are interested in your topic.

This isn't always the easiest thing to do however, especially if you are on a limited budget and unable to outsource the majority of your content creation.

You want to be realistic with what your overall objectives are. You can envision a bustling membership website in the weight loss industry, but if you are competing with Weight Watchers, you'll find yourself on a ship that is sinking.

Place your sights on profitable markets, just make sure that you will have the ability to put your own unique spin on what is being offered, so that people are lured into your membership website simply because you are offering something valuable that isn't found everywhere else.

To begin, we need to write down a few topic ideas that we can further evaluate.

Consider topics that you have a personal interest in. While we will need to make sure that they are profitable markets, it's a great place to begin when generating potential ideas.

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Are you experienced with a specific skill, hobby, interest, or training of some kind?

Keep in mind that you don't have to be an expert on any specific topic in order to create a successful membership site based around it. You simply need to pinpoint potential ideas that are worth investigating.

Using your own personal interests as the base for that research is simply an easy way to get started, but you could also include a combination of topics that you simply believe are profitable ones, whether you have a personal interest or investment in them or not.

**Consider hungry markets and desperate buyers as well.**

- ✓ What problems do people have that they are desperate to find answers or a solution to?
- ✓ What topics offer the opportunity for someone to improve their life? (Financially, personally, relationships, etc)

Desperate buyers are people who are willing to pay for a solution to a problem. These are people who don't want something, they feel they NEED it.

For example, acne sufferers belong to the desperate buyers group, as do those suffering from obesity. Just the same someone looking to save their marriage could be considered a desperate buyer.

The more desperate your market is, the easier it will be to create specific products catering to the things that are important to them.

When you form the bridge between a desperate buyer and a product that solves their problem, you have a surefire winning combination.

Hungry markets tend to combine both desperate buyers and regular buyers in one group.

For example, a membership site focusing on 'How to make money from home' could encompass both desperate buyers who need to find an alternative method to generate income or in finding a new job, to hungry buyers who have a current job but are interested in upgrading their lifestyle or in making the transition from employee to self employed.

Jot down your ideas, so that you have a platform of possibilities to work with. We will then take each idea and run it through the mill, to determine overall profitability.

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*We do this a few different ways:*

- 1) Survey existing products in the niche.
- 2) Evaluate the size of the market.

There are various ways of conducting niche and market research. You can choose to explore digital marketplaces, if your products are going to be primarily info product base, or you can take some time to browse through online marketplaces like [www.Amazon.com](http://www.Amazon.com) or [www.BN.com](http://www.BN.com) to determine the number or products available for your topic.

With Amazon, the larger the inventory of books, audio and video for your topic, the more likely that it's a profitable market to get involved in.

For digital products, you should spend time evaluating existing products and websites from within marketplaces including [www.ClickBank.com](http://www.ClickBank.com) , [www.PayDotCom.com](http://www.PayDotCom.com) and [www.ShareASale.com](http://www.ShareASale.com)

For markets where your content will consist primarily of digital products, evaluating existing membership sites using Clickbank is very easy, and a fantastic way of taking a closer look at the popularity of a niche.

Load up <http://www.ClickBank.com> and visit the Marketplace area.

From within this location, enter in specific keywords relating to each market you are considering.

For example, if I was interested in the work at home niche, my keyword string could include 'Work At Home'.

One thing you want to do when evaluating markets using the ClickBank marketplace is to use the built in search filters that will let you choose to search only membership based websites.

You do this by selecting the 'Future' option from the drop down menu in the 'Sort by' field.

Home | Sign Up | Marketplace | Order Help | Blog | Log In | search

**CLICKBANK®** Sell Products Promote Products Buy Products About Us

**Search the ClickBank Marketplace**

Category: All Categories Subcategory: All Sub-Categories  
Keywords: work at home Sort by: Future \$  
Product Type: All Products Language: All  
Show: 10 results per page Go Reset



This way, only recurring membership websites will appear within your search results.

When searching for potential topics, you want to evaluate a number of elements:

- 1) **The price of competing membership sites.**
- 2) **Communication channels and delivery options.**
- 3) **Featured content (quantity, quality, etc)**

Since you will be competing with the merchants that you are evaluating, it's important to determine the going price for membership sites in each market.

