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Introduction

There is no doubt that creating and profiting from Membership sites is big business right now. It is therefore logical that an increasing number of people are thinking or talking about creating their own membership site, or even multiple sites, and very possibly, you are one of these people.

As a consequence of this massive market growth, there is a swelling tide of new products on the market that will teach you how to build such sites, how to monetize them and so on.

Many of these products are excellent, and, as you go through this book, you will find that I have referenced some of them, simply because they do such a great job of teaching you a ton of membership site related information that you must know.

And yet, when I have read most of these manuals, e-books and training courses, I have so often found myself asking one simple question that, thus far, I have not found the answer to.

Moreover, what I have been seeking is an answer that is so fundamental and basically important that I am amazed that there is not already a full library of materials to deal with this one question.

Now, the first thing to say about creating membership sites is that it is somewhat more complicated than producing, promoting and selling a one-off product like an e-book or a software program. This does not necessarily mean it is difficult, but obviously, there is an ongoing commitment involved in running any membership site, and that, by definition, makes it a more involved project.

Thus, there is a large and active market for products related to the creation of membership sites. Indeed, there are now even membership sites that you can join that will tell you how to run a membership site!

This, in fact, makes perfect sense. If you're running your own membership sites, and you therefore have a commitment to your customers on a monthly or perhaps even weekly basis, then it must make sense to have a resource to which you can turn every month to learn all the latest tips, ideas and theories about the best way of running such a site.

Again, because there are so many different aspects of running a membership site that you need to focus on, there are some teaching products that are extremely detailed and often very lengthy as well.

And yet, amidst all of this information, I have yet to find anyone who has answered my one critical question in the depth of detail which I believe any new membership site owner will find critical to their success.

In this book, I will cover many aspects of running a membership site, but I do not intend to cover everything fully in intricate detail, simply because if I did so, this e-book would be similar in size to a digital Encyclopedia Britannica!

Instead, in the latter half of the book, I will focus on answering my own, number one burning question, in depth.

And that is, you could have the best membership site in the world, with every feature, detail and benefit that any member could ever want, but

without such members, such a site will be a total and utter waste of time.

So, my question is, even with such a super site, **how do you go about recruiting new members, and then keeping them happy, so that they keep coming back for more month after month?**

That is the question that I am going to attempt to answer an in-depth in this book.

Before doing so, however, I would like to cover some of the background information about how membership sites operate, and why they represent such a fantastic money making opportunity for anybody running their own business online.

Chapter 1: Why Membership Sites Are So Popular

Why Start One?

One feature of the internet that sets it apart from anything else that has ever been seen before is its ability to deliver digital information immediately.

Partially as a result of this immediacy, the net is awash with all sorts of free content materials.

In fact, if something can be compressed into a digital format, then you can almost guarantee that somewhere on the internet, you will be able to find what you're looking for at no cost.

The problem with this is that if you can find it, so can millions of other people. This naturally means that free information and online content, whilst it may initially have some value, is very quickly devalued. In other words, by the time you download most free materials, they are effectively worthless.

When you think about it in these terms, this point must be patently obvious. And, the flipside of this is that if you want to provide value to your customers or clients, then you cannot hope to do so using only free materials. You must, therefore, be willing to spend money to build a profitable long-term relationship with your customers, irrespective of your business or product.

Alongside that, if an average web surfer is looking for information that can solve a serious problem for them, or answer a question that they desperately need answering, then the chances are very good that they

will be willing to pay for the information in order to solve the problem or answer the question.

It follows from this that if you want to build a successful long-term business online, then you must be able to provide unique content to your customers and potential customers.

And, to take this concept one stage further, if your customer likes the materials that you have supplied to him or her, it is reasonable to assume that they would like to receive more, particularly if every 'installment' is going to comprise fresh new materials and information.

Moving into the offline 'real world' for one moment, you can find lots of examples of this.

For instance, most people will buy a daily newspaper. They will buy it every day because each and every day it is full of fresh, new (news) content. If it were not, then they would simply stop buying.

Many people have a monthly subscription to a magazine focused on their favorite hobby or interest. This is for exactly the same reason, because they want to get all the latest news and information, together with feature articles, celebrity interviews and so on.

No matter what the content is, as long as it is relevant to the subject that they are most interested in, and it is always fresh, then they will most probably continue paying their subscription.

Internet users are increasingly following a similar route, becoming ever more willing to pay for quality materials and information.

That being said, only some 10% of internet users currently pay for online content, which means that 90% of the potential marketplace is still relatively untapped.

Undoubtedly, some online content and information is always likely to remain free. For example, whilst some online news sites charge a fee for in-depth analysis of the latest international news (in the same way that leading international magazines and journals like [Newsweek](#) would do in the offline world), daily news bulletins are likely to continue to be provided for nothing.

It would similarly be quite difficult and unprofitable to try and charge people for general information related to worldwide weather, although providing access to accurate and constantly updated local weather information may be something for which a nominal charge might be levied.

So, whilst accepting that some online information is always likely to remain free, there is still a huge and hungry market for paid information sources. And, given that most consumers would want this information to be constantly updated and supplemented, it quickly becomes apparent that membership sites are likely to become an ever more significant feature of the internet in years to come.

What's in it for you?

From the above, it quickly becomes obvious what benefits the customer or consumer can gain from joining a membership site.

Through such a resource, they have access to a constantly changing and updated source of information about whatever it is that most interests them. By positioning your membership site in a particular market niche, you will know exactly what kind of information your customers want, and, as long as you continue to provide what is required, then your customers will be happy.

But, what is in it for you?

Why would you launch a membership site, rather than, for example, writing and selling an e-book? This would, after all, be considerably easier and a much quicker way of making money, and would in all likelihood require a lot less effort as well.

So, why launch a membership site?

The answer to this can be summed up in just two words -- **passive income!**

In other words, running a membership site means that your members must pay a regular subscription to retain their right to receive the information that you publish. In the most common scenario, this will be a monthly subscription which means that this money will come in from each and every individual member every month for as long as the individual decides to keep their membership alive.

Now, stated in these stark, black and white terms, this message perhaps loses some of its power, so allow me to give you an example in order to demonstrate just how powerful this can be.

Imagine for a moment that you have the choice of launching one of two different business models, which for the purposes of simplicity we'll call 'model A' and 'model B'.

In our 'model A' scenario, you simply create an e-book, which you plan to sell for \$47. In the 'model B' scenario, however, you decide to launch exactly the same e-book, but in this case, it is the first monthly product for your brand new membership site, for which you plan to charge \$19.95 per month.