You will want to set your price structure so that it's competitively priced, especially when initially launching your website and attempting to attract interest.

You will also want to survey existing products, including how much content a typical membership site in your potential markets are offering, as well as how they are delivering the goods to their customer.

What membership scripts are they using? How are they communicating with their subscribers? (Forums, chat, weekly webinars, etc).

The more information you can compile based on each

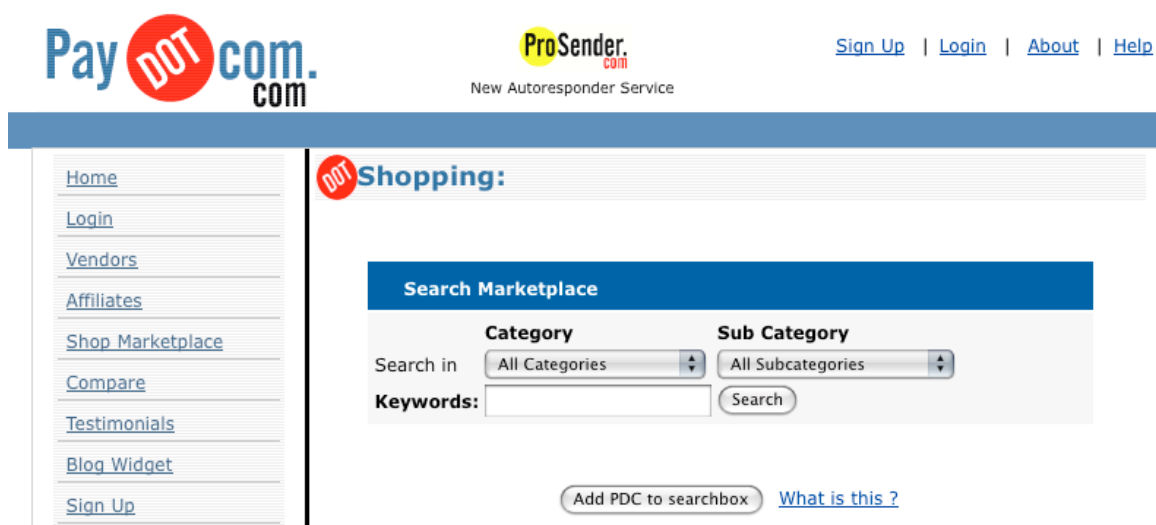
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topic, the easier it will be to determine whether you feel you are able to compete with existing communities in each niche.

Keep a rolling swipe file of all of the information you collect, so you can quickly evaluate it later on.

Conducting niche research is simple, but can take a bit of time. It's a very important part of the process when gauging profitability and focusing on building membership sites that are likely going to be worth the time and effort you put into developing them.

You should also run your search through other digital marketplaces, including [www.PayDotCom.com](http://www.PayDotCom.com) where certain merchants will be featured that choose not to appear on ClickBank.



Paydotcom does not offer the option to search for only recurring membership based websites, however you can still quickly evaluate existing communities using their search engine.

You want to compile enough information to be able to get a clear idea as to the overall competition of a market, but more importantly, the quality of existing membership sites out there.

Apart from evaluating products and membership sites from existing marketplaces, you can also do a bit of additional research by checking out what people are talking about in related forums, communities and social networks.

By using free services like [www.Google.com/trends](http://www.Google.com/trends) you can also receive instant alerts each time a specific keyword or keyword phrase appears within the Google search engine.

This is a great way to keep on top of potential markets and determine not only the level of competition in the market, but what customers are asking for, looking for and interested in.

Forums are also a fantastic way to evaluate overall interest and be able to pin down specific types of

products that you could consider creating for your own membership site.

By browsing through existing threads and categories on relevant community boards, you can keep a pulse on what is being discussed, what people are actively looking to purchase, which is a goldmine when drawing out a potential blueprint for your own membership site.