Now, imagine that on launch both business models attracted 100 customers. The 'model A' scenario would deposit \$4700 into your bank account, whilst the 'model B' situation would generate \$1995.

So, on the day of launch, the 'model A' scenario is considerably more financially attractive to you. Look one month down the line, however, and the picture changes significantly.

Your 'model A' customers have bought your e-book, and as far as they are concerned, that is the end of the matter. On the first day of the following month, therefore, you will quite logically earn zero from sales of the same product to those same customers.

In your 'model B' scenario, however, you will earn another \$1995 with little further effort on your part. And the same thing will happen the month after, and the month after that, and the month after that and so on.

Now, of course, you must provide constantly updated, fresh new content materials in order to persuade people to retain their

membership. So, do not get the false impression that you can do absolutely nothing.

But (and this is a critical point to understand), you only need to do every job once. For example, of course, you would need a new product to supply to your customers in the second month and another one for the third month and so on.

You would, however, only need to create this product once. After that, every new customer who joins your membership site would receive exactly the same information, and that information would already have been created.

So, apart from updates and any additional information that you wish to provide, all of the work has already been done.

Hence, you are earning money for doing very little additional work, which is a definition of the term passive income.

You should also bear in mind that the fact remains that in your 'model B' business scenario, you do not have to 'sell' anything at the beginning of months two to four. The selling job is already done, and as long as you continue to provide what your members are looking for, then they will continue to pay you.

Perhaps most importantly, the income from a membership site is reasonably **stable**. Sure, there will be fluctuations, as some new people join whilst others will leave, but the core income remains stable month to month.

Contrast this with the situation where you sell your 100 ebook copies this month, but nothing the month after. It's a constant cycle of 'have', followed by 'have not', followed by 'have' and so on, ad infinitum.

Does that sound like living the stress-free, relaxed life style that all internet marketers are supposed to enjoy?

Now, of course this is an extremely simplistic version of what happens in the real world. For example, in the 'model A' situation, you would have added the customers to your mailing list, and would be promoting other products to them and hopefully thereby generating some additional sales.

Some of your membership site members will drop off every month as well.

But, having said this, in both situations, you will obviously try to make as many new sales as possible on a daily basis and in one case, by doing so, you will earn \$47 and that is effectively the end of that, whilst on the other hand, you will continue to earn \$19.95 every month for work that you only ever need to do once.

Is A Membership Site Right For You?

Taking the 'model A' and 'model B' concept one step further, there is clearly going to be more work involved in building a membership site than in the 'model A' one time only sale situation.

So, for example, selling an e-book \$47 requires little more than creating the product (or, even easier, getting somebody else to create it

for you) building a web sales page, and then promoting the new product.

It really is as simple as that, and an experienced marketer with basic skills can probably take this whole concept from a blank sheet of paper to going live in a matter of only a few days.

A membership site clearly needs more than this.

For a start, your members will expect to receive value for their subscription each and every month. You therefore need a constant stream of new product materials, which in themselves will need regularly updating.

The membership site itself is inevitably more complex than a simple one-page sales site, although, as you will see later on, it is very quickly becoming easier to build membership sites using both free and paid software resources.

So, it is probably fair to say that creating your own membership site is only going to be suitable for you if you go into it with your eyes open, fully aware that you cannot realistically create such a site that is going to have any intrinsic value overnight.

You must understand from the outset that, in order for your membership site to be successful, **you must provide specialized information or training that is difficult to find anywhere else**, or that would be time-consuming for your members to discover for themselves.

This information must be kept constantly updated and it must always remain relevant and appropriate to the interests that your members have expressed by joining your site in the first place.

Do not therefore allow yourself to be deluded.

Building your own membership site is going to take some work and effort, and if you are not comfortable with this idea, or do not feel that you can make the commitment necessary to make it successful, then you are probably better off not wasting your time and effort.

Chapter 2: Type Of Membership Sites

Free or Paid?

In the scenario above, we have assumed that your members will pay a monthly subscription to receive the unique content materials that you will send to them.

This does not necessarily have to be the case. There are many free membership sites scattered all over the net, and you might like to consider whether this is an option that might be attractive for you.

One way that many online businesses use free membership sites is as 'feeder' sites for an upgraded, paid membership option. In this scenario, the site owner may be offering two levels of membership, with the lower (free) version offering sufficient quality content to encourage people to upgrade to the paid membership option.

This clearly works as almost everyone will be quite happy to join a free membership site if they believe that they are going to receive genuinely valuable materials for nothing.

Thus, the secret of making this membership site business model work is to ensure that the materials you give away free are of sufficient quality to convince the recipient that they have truly received something worth having, for nothing.

For example, such a free site might give away a detailed training course in written format, but with additional written materials plus video and audio transcripts of all the training only being available to upgraded members.

In this case, the initial free materials need to be of sufficient quality to convince the reader that upgrading is worthwhile, and if that happened, then that is where you will make your money.

This is not, however, the only way that you can monetize a free membership site. For example, in a slightly different free membership site business model, there would be no upgrade available and all members would retain free membership throughout.

In this case, the free site pages would be monetized in other ways. For example, they may carry Google AdSense style advertising, or promote affiliate programs that are related to the core topic of the membership site.

The site might feature additional advertising that has been attracted by direct contact with the advertiser themselves. As an example, many video game membership sites are free, but they carry direct advertising from the videogame manufacturers featured prominently on the sites.

So, there are many different ways of generating income even from free membership sites, and this may be an option that you wish to consider.

It is, nevertheless, a fact that free membership sites also have clear disadvantages that you should be aware of before you decide to follow this path.

For example:

Whilst everyone is happy to get something that has real value for nothing, some people will still equate free with valueless. In a situation where you are offered free membership in order to try to encourage you to upgrade to a paid level, then most will accept this, as they can

see the business reasoning behind it. If, however, you are offering a totally free, 'life-long' membership that will always be free, then many people will quite naturally question the value of your site.

If your site is a free for ever operation, then, unfortunately, many people will also equate that with it being a 'throw-away' operation as well, in a similar manner to the way they treat many free online e-mail accounts.

In the latter scenario, you will enjoy little or no customer loyalty. This will mean that people will not come back to the site more than a handful of times, and, given that in order to make a sale you probably need many visits, your site income is likely to be seriously limited.

A third option that you sometimes see people use is to have two completely separate membership sites, one of which is free, and the other a subscription paid site.

In this scenario, although the two sites are completely separate, the usual idea is to get people to move from the free model to the paid one as quickly as possible.

If the two sites are hosted on the same domain name, then it is simply a question of making sure that people are aware that the highest quality materials are only available to paid site members.