### **Yahoo Buzz**

<http://www.Buzz.Yahoo.com>

I have used Yahoo Buzz many times over in order to investigate possible topics for my membership websites. It's a really easy method of keeping on top of trends and hot topics.

### **Yahoo Answers**

<http://answers.yahoo.com>

This is a goldmine of membership website ideas. Yahoo Answers is a community where people can ask questions and others can answer them, earning points along the way.

Just by browsing through categories and reading over the latest questions, you will be able to compile a list of possible membership topics, quickly and easily.

## **Choosing Your Membership Platform**

Once you have chosen your overall topic (and this can take a bit of time, so be sure to carefully evaluate the markets before settling on one), it's time to consider your overall platform.

A membership site platform is simply the type of membership website you intend to offer, whether it's free or paid as well as how you plan to deliver the goods and communicate with your subscribers.

To begin, there are many different options available to you and depending on your niche market you will need to determine what is likely to work best.

One thing to keep in mind is that it's important to thoroughly evaluate the platform that your competitors are using. The reason for this is an obvious one; people get used to certain things and not everyone adapts easily to change.

If subscribers are used to logging into a traditional membership platform, where they enter in their username and password to access content on a monthly basis, you might want to stick to this format, simply because it

will save you a lot of time and work explaining how a new concept or format works to the same subscriber base.

That doesn't mean that your actual content or your overall sales funnel should be a replicated version of a competing site.

In fact, I am going to show you exactly how to ensure that you are squeezing every last dime out of your membership site, while competitors are consistently allowing leaks to cost them thousands of dollars in lost profits.

What we are talking about now however, is in evaluating the layout and platform of competing sites, such as whether they are offering a free membership site with upgrades, a traditional site, and so on.

For now, let's take a quick look at the different formats that are most common within the membership industry:

### **Traditional Login & Access Format**

This is where a subscriber creates an account, chooses a username and password (or your system assigns one automatically to them), and then logs into a protected

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members area where they can download or view restricted content.

This material is available only to paid members, and subscribers are able to pay for access on a regular basis (weekly, monthly etc)

These types of membership sites have no end date, they can continue for many years to come provided that the content continues to be updated.

This is by far, the most popular platform for membership based sites online.

### **Fixed Term Membership Format**

A fixed term membership site typically only runs for a specific period of time before terminating.

With a fixed term, members can either pay a flat fee to access the entire length of the membership site, or they can choose to pay in specific intervals (6 months, 12 months, etc).

This works best for markets where developing ongoing content may be difficult, or for membership webmasters who are more interested in creating a batch of content

that recycles, rather than having to consistently create new material or updates.

You can also choose to run your fixed term membership sites using autoresponder services, eliminating the need for costly membership software.

In fact, just by using an email marketing program like [www.GetResponse.com](http://www.GetResponse.com) or [www.Aweber.com](http://www.Aweber.com) you can create your short term membership site and set your content to be delivered automatically through your autoresponder service.

### **Email based Membership Format**

This is where you use an autoresponder service, as just mentioned to power and run your entire membership program.

You can choose a fixed rate/term format, or even a traditional membership site, provided that you consistently add new material to your outgoing email sequences.

Using the email based membership format, you can get started relatively quickly and easily just by subscribing to a reliable autoresponder service and injecting a series of emails set to be delivered on



specific times and dates, as each subscriber signs up for your service.

The downside to an email based membership site however, is that it is often harder to create a community feel to your membership site, which can be a huge benefit in retaining subscribers.

If a member joins your website and meets other subscribers and becomes used to constant interaction via a community forum or private area, they are far more likely to log in regularly and stay subscribed in order to continue gaining access.

If you do decide to use the email based membership format, consider offering your subscribers with an additional bonus of being able to access a private members only area.

This area could feature a private forum or chat area, that allows your subscribers to interact with one another as well as with you directly.

There are benefits to many of the different membership formats we've just covered.

With traditional membership sites, the benefits are in being able to build an ongoing community, where you can

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build and grow a solid base of customers on an ongoing basis.

With fixed rate / term membership sites, the benefits are in the simplicity of its set up.

You only have to create a specific batch of content that recycles as new members join and previous subscriptions expire after each member has received the material.

Regardless of the format you choose, you will want to make sure that you have the following check list of items prior to launching your membership site:

### **Ready Made Content**

This is where you either have 2-3 months of content available to members right away, either by allowing access to all of it instantly, or the current months content available with two months of archives being sold as an upgrade.

You could fill your membership site with fresh material using reports, articles, interviews, audios, videos, ebooks, graphic packages and so on.

### **Bonus Packages and Special Offers**

Provide your members with a combination of bonuses,

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whenever possible. Once again, these should be exclusive to your website and relevant to your topic.

You should have at least one unadvertised bonus package featured within the members center.

This is a package not listed on the sales page and not advertised elsewhere. This is where you over-deliver and give them more than they thought they were paying for. This will help address buyers remorse immediately after someone subscribes to your website.

### **1-2 Back End Products**

You want to be able to squeeze every dime out of your membership site, and in order to that, you need to create 1-2 back end products that can serve as upgrades, add-ons or special 'member only' deals.

You want to present this to your subscriber immediately after they join your site, and are still in buying mode.

Make sure to create a simple process where they can either upgrade their membership account to gain access to extended downloads, or they can simply purchase directly, using a digital delivery processor to ensure that the content is sent independently to each member who elects to purchase it.

## **Important Membership Elements**

After choosing your membership format, you will need to determine exactly how you intend to deliver your content and material to paid subscribers.

If you elect to go with an email based membership site, then all of your content will be sent through your autoresponder service.

With traditional based membership platforms however, you will want to choose a scalable, solid membership based software program that will make it easier to manage and grow your entire community.

A few things to keep in mind when evaluating potential software or scripts that will power your front and back end, is that you need to be able to control every aspect of your community, including:

### **1) Time Release Content**

Also known as drip feed content, you will want to be able to deliver content on specific intervals, rather than all at once.

The reason is obvious, if a subscriber is able to gain access to all of your content instantly after joining, there is very little motivation to stay subscribed to your service.

Instead, you want to be able to control the content flow, so that a new subscriber is only able to gain access to a specific content package, or if you are running your membership site on a monthly basis, you would want only content from the first month of joining to be visible to each subscriber.

## **2) Content Management System**

Unless you are proficient with HTML and coding a website yourself, you should look for a software solution that offers a built in content management system.

This way, you can create pages directly from within your administration panel.

If you are interested in simplifying this process, you could consider using a Wordpress based website, where you can plug in membership protection while reaping the benefits of using a ready-made free solution to building feature rich websites.

I will show you exactly how to connect a Wordpress blog

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with powerful membership based software in the next chapter.

### **3) Autoresponder Integration**

Whether you choose to incorporate an email based membership site into your program or not, you will want to be able to add every subscriber to a mailing list.

That way, you can follow up each time you update your site but more importantly, be able to build a profitable back end system that offers additional upgrades, content packages, one time offers and special downloads.

### **4) Time Release Content**

Also known as drip feed content, you will want to be able to

### **5) Full Scale Affiliate Program**

In order to jump-start your membership site and power it up with fresh subscribers and targeted traffic, you absolutely need to integrate an affiliate program into your website so that both guests and members can earn commissions by referring new members to your program.

This is an exceptional method of generating fresh leads on a regular basis, while taking your online business to a whole new level. There is no other method of

maximizing exposure that even comes close to what an active affiliate army can do for your business.

## **Membership Software Options**

With membership sites, you need to automate as much of the process as possible, freeing up your time and resources.

When it comes to membership software, there are many options to choose from, with some ranging from simple processes, to others that offer a full scale, all in one solution.

If you can afford to, you should consider one of the more feature-laden solutions, so that you can offer an enhanced, well managed community for your subscribers.

### ***This would include:***

- ✓ Managing archives and protecting content.
- ✓ Releasing content at pre-set times.
- ✓ Extended administrative options and control.
- ✓ The ability to offer upgrade packages and add ons.
- ✓ Allow you to create various levels (Gold, Silver)
- ✓ Managing subscribers, access, updates.
- ✓ Autoresponder integration options.