In some cases that I have seen however, the membership site owner has been far more cunning, as they have created the two sites as entirely different entities, with completely different domain names.

In this case, the free membership site promotes the services of the paid site quite aggressively, in a way that you would probably not be able to

do if you were simply recommending an upgrade within the environs of the same site.

The bottom line is that running any kind of membership site will cost you money and also time which in business equates to the same thing.

You must have some way of recouping your outgoings. Whilst you can do this in various ways through free membership sites, for most people establishing a subscription-based paid membership site is a far more attractive and profitable option.

What Is Your Niche?

As we have already established, running a membership site does entail some work.

Thus, it is important for the long-term success of the site that your subject matter should be something that you are interested in or at the very least proficient in. If you are not, then the chances are that you will lose interest very quickly, and your site is probably doomed to fail from the outset.

On the other hand, you should not make the mistake of jumping straight into creating a membership site only because you are interested in the subject matter.

Of far greater importance is knowing whether there are other people in sufficient numbers who might be interested enough in order to make your site pay.

In many ways, establishing a suitable topic subject matter for your membership website is very similar to standard keyword research.

In other words, you firstly need to establish a broad topic category which is provably popular, and then drill down from there to find a specific topic upon which you can base your membership site.

So, at the most general level, you can use sites like [eBay](#), [Amazon](#), [MySpace](#) and [YouTube](#) in order to discover what topics people are searching for which are therefore popular.

At the same time, you must appreciate that the sites tend to reflect the current 'hot trends', and, assuming that you want your membership site to stay around for some time, you should not go overboard in following something just because it is fashionable today.

But, having said that, this will give you a good starting point.

Another way of discovering popular topics at the most general level is to look in your local bookstore to find out what magazines and journals are selling the best. This will give you a clear indication of the kind of markets and topics that people are most interested in.

You can also research the same information at sites like [Magazine Cost](#) and [Magazine.org](#) to get the same sort of information, albeit not quite as up to date as that you can get from browsing in your local store.

At the same time, you should consider the skills or talents that you have, as well as those of the people around you (friends, family, etc.).

Can these be combined in any way with a popular subject that you have discovered from your research? If so, all the better, because you will then have the kind of enduring interest that will keep you focused on making sure that your site becomes profitable.

Once you have established an area of general interest, then the next step is to focus on a specific 'niche' within that general interest area, and this does need to be narrowed down to a workable level.

For example, if your general interest area was dogs, then this would be far too broad a subject to base your membership site on.

Although having a site that concentrated on dogs might seem a good idea, by doing so you would be spreading your attention too widely and therefore too thinly as well.

As an example, if you have a general dog based membership site and one month you choose to give your members a book about toy poodles, it will not be popular if the majority of your members are more interested in German shepherd dogs. So, whilst there is a small degree of match between the materials you are issuing and the interests of the membership, you are at significant risk of losing many members if this 'mismatch' continues for any length of time.

On the other hand, when you publish articles about German shepherds, you risk alienating the toy poodle owners as well!

It would be far better, therefore, to have two completely separate membership website, one focused on German Shepherd dogs, and the other on toy poodles.

You should be wary, however, of being too tightly focused in your subject matter, as doing this will mean that you're potential target market is severely limited, which will in turn restrict your profit potential.

So, to take an extreme (and fairly ludicrous) example, there may be a market for a membership site focusing on toy poodles, but it is unlikely that you would make any money with such a site focused on 'three legged black toy poodles over 10 years old'.

Almost certainly, if you narrowed your niche down to such an absurd extent, you would have little or no competition, but there would be a reason for that!

In conclusion, you are looking for a niche market wherein there are enough people searching to indicate that the market is big enough to make money. Whilst there are no hard and fast guidelines on this, I would suggest that any exact phrase match in a Google search that returns 100,000 results would probably be worth pursuing ("toy poodles", as an instance, shows 234,000 results).

A final point for you to consider. People with hobbies and interests are generally happy to spend money on their 'passion', so an extra \$19.95 is hardly going to be noticed. If you can target these folks, that is where the 'easiest' money is going to be!

Competition Is Not Always A Bad Thing

As suggested above, if you find that there is literally no competition in the market into which you intend moving, then you have some grounds for concern. This may well suggest that others have already researched the market before you, and decided that it is not worth pursuing.

You should be able to establish this very quickly by looking at a number of search results in the main search engines, and I would

strongly urge that, in a situation where there is very limited activity, you should leave well alone, no matter how interested you might be in the subject matter.

You cannot make people buy what they do not want, and if no-one is searching for products or services in the specific niche that you plan to build a site around, then you must be disciplined enough to walk away and start searching once again.

On the other hand, if there is already competition in the niche that you intend to enter, then this is not necessarily a bad thing for several reasons.

- Firstly, it indicates that there is money to be made in that niche, especially if a competitor site has been established for a reasonable period of time.
- Secondly, it gives you the ability to analyze your competition using a site like Spyfu.com, where you can see all of the main keywords that they are using for their promotional efforts, related keywords and so on.
- Thirdly, and above all else, it gives you a benchmark by which you can establish what you need to do, in order to become the number one in the marketplace.

In addition to using the analysis provided by Spyfu, you should study your competitor sites (and, if necessary, study them again) until you are able to establish what their 'unique selling point' (USP) is. What is it about that site that they themselves focus on as being the number one reason why you should join?

Once you have established this, you simply need to come up with a way of giving potential customers an even better reason for signing up with your site rather than that of the competitors. In order to do this, you may wish to use their USP as a starting point.

It is extremely important to understand that your site must have something that differentiates it, and makes it better than the herd. Otherwise your site is no better than the rest, and you are not giving potential customers any specific reason for signing up with you.

But, by having competitors, you are able to see how they 'sell' their site, can brainstorm your own USP and then come back and compare it to features or benefits that you already know are well-established and working.

There is absolutely no necessity to reinvent the wheel and taking the oppositions idea and making it better is often the best way of pushing your site forward. Indeed, the Japanese automobile industry, probably the most successful in the world, was re-developed along exactly along these lines after WW2, so there can be no doubt whatsoever that it works!

So, your USP could be something as simple as a great initial discount (e.g. 14 days membership for \$1.00) or an irresistible selection of bonus gifts.

One valuable tip in the latter example is that you should spread you bonus gifts over several months, if possible. In this way, you give a member an incentive to continue paying their subscription, whereas, if you give them everything as soon as they join, there is a good chance

that they will not renew their subscription, having accessed all of the bonuses already.

Until you have your unique selling point firmly fixed in your mind, you should keep your membership site on the drawing board.

Without it, it is extremely unlikely that you are going to make a great deal of money if you launch prematurely.