- ✓ Forum integration options.
- ✓ Built in affiliate program management

Here are the most feature laden scripts available online:

**Member Speed:**

<http://www.memberspeed.com>

Features:

Automatic account creation  
Detailed statistics and control  
Time Delayed Content  
Affiliate Program Integration  
Multi Level Options (Silver, Gold, etc)  
Autoresponder Integration  
Built in support desk  
Multiple payment processors (Paypal, ClickBank, etc)

**Launch Formula Marketing:**

<http://www.LaunchFormulaMarketing.com>

Features:

Delayed content release  
Detailed statistics and control  
Automatic account creation



Affiliate Program Integration

Multi Level Options (Silver, Gold, etc)

Autoresponder Integration

Multiple payment processors (Paypal, etc)

### **AMember Pro**

<http://www.amember.com>

#### Features:

Easy set up and installation

Multiple levels (set to protected folders)

Automatic account creation

Affiliate Program Integration

Multiple payment processors (Paypal, etc)

For most membership sites, [www.Amember.com](http://www.Amember.com) is sufficient, however it does lack the flexibility of offering time released content, which is very important when running a membership website.

### **DL Guard**

<http://www.DLGuard.com>

#### Features:

Shopping cart integration

Protects digital downloads independently

Expiring Download links

Affiliate Program Integration

Autoresponder Integration (GetResponse)

### **Wordpress Based Membership Sites**

When it comes to membership sites, since Wordpress automatically provides the ability to create content that is scheduled for release in the future, you could use Wordpress as the basis for your membership center.

Even better, Wordpress is a complete CMS, meaning that you can create pages and posts directly from within its admin panel, rather than having to manually create HTML pages in an editor like Dreamweaver.

You will however, still have to protect your members center and your paid content, and if you choose to use Wordpress, there are a couple of plugins that have been created to transform a regular Wordpress blog into a feature laden membership website.

**Here is the one that I recommend:**

**<http://www.MemberWing.com>**

Member Wing is very easy to integrate and use, and seems to have been created for Internet Marketers, as it comes with the ability to offer "Teaser Copy" (partial content displayed with the option to upgrade

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to review the remaining content).

It also features "Gradual Content Delivery", a functionality that allows webmasters to create content that is released automatically on scheduled dates and times, encouraging members to stay subscribed to the site.

Member Wing also supports Paypal, PayDotCom and E-junkie, and offers "Progressive And Mixed Content Protection" which simply means that you can create multiple levels or premium content, starting off with all members joining one group (basic) with the option to upgrade for extended access to other downloads or content.

**Other Wordpress membership scripts:**

[www.WPWishList.com](http://www.WPWishList.com)

Features unlimited membership levels, flexible options, sequential content delivery, control viewed content, shopping cart integration and more.

If you have a copy of [www.amember.com](http://www.amember.com), you can also purchase a plugin that will protect your Wordpress pages, however it is lacking the extensive features that MemberWing offers.

**Here are a few membership scripts worth considering:**

[www.RapidActionProfits.com](http://www.RapidActionProfits.com)

Offers extensive features including the ability to pay affiliates upfront, instantly (very good feature for attracting super affiliates)

[www.Fantasos.com](http://www.Fantasos.com)

Created by John Delevera, Fantasos was created by an Internet Marketer for Internet Marketers.

## **Choosing Your Price Structure**

When it comes to choosing your price structure, you will want to survey existing competitors to determine what they are offering, and for how much.

You want to price your membership offer competitively, so you can attract as much attention and "steal" subscribers from competing sites. However, you also want to make sure that you are able to generate as much profit as possible at the same time.

You will also have to take other things into consideration when determining the price of your membership, including:

**How specialized and unique is your content?**

**How often are you intending on updating your site?**

**Are you offering higher priced upgrades?**

If so, your base price could be lowered as a way of creating a larger community that you can sell higher priced back end products and services to.

**Are you established within your niche market?**

If you are considered an authority on your subject matter, you can charge more for your packages, even if

the content is similar to others.

If people know that you are trustworthy and experienced with the topic you choose, your content will be considered far more valuable, since you are known as a leading source.

If you are new to the industry, you will want to do your best to first build your brand by starting off with a lower priced membership site and increasing your prices as your community grows.

Are you able to offer coupons or promotional items to external sites?

Can you secure exclusive deals for your customers that they cannot get anywhere else?

The type of service or membership site also plays a factor in setting your price structure.

For example, if you are offering coaching, private consultations or direct access to training, your prices are likely to be higher than if you are just offering downloadable products.

The scarcity of your information will be critical in regards to what you can charge, so you always want to

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focus on securing original material, such as:

Exclusive interviews with experts

Video tutorials with transcripts

Exclusive ebooks, reports, articles

You could also consider adding physical products to your membership site to increase its overall perceived value.

Creating physical products shouldn't be an intimidating process. These days it's extremely easy and affordable to create DVD's or CD's and by doing this you will increase the perceived value of your product, even though it is exactly the same thing as if they downloaded it online.

When people join a site where they are receiving something tangible, instantly the product is viewed to be worth more. This is basic human nature. Doing this will give your program an edge especially if no one else in your niche is doing it this way.

There is no specific price structure for every website, as the perceived value will depend on the niche, the existing competition, and the scarcity of your information itself.

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Keep in mind that you are not permanently locked into a price point, so if you start off at a lower, introductory rate and find that your membership site is in demand, you can increase the price as your community, and overall content inventory grows.

Just make sure that if you do choose to modify your price structure that you apply it only to new subscribers NOT to existing ones.

You want to encourage existing members to retain their memberships and if you change their subscription pricing, they are likely to opt-out of your membership site, simply because it's not the original deal or offer that they agreed to subscribe to.

Always email your members with any price changes as well, especially if you lower your membership cost so that existing subscribers can gain access to the lower priced deal, and don't feel as though they were left out of your special offers.



## **Membership Profit Tips**

Regardless of your membership's format, or overall focus, there are a handful of things that you need to focus on in order to ensure that your community continues to grow, and that your membership site is able to retain its momentum.

*This includes:*

### **Keeping Content Fresh**

Unless your membership is based on a fixed term format, where your subscription ends after a specific time, you will want to ensure that your membership site always offers fresh content that is updated on a scheduled basis.

It's critical that you design an update schedule and content management system so that your subscribers know when to expect updates, and that you are able to effectively manage your entire community.

### **Break Content Down**

Consider breaking up longer ebooks into mini-reports, or a series of action plans. Not only will this add more content to your website but your subscribers will

find it easier to digest. Besides, it will also make your content inventory appear to be more extensive.

### **Strive For Originality**

You want your own proprietary content and products.

If you are planning to use private label, resell rights or master resell rights content, try to use it as filler material, or as bonuses rather than your primary content. You don't want your subscribers to be able to easily find the same content anywhere else.

### **Manage Your Community Effeciently**

You need to be able to stay in constant communication with your subscribers, and to be able to develop and grow your community on a regular basis.

### **Create a Scalable Community**

Don't become fixated only one on topic, but instead, focus on scalable markets where you can create additional modules, updates and upgrades that are available only to subscribers. Consider offering your material in various formats as well.

For example, if your primary product line consists of ebook products, consider creating video tutorials that compliment your product line.

Offer them as upgrades or enhancements to a subscriber's regular package.

**Ask for Feedback**

Don't be afraid to directly ask your community what they are interested in or how you can improve your site.

Make them feel a part of your community by surveying them, allowing them to control the type of content and updates that you create, and focusing on what your subscribers are truly interested in as well as their varying levels and skills.

You want to do your best to accommodate all of the different subscribers you will encounter, from new ones to seasoned ones.

Inventorying your subscribers will provide you with the insight you need to ensure your website is a success.

## **Maximizing Your Profits**

There are a number of different ways to maximize your overall profits and enhance your subscribers experience, as being part of your community.

Here are the top methods that are used by successful membership webmasters:

### **Charter Memberships:**

Give your subscribers a reason to promote your website by offering joint venture partners a Charter membership to your website.

Offer them special bonuses, downloads - just to jump-start your website.

It will provide immediate relief of that initial start up phase and allow you to determine what your members think about your content, with a soft launch before you go all out.