You Are The Expert!

No matter how much you really know about the subject matter of your membership website, the members will join because they believe that you are an expert.

They join because they expect you to know what you're talking about, and that you are therefore able to provide the answers and solutions that they are looking for.

Thus, it is absolutely necessary that you position yourself as an expert.

So, whilst you are in the process of setting up your membership sites, you should at the same time be pushing yourself as hard as possible to learn as much as you can about the subject matter around which the site is going to be based.

The good news, however, is that by doing so you will probably amaze yourself as to how much you can learn in a relatively short time when the pressure is on!

You should also appreciate that appearing to be an expert is not always that difficult.

All you need is to know one small fact more than the next person, and you are immediately an expert in their eyes.

So, although there can be no doubt that the more you know, the better it will be, you cannot ever expect or hope to know everything.

But, you should never forget that your members expect you to be the principal expert on the site, and you should make sure that you conduct yourself as such at all times.

Subscription And Payment Models.

Another thing that you may wish to consider is the possibility of providing different levels of paid membership to your site.

For example, some sites will offer Platinum, Gold or Silver membership levels, and each will provide different benefits and degrees of involvement in the site community.

Whilst the basic Silver membership might carry full access to some materials, it will often offer only limited access to others, whilst the Gold membership will carry more benefits, and the Platinum will offer everything, perhaps even including direct access to the website owner, who is (you will recall) the #1 expert.

So, is this a model that you might be able to use in your particular market? If you are unsure (which is likely), then you might want to first look at what your competitors are doing.

Do they offer several types or layers of membership? If so then, this model obviously will work in your niche.

If not, can you see any reason why this might be the case, apart from the fact that they may just not have thought of the idea?

In all likelihood lack of thought is probably the reason, and you therefore have a perfect USP presented to you on a silver platter!

The next thing that you need to consider is the pricing for your membership site.

On average, most popular membership sites charge from \$10-\$30 per month, but this does to a large extent depend upon the perceived value of the content the site provides. It is also a function of the level of charges levied by direct competitors.

As an instance, if everybody else in your particular niche was charging \$20, it would be extremely difficult for you to justify charging \$97 a month. If, however, you could demonstrate that you are providing content that is clearly worth five or six times that of the \$20 sites, then your \$97 site suddenly appears to be reasonable value.

The key question, however, is can you demonstrate this in a manner that potential members can really, genuinely see the extra value in your offer? If not (and it will be difficult to do so) then you are probably fighting a losing battle from the very beginning by going against the 'flow' in your market sector.

And, although this should not really directly affect the price that you charge your members, you cannot avoid the fact that the cost of running a site is a significant consideration.

Your membership site is, after all, a business and therefore you must make sure that all of your outgoings are covered and that you are making a profit when calculating your membership subscription level.

Of course, if you choose to run a special offer to new members in order to attract them to join your site, then at that point you must accept that you will not be making a profit on these individual members.

But, as a general picture, the more content you provide to your members, the more it is going to cost you and these costs must be covered if you plan to stay in business for more than five minutes.

Again, look at your competitors and see what they are providing to their members. Try to work out how much it costs balanced against what they are charging.

Given that you are probably planning on supplying similar products, then you have a fairly good idea of how much it costs to create or source them, and so you should be able to calculate reasonably accurately how much they are spending on product creation.

By then assuming that they spend the same as you do on promotion and all other peripheral costs, you can arrive at a reasonably good guess of what they earn and spend on a monthly basis.

How much profit do you think they are making?

Is that enough for you to survive (without getting greedy!)?

Of course, as one of your objectives you should aim to be more efficient than your competitors, because it is always the fittest and most efficient businesses that survive and prosper.

But, if there is no profit in the market, should you push ahead or should you be looking elsewhere?

Chapter 3: A Super-Efficient, Automated Business

Investing In Software

One of the major attractions of owning and running a membership website is that, once everything is set up and running, and all initial bugs have been ironed out, then it should pretty much run itself, as long as you have automated as many tasks as you possibly can, as quickly as you can.

The good news is that, whilst until a few short years ago membership sites software was fairly rare, and any that existed was extremely expensive, it is now becoming far more common, and therefore the prices are dropping, whilst the effectiveness of a lot of the software available is increasing exponentially.

The first thing that you must have is [your own domain name](#) and [web hosting account](#).

Once your domain and web hosting accounts are set up, then you need to consider how you are going to build your membership site, and in order to do this, you need to focus on exactly what it is that you want the site to do.

Assuming that your membership is a paid one, then you will need to have your most valuable content password protected. This would therefore be the first requirement of any site that you built.

You then need to give some thought to what you wanted to include inside the membership area.

Of course, you will be offering unique content materials to members, but what format will these materials take? Is everything going to be

written content, or are you going to include audio and video materials?
How about software programs to make life easier for your members?

One of the most valuable features that many paid membership sites include is an exclusive forum for members only.

This gives all of your members an opportunity to interact with one another, and significantly enhances the feeling of 'belonging' to an exclusive club (and everyone wants to belong).

It can also be a great way of having the more knowledgeable members answering the queries of those who are new or less experienced, which also removes some of the work burden from the people running the site (i.e. you!).

Along the same lines, you will need a support desk to answer the inevitable questions that your members will have when they cannot make things work the way they are supposed to, when they have billing enquiries, and so on.

You may want to offer your members the opportunity of having their own blog pages with access inside the community as another way of encouraging interaction with other members.

The ability to broadcast live teleseminars to your membership maybe be something that is attractive to you, and it would certainly be something that would add value to your membership site.

In order to do this, you would need the necessary software in place.

Thus, it is clear that building a membership site is a more complex and involved process than building a simple one or two page sales site, as I have already suggested.

The good news is that there are many different software packages on the market that will enable you to build your membership site much more quickly than you would otherwise be able to do.

However, before looking at these software packages, the most important thing to do is to decide in your own mind exactly what you want to provide to your membership, as this will to a large extent dictate the software that is most suited to your requirements.

Otherwise, it would be very easy to purchase software that you subsequently discovered only did half of what you need doing, and that is not an efficient way of running a business.

That being said JVManager 2 Fantasos is generally acknowledged to be the leading software package that you might want to look at. [JV Manager 2 Fantasos](#) is the most complete online business management tool. It can deal with digital product sales, handle affiliate programs and manage memberships across a multitude of domains.

Building Your Site For Free!

An option that is becoming increasingly popular is to use either [Joomla](#) or [Wordpress](#) to build your own memberships sites, by installing the basic CMS on your own domain and then building the site from there.

This idea has many things going for it, not the least of which is that it is completely free!

To test whether this will work for you, you must first ascertain whether your website is hosted by a company that offers a ‘cpanel’ to control your site (like HostGator does). If so, then it almost certainly has

‘Fantastico’ built into this cpanel, and you can install either Joomla or Wordpress with three or four button presses from here.

If not, just go to the home pages of the CMS and run a manual installation from there. It is not difficult, but does obviously take a little longer to complete.

In either scenario, the CMS installation is obviously free.

Even better, all the ‘add-ons’ that you need to make Joomla or Wordpress operate as a membership site are also completely free too. In the case of Joomla, these ‘add-ons’ are called ‘Components’ and in the case of Wordpress, they are ‘Plug-Ins’.

The only problem is that knowing how to create a membership site for free using ‘Components’ or ‘Plug-Ins’ is information that is going to cost you money, as it is not something that is necessarily obvious without detailed instructions. Finding the right ‘Components’ and ‘Plugins’ would, for example, be something of a nightmare without the correct guidance.

Nevertheless, I have seen the detailed instructions for creating such sites on sale for less than \$100, and, given that this is to buy a complete ‘master plan’ that you can use to build any number of membership sites in the future completely for free, then this seems to me to represent great value!

And, of course, once you get the site fully operational and understand how it is working, then that puts you in complete control too.

The sites that you can build do not look at all unprofessional either.

The other aspect of using either Joomla or Wordpress that will save you money is that you do not need anybody to design a site for you.

Autoresponders

The final part of the automation picture that you must have in place is an autoresponder, as no online business can operate efficiently without a good quality autoresponder to send out marketing mails, updates and regular bulletins.

The one that is most commonly recommended is [Aweber](#) which will cost you around \$15-20 per month for what is admittedly a superb service.

If, however, you are looking for something that is cheaper but still retains a high degree of professionalism and effectiveness in delivering your mails, which is a crucial feature of any top-ranked responder, then you should take a look at the excellent system at [TurboResponders.com](#)

Chapter 4: Recruiting New Members

So, that is your site built and as automated as you can make it.

Now I want to look in depth at two aspects of making your membership site supremely profitable that I believe are generally not accorded the importance that they merit.

These are how to recruit new members, and how to keep them happy once they join so that they carry on spending money through your site.

Make It Too Good To Resist!

Once your site is ready to launch, then comes the most important thing that you must do in order to ensure that your membership site becomes a roaring success.

You must begin to attract site members.

However, in my opinion, there are two fundamentals that you must consider before doing so.

Firstly, I believe that you should always have some kind of special offer that will encourage people to try your site and to do so right now.

It is a fact that, if people visit your site and do not join the first time, then the chances are that they will not join at all.

You therefore have to try and 'hook' them the first time they visit and for this reason, I would always recommend that you have some special trial offer, such as the \$1.00, 14 day trial mentioned earlier.

It is a little like being asked to eat an exotic foreign food that you have not tried before. If you are offered the opportunity to try a tiny mouthful, you will probably be more than happy to do so, whereas, if a full plate is stuck in front of you, you are going to be less comfortable.

In the same way, if you give people the opportunity to try a site and then massively over deliver during that trial period, there is an extremely good chance that they will still stay with you.

I would not, however, recommend that you give away an entirely free trial, because this will inevitably tend to attract people who are only

looking for freebies, and a very significant number of people who try the site will do so only for the free gifts that they can download.

And, of course, once the trial period ends they will almost certainly not continue as paid members. The one exception I'd only see for offering an entirely free trial is when you approach a powerful affiliate and know that by offering a free trial to his/her list will indeed bring some good sales back to you. Thus use the free trial ace wisely.

Secondly, keep an eye on the season that you choose to launch a site.

There are some months of the year when online business launches are particularly successful (for example, October and the first half of November), whereas in some periods of the year, it is far more difficult to get people to focus on business (around Christmas time would be the classic example).

The final thing to say about recruiting new people for your membership site is that it is not rocket science, and that the more people you can get to view your membership landing page, the more people will join.

So it is logical that many of the methods that you would use to drive visitors to any website will work equally as well for membership sites, although there are some techniques that work particularly well for membership type websites.

With those general guidelines established, let us move on to look at specific ways of recruiting new members for your membership site.

Start Telling the World.

Once your site is built, and you have automated as many of the day-to-day tasks as possible, then your job is to focus all your efforts on gaining new members. And to do that, you need to let as many people as possible know about the existence of your site and the products and services that you provide.

In order to do this, you can begin by using what might be considered ‘standard’ internet marketing techniques such as article marketing and paid advertising.

In the first instance, you would simply write articles about your chosen subject, and submit them to the major article directories with a back link to your membership site included. Just in case, you are unfamiliar with this concept, you can find a good basic definition of what article marketing is in [Wikipedia](#), and a good list of article directories [here](#).

You should also consider submitting your articles to as many e-zines and newsletter publishers as you can find in your niche, perhaps with some kind of incentive attached that will encourage the publisher to send out your information to the members of their mailing lists. You can find a long list of e-zine and newsletter directories [here](#), and all you need to do is locate those that are operating in your own niche, and e-mail the publishers offering them your articles for free.

Paid advertising could also be a relatively attractive option, as you should be able to drive people to your landing page for mere pennies, assuming that your advertising is targeted sufficiently well.

You could, for example, use pay per click advertising such as [Google AdWords](#) or one of the leading alternatives, or you could use CPM

network like [WidgetBucks](#), where you pay for each 1000 impressions of your advert on other people's website and in search engine results.

The advantage of using PPC advertising would be that you would have a fairly clear idea of how much each click was costing you, and you could then balance this against how many members were signing up from your advertising campaign.

In other words, you could calculate with a reasonable degree of accuracy the ROI on your advertising efforts. If, on the other hand, you choose to advertise using CPM, then your advertising will be shown far more regularly, but will be less targeted and you will have less ability to trace your results.

Going back to the idea of contacting e-zines and newsletter publishers, you will probably find that many of these publications and journals carry paid advertising. You might like to consider whether it would be a cost-effective option for you to publish an advert in some of the more popular newsletters in your niche.

The bottom line, as with any advertising, is to try all of the options available to and see what results you generate.

SEO & Landing Pages

A key point to consider in all of your promotional activities is the question of where you want people to go if they are interested in joining your membership site.

Take a look at the vast majority of membership sites, and the home page is most often simply a glorified sales page.

In my opinion, this is not the most effective way of creating a homepage for your membership site for several reasons.

The first reason goes back to my earlier analogy of trying a single mouthful of an exotic new food before tackling a full plateful.