This is also a great way to beta test the system for bugs, errors, broken links or problems with navigation or downloading products and content.

### **Annual Memberships**

If you offer them a special deal if they join annually you want to make sure that they are receiving a significant discount.

You want to focus on yearly memberships because that way your members are locked in. The only downfall is that people tend to forget that they joined and when you rebill them yearly, they may end up challenging the charge with their credit card companies, simply because they can not remember where they signed up.

### **Low Up Front Cost with Higher Recurring**

Certain membership sites will charge their customers a one time access fee, and then a monthly fee thereafter.

For example, offer them the opportunity to pay \$97 to join, with \$29.95 every month thereafter.

If going with this kind of set up, you'll need to provide at least three times the value of the initial payment, in this case \$97.00 - and then update your content regularly enough to justify an ongoing fee of \$29.95 monthly.

A huge benefit to charging a registration fee is it will lot longer retention rate for your members. Your

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cancellation rate will be much lower since people don't want to have to pay the initial registration fee again.

### **Types of Products to Offer**

Here are a few of the product types that you can offer within your membership site, as well as backend and upsell offers:

Tele-seminars

Audio and Video

Interviews (exclusive)

Book Compilations

Training/Coaching

Software

Physical Products such as printed books, CD's, DVDs

**Also, be sure to record everything you do.**

If you give an interview, host a conference call, conduct a workshop, training, whatever it is - always record it. This material can be used as bonus products, or featured as an up sell or backend upgrade.

Over-Delivering is key if you want to form a solid, profitable relationship with your subscribers.

## Membership Tools & Resources

When it comes to choosing a hosting provider for your membership site, you want to be careful to select a company that allows for easy account upgrades.

That way, as your membership site grows you can expand your hosting account to accommodate additional space or bandwidth.

*Here are a few that I highly recommend:*

<http://www.HostGator.com>

Great for start up websites and smaller scale membership sites. Accounts can be easily upgraded.

You also need to register a keyword based domain name for your membership site.

When selecting a domain name, pay attention to its brandable elements.

Is it memorable?

Does it represent your topic or theme appropriately?

Is it easy to spell?

Above all however, when you do select your domain name, you want to make sure that it contains relevant keywords pertaining to the subject of your website, and that people will be able to manually type it into their browsers search bar without the possibility of misspelling it.

Here are a few domain registrars that I recommend:

<http://www.NameCheap.com>

<http://www.GoDaddy.com>

<http://www.Moniker.com>

When creating an autoresponder based membership site, or to simply integrate a mailing list into your subscription process, you should always consider remotely hosted options.

That way, in the event your membership site or hosting provider experiences problems, you have an easy way of contacting your members base and notifying them of any potential problems.

*Here are a couple of leading providers:*

<http://www.GetResponse.com>

<http://www.aWeber.com>

<http://www.iContact.com>

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## **Creating Video Based Products**

When creating video clips, Camtasia is one of the easiest video creation tools to use and one of the most popular. If you are on a Mac, Camtasia has yet to release a version exclusively for us, you might find the following resources useful.

- ❖ iMovie (comes with most Macs)
- ❖ Keynote (good for visual presentations and slideshows)
- ❖ iShowU  
<http://shinywhitebox.com/home/home.html>
- ❖ ScreenFlow (our favorite)  
<http://www.varasoftware.com/products/screenflow/>
- ❖ Snapz Pro:  
<http://www.ambrosiasw.com/utilities/snapzprox/>

## **Examples of Popular Membership Sites**

- ❖ IM Buzz Software:  
<http://www.IMBuzzSoftware.com>
- ❖ IM Buzz PLR:

<http://www.IMBuzzPLR.com>

- ❖ Instant Email Money:

<http://www.InstantEmailMoney.com>

- ❖ Instant PLR Newsletters

<http://www.InstantPLRNewsletters.com>

### **Advanced Membership Marketing Guides**

- ❖ Overnight Membership Site Course

<http://www.OvernightMembershipSiteCourse.com>

- ❖ Membership Gold Rush:

<http://www.themembershipgoldrush.com/>