If you go to a new membership homepage to discover something that is a sales pitch by any other name, then this really gives you very little 'flavor' of what the membership will offer you once you are inside. Instead, all you know is that there is a sales pitch involved.

Secondly, we mentioned in the last section that you may wish to use a service like Google AdWords to send people to your site using PPC advertising. AdWords, which is still far and away the largest PPC advertising program has very strict rules about the pages that you can send people to, through your advertising.

The two main rules are:

- The page the visitor arrives at must carry some valuable content; and
- It must link to other (what might be called) 'administrative' pages within your site, such as Privacy Policy, FAQ, and Earnings Disclaimer pages.

You are unlikely to find a great deal of valuable content or any of these required links on a straight sales page.

Thirdly, and perhaps most importantly, you want people to find your membership site through standard organic search engine searches. If the search engines cannot find your site, or more appropriately

chooses to ignore it because it is not high enough quality, then you are immediately limiting your income potential by a huge factor.

Search engines are increasingly only interested in listing sites that carry quality content on the homepage. Sites that are seen by the search engine algorithms as being nothing more than sales pitches are gradually becoming less and less likely to feature in search engine results, and this is a trend that will only escalate and accelerate over the next few years.

Effectively you must make your landing page search engine friendly, by adopting some basic search engine optimization (SEO) techniques.

Now, by definition, most of the content of your membership site is going to be locked away behind a password protected 'vault door', as this is what your members are paying for, and it is not therefore available to all.

So, if you build your site with a heavily sales orientated homepage with little quality content, you run a significant risk of the search engines simply ignoring you. In this case, no matter how hard people try, they will not be to find you in the way that 90% of people locate anything on the net.

What you should therefore do is build your homepage in a slightly different way to how most of your competitors do. This will immediately differentiate you from them, and make your site look less like a standard sales pitch as well.

Most importantly, however, it will make your homepage search engine friendly, and enable you to give potential members a real sense and

flavor of the quality of the content they can expect to be able to access when they join your site.

For example, whatever type of content you focus on within your membership area, it is more than likely that you will have articles available to support whatever else it is that you do.

So, you should take the first paragraph, or perhaps even the first two paragraphs, of four to six of your best and most effective articles and publish them on your homepage. This immediately puts several hundred words of quality content on the page, which should be enough to satisfy both the Google AdWords program and also make your site attractive to the search engines too.

At the end of each article snippet, you should then include a note that says something like 'to continue reading, join our site for only \$1.00 now' or 'read more for \$1.00 here'. Use some persuasive phrase that represents a clear call to action.

Indeed, what I would specifically recommend is that if you include four article extracts, for example, then you should use a different link phrase for each one.

Then, create four copies of your homepage and direct each link at a different one.

In this way, you will be able to see which of your linking phrases creates the most interest, and focus your efforts on making that particular phrase better by changing just one word, and substituting the new phrase that you have just created for one of the other less effective links.

By doing this, you should be able to turn an increasing number of visitors to your initial homepage into people who click through to your sales page, and thus more visitors should become members.

You may also want to include a 'name capture' box at the bottom of your homepage so that people can sign up for additional information even if they choose not to click through from the links in your article extracts.

If you're going to do this, then you need to offer an attractive free gift in order to encourage people to make the effort of inputting their name and e-mail address into the form.

Make sure that this free report or whatever else it is that you to give away is genuinely valuable, and closely linked to the main subject matter of your membership site.

Finally, if you plan to use Google AdWords, do not forget to include the links away from the page to the Privacy Policy, FAQ and so on.

In my experience, creating your homepage for a membership site in this way is extremely effective.

This is, I believe, partially because most people who join membership sites do not do so in order to be sold to. They join a membership site to become part of the community, wherein they can find answers to their questions or information about the things that most interest them.

Thus, it has been my experience that creating a homepage for a membership site that is heavily sales orientated does seem to be counter-productive, as well as being unattractive to the search engine spiders.

Now, of course, these can only be general guidelines, and what will work best in your niche is something that only you can establish by looking at what your competition is doing, and then testing various different methods and styles of home or landing page.

However, as a starting point, I would thoroughly recommend that you follow the ideas above, as it will set you apart from others, and make you look more like a giver than a taker (i.e. or a salesperson).

Make Your Members Affiliates.

When it comes to trying to attract new members to membership sites, using your own affiliates to get the message out there is quite simply one of the most powerful tools there is.

As long as you are providing great content and services to your existing members, they will quite naturally be your biggest fans, and you should therefore offer them an incentive to tell as many people as possible about the great service or site that they are associated with.

Do not ignore the fact that there is something deeply psychological going on here. Your members want to tell others what they are doing, because it is smart and therefore it will, by extension, make them appear smart as well. Play on this desire to be admired!

Thus, you should make it an automatic thing that anybody who joins as a member of your site will become an affiliate, so that they have the encouragement and opportunity to tell everyone about how clever they are for joining your site, and earn money by doing so!

For example, you might want to offer your affiliates a 50% split of any membership fees that are paid by somebody that they bring to the site. The massive attraction of this for the affiliate is that as long as that new member continues to pay their membership subscriptions, then the affiliate will also receive an income on a monthly basis.

It is, therefore important that you give your members as many tools as possible to make it as easy as you can for them to attract new members.

For example, you should supply them with pre-written e-mails that they can send to anyone who is a member of their own mailing list, text and banner advertising materials that they can place on websites that they own, and perhaps a five-part e-course that they can give away, in order to encourage people to join a new mailing list that they specifically create to promote your membership site.

When they first become an affiliate, you will probably want to offer them an incentive to give you the names and e-mail addresses of a few of their friends, so that you can send out details of your site using a 'tell-a-friend' script. In this way, you can get half a dozen potential new members for every new member that you sign up as an affiliate, and the affiliate themselves can start earning a monthly affiliate income almost immediately from these folks.

Once again, if you are running a 14 day \$1.00 trial, this affiliate idea is a particularly attractive concept for both you and the new member who has signed up.

For you, it will enable you to tie the new member to your site, because if they start receiving affiliate commissions almost immediately, then it

is unlikely that they will quit. And, obviously, for them, they get the income and the same applies!

The only potential downside is that you lose 50% of the membership fees for each member who joins, but if you are not too shortsighted, you will know that 50% of something is always better than 100% of nothing!

Social Networking

Social networking is another way that you can find hundreds or perhaps even thousands of people who you could invite to take a look at your membership site landing page.

There are many different ways that you can do this, depending upon the way that the particular site with which you want to promote operates.

For example, if you are a member of [MySpace](#), you would create your profile focused on your niche interest, and then try to find as many 'friends' as you can who have similar interests. It would then be a natural progression to invite these friends to take a look at the homepage of the wonderful membership site of which you are a member. Incidentally, it would probably not be a good idea to stress that this is your site, and you may therefore want to create a duplicate landing page that carries no indication of your ownership of the site.

Still other social networking sites like [digg](#) or [del.icio.us](#) rely on people submitting hot stories or sites which other people can then bookmark or vote on. So, you would need to create a suitable hot story to submit,

and then try to get as many people as you can to bookmark or vote for it.

There is an excellent (long) list of social networking sites on [Wikipedia](#), and you should take a look at each one and work out how best to promote your membership network using the site in question by checking out their user guidelines or FAQ's.

Press Releases.

Press releases can be an extremely high impact way of advertising business, and you can place such press releases for nothing, although doing so will significantly reduce their effect. If, however, you can afford the \$80 fee to place a press release at a leading site like [PRWeb](#), then, as long as the release is written correctly, you should see significant (and quick) returns on your investment.

TeleSeminars

Try to find an expert in your niche, and contact them to try to arrange an interview. Dependent on their status, you may have to pay them for the interview, but if you can then create a teleseminar based on your interview, you have a very effective way of getting people to join you to listen in.

This approach has two distinct advantages.

Firstly, people can actually hear what you sound like and listen to what you say, and this immediately begins to create a bond between you and

your listener. It effectively proves that you are a real, warm-blooded human being.

Secondly, as long as your membership site is doing its job correctly, then this should enable you to elicit a testimonial from the expert in question, and this should give a significant boost to your recruitment.

You will also be able to sell the teleseminar interview as a standalone product, or include it as a bonus in your membership area, which would be another incentive for people to join you.

Don't Forget – You Are An Expert Too

Do not allow yourself to forget that you are an expert too, and you should not therefore be shy about trying to get other people to interview you, with the idea being that they could then use such interview materials on their own web sites, and in their own mailing list campaigns.

This would help the overall promotion of your site, as people listen to what you say via other people's sites, and comes to your own landing page to learn more.

A Sneaky Quick Start Tactic.

Of course, many of the tactics highlighted on the previous pages do take a little time to come to fruition, and equally obviously you want to see results as quickly as possible.

So, here's a little idea that you can use in order to encourage new members to join a site almost immediately.

First, you need to think of an interesting subject that your target audience would most likely want to learn about, and then you simply offer them access to a free teleseminar to teach them about it.

Near the end of the teleseminar, you 'bait the hook' by saying something along the lines of 'in fact, our next/first live training session starts in 15 minutes from now. Full details are available inside the members area, but, I'm sorry, it is for members only, so sign up in the next 15 minutes and you will not miss anything'.

You can then tell you listeners just what it is you're going to teach inside the members' area, without giving away everything, of course!

This should be an extension of whatever it is that attracted them to the call initially. Try to make it mysterious and as intriguing as possible.

Tell them the exact URL address that they need to visit in order to join and login, then hit them with the 'killer' punch by telling them that 'anyone who joins in the next 15 minutes will be allowed on the call even though they are brand new members, but after that it is closed for ever. Even if you're just one minute late, we can't let you join us for the call, as we don't want to upset our current membership'.

This represents an almost perfect call to action. It has both value and urgency and is targeted at a group of people whose interest and attention you have already grabbed!

Try it. It works.

Promoting Offline

Don't be scared of taking your promotional activities offline either. Remember that you are the expert, and that people are always more than happy and willing to listen to people who are experts.

So, there is nothing to stop you arranging interviews with local newspapers and radio stations as an expert in a business model that most people offline will simply not understand. Make your interview interesting enough, however, and you could certainly attract a bunch of new converts and recruits who at least get as far as looking at your site.

These people will have no negative preconceptions of the world of online business, and are therefore prime targets, particularly if your landing page is intriguing or interesting enough.

Offer to speak at local business institutes and Chambers of Commerce as well. Once again, although many of the people attached to these institutions will be very senior business people, they most probably have very little experience or expertise in the world of running online memberships and so, for you, it could be a double whammy.

Not only do you get to talk to them about your membership site model, but you also get to pitch them your online expertise, and who knows, they may well be in the market for an online marketing specialist!

Chapter 5: Keeping Members Happy

Make Them Stay With You

Of course, there will always be people who let their membership lapse for one reason or another. No matter how hard you try, you cannot prevent this.

But, once you have persuaded someone to join you, then you want them to stay as long as possible, it goes without saying.

This does not happen naturally, and you need to work at it.

Especially if you offering new members a \$1.00 trial membership, you do not want everybody to leave at the end of the trial period, as clearly one dollar is not going to pay any of your bills!

Thus, once somebody joins your site, you must do everything in your power to retain them as a member.

In other words, you must do everything you can to keep your members both engaged and happy.

So, the first thing that you must do is **over-deliver** on every promise that you make to your members. For example, if people join with the expectation that they will receive one complete ready-to-go product that they can immediately begin selling, including web pages, e-mails, the courses, keyword files etc, then you should try to add bonuses to these packages, such as video or audio productions.

Add **bonuses** whenever you can, and make sure that a significant percentage of the bonus materials you add to your membership site are completely free for your members.

Depending on the niche upon which you are focusing, you may want to include **practical training materials** and even **discounts** on real life products as well. If, for example, your site focuses on organic gardening, then you may want to try to negotiate discounts on organic gardening books, and organic gardening supplies, which you can then pass on to your membership.

In this way, you are offering them a **tangible**, real world benefit alongside everything else that you are providing through your site.

If people can see real value in keeping up their membership subscription, then they will do so. If they do not, then they will not!

Remember that the principle behind your membership is to **build a community**.

You should therefore do everything in your power to keep the members of that community happy by supplying them with everything that they could ever need, want or require from their membership site.

So, how will you know what they want or need?

The simple answer is to ask them with short questionnaires or surveys every now and then. In this way, you will make all the members feel completely engaged in your site, and they will gradually come to see it as a real community, thus shifting the focus away from the idea that it is a subscription that they have to pay.

Another thing that you can do is provide an ongoing series of training or informational products (videos, all yours etc.), which you only release to the members on a monthly basis.

In this way, you will actively encourage them to keep up their membership for the next month, as long as the materials that you are distributing are interesting and informative enough.

It also engenders a sense of continuity which is often lacking in membership websites that merely provide a new product package every month.

Sure, you may want to provide such a product, but having some kind of ongoing training in the background gives people a reason to return to site even in the months when the products that you offering to them are perhaps not so interesting as far as they're concerned.

Back-End Sales.

As suggested above, your members are paying a monthly subscription, and for that they will naturally expect to receive good value, hence my suggestion that you must always strive to over-deliver.

By definition, therefore, it follows that a significant proportion of the materials that you present to your members will be given to them free. This does not, however, mean that they must get everything at no cost.

In some circumstances, for example, you simply cannot offer a product or service to members entirely without charge because a licence that came with the product when you bought it forbids you to do so.

A common example of this would be a series of training videos.

Given that this kind of product is still relatively new to the market, most video training series cannot be given away free as a condition of your own purchase of them.

There are, therefore, some products that you must make available to members with a charge attached.

Undoubtedly, there will also be times when you wish to promote products to your members wherein your only option is to act as an affiliate of the original program or product creator.

In this case, you will be paid an affiliate commission.

This can represent a very nice income stream for you, as the percentage of loyal members who will buy such a product on the recommendation of their 'in-house' expert will be considerably higher than it would otherwise be.

Nevertheless, you do have a decision to make as to how much of the commission you wish to retain, and, once again, this will be at least partially dictated by the market that you are operating in.

If, for example, your market is closely related to online business or internet marketing, then you know that many of your members are familiar with the concept of affiliate marketing.

They will, therefore, understand that you are being paid a commission for any sales that you make to your membership and some of these people may perhaps feel aggrieved by this.

In this situation, it is probably better to rebate a proportion of your commission back to the individual member in order to placate them.

If, however, your membership site is the organic gardening site that was mentioned earlier, then many of your members will probably be relatively unaware of the concept of affiliate marketing, and you may

therefore be able to justify retaining a higher proportion, or indeed all of the commission that you are paid.

Effectively, therefore, how much money you earn from the back-end sales is a question of the membership of your site, and your own conscience.

Nevertheless, back-end sales of this nature could over time build up to be quite a nice income stream for you, which you will, of course, be receiving in addition to your members' subscription payments.

Just for the record, however, I would personally recommend that you give affiliate commissions (or a significant proportion) back to your members, as another way of over-delivering and re-emphasizing the community nature of your site.

Focus On The Forum.

The focal point of many membership sites is the forum or bulletin board, because this is where all of the site members can interact with one another by answering questions, addressing problems and so on.

This is something that you really must actively encourage as far as possible, as this is where the true sense of community is born and nurtured. It also saves you a huge amount of work as otherwise, every question and query will end up in your e-mail inbox!

I also suggested earlier that when you start your membership site you do not necessarily need to be an internationally acknowledged expert in your subject, and that, as long as you know more than most other members, it will probably suffice to get you moving.

It will not, however, suffice for ever, and the forum will undoubtedly be a place where you can learn an awful lot from your more knowledgeable members as well.

However, forums or bulletin boards are often places where people do not want to be the first to make their posts or to get the ball rolling. You therefore need to actively 'encourage' people to participate as quickly as possible.

How can you do this?

Here are a few suggestions that you might wish to take on board:

- Pay for forum postings: in the early days, it may well be worthwhile paying a writer or an assistant to make useful posts on the forum. Ideally, you would want them to open new and challenging topics, so that you could then encourage your membership to take a look, get involved and respond.
- Write posts yourself: start your own discussions. You could even create a couple of 'dummy' memberships so that you could use these to start additional threads, and respond to other threads as a way of prompting a lively online discussion without members knowing that it is you that is doing so.
- Posts for membership: offer a friend a free membership in return for their making a pre-defined number of postings. This has the advantage of giving you a significant degree of control of what is being said in the postings.
- Make it easy: as the title suggests, you should make it as easy as possible for people to post on the forums. You should also

actively encourage people whenever you communicate with them to do so. So, for example, if you send regular e-mails to your membership, include a note in your signature file at the end of the mail to remind them to get involved in what is their forum.

If You Don't Know, Ask

Obviously, in the early days of your membership site, you will have to do a significant amount of the work to keep things moving along.

However, a perfect membership site is one in which your involvement is negligible, because that immediately tells you that the members have taken the whole thing over as their own community, which is the ideal situation for you (and perfect passive income as well!)

The key to arriving at this situation as quickly as possible is to make sure that the community site that you are building does everything that the members want it to do, and the only way of knowing this is to ask them what it is they want.

So, you should never be afraid of sending your members short surveys or polls as a way of getting their feedback on a particular aspect of the site of which you are not 100% sure.

You can be assured that your members will be more than happy to tell you what they clearly should do, and this will help engender an even greater sense of community at the same time.

Get Members to Contribute

If you have a members only blog site within your membership area, then you can invite all the members to contribute to it. In this way, you can create another lively discussion center which will in itself be of interest to your membership.

You can also invite members to contribute articles, perhaps by giving them some kind of incentive to do so. This will at least partially remove the burden of creating all of the content from you and any team that you have helping you.

It would then be a relatively simple task for you to set up an RSS feed to lift some of the information from the blog or from members' contributions to add it to your landing page.

This would mean your home or landing page would always carry fresh unique content, which would be a major plus point as far as the search engines are concerned, and will also encourage your human visitors to return time and again.

This in itself would be a perfect scenario, as the more times people return to read the fresh new content that you are posting, the more likely they are to become a paid member eventually.

Conclusion

Without any shadow of a doubt, having your own membership site is likely to be **one of the most profitable and lucrative ventures** that you could ever enter into as an online business.

Furthermore, a well-run membership site that therefore retains the lion's share of its members from month-to-month is a tremendous conduit for building yourself a regular stable income.

Nevertheless, the key to this stable income is running a membership site that is successful, and a critical factor in your long-term success will be the effectiveness of your recruitment policy. You have to be able to entice new members to join your site, and, over time, you should ideally be able to do so in an almost totally 'hands off' manner.

As suggested earlier, it is an inevitable fact that membership sites do lose members, and there is very little that you can do to prevent this happening. If, however, you are able to recruit three or five or even ten new members for everyone that you lose, then your site will be a tremendous success and immensely profitable for you.

It is therefore extremely important that you never totally take your foot off the gas, and once your site is up and running, you must focus all of your efforts on recruiting new members as efficiently as possible, whilst keeping existing members happy by over-delivering on every thing that you promise them inside your membership community.

Satisfy these two requirements, and your membership site cannot be anything other than immensely successful.

The perfect membership site it is a community, and a community is nothing without a happy and contented group of members.

And it follows that the happier your existing membership is, the easier it should be to recruit new members, as they are likely to be your most effective sales people!

So, in final conclusion, do everything you can to pull in new members and make sure that your existing members are always happy.

Do this, and your membership site could look after you for a very long time to come.

John Delavera & {--your-full-name--}
