

Membership Sites

Made Simpler



Learn How to Create
and Manage Your Own
Membership Site



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Your Own Membership Site

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Introduction

As anyone who has already earned good money from the Net knows, there are many advantages to owning and running an online business. And with thousands of new Net users logging on for the very first time every day with a seemingly never-ending stream of new ideas, this is not about to change any time soon.

But at the same time, there are aspects of running an online marketing business, which, whilst they are not exactly disadvantages, do represent potential pitfalls. Amongst these is one fact about the Net that will never change – the Internet evolves and alters every single day because the very nature of the Net and the associated technology dictate that this will always happen.

This can cause problems for you as an online business owner because the products or services that your business is based on might be popular today, but be a lot less so tomorrow. This could happen because the product that you are working with or promoting is superseded by a newer and more highly featured version or perhaps the market you are working in is no longer a popular one that is attracting potential buyers.

It is only common sense that anyone who starts an online business wants a business that will generate an increasing income stream for many months and years into the future. Nevertheless, it is also a fact that if you base your business on a limited range of products and

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services, you are taking a risk because what is popular or in vogue now might soon lose its luster.

This 'caution' also highlights another potential pitfall, which is the fact that many marketers make the mistake of having a business that is too narrowly focused. If you have one or two moneymaking websites, you are far more exposed to the vagaries and changes of the marketplace than you would be if you had 10 or 20 business sites.

If you put these two potential problems together, you should arrive at a fairly inescapable conclusion.

If you want to run a business based on the latest fashionable product or service, you might make money – even a decent amount of money – in the short term, but the chances of generating a long-term income are nevertheless limited. And if this fashionable product or service is the only asset around which your business is built, you are skating on very thin ice!

Hence, what you should really be doing in your attempts to build a long-term money making business empire is the opposite. You need a business that is built on products or services that never come in or go out of fashion, and your business needs to be scalable so that you can create as many individual businesses as you have the time and resources for.

Building a sustainable online business that is also scalable in this way is exactly what you are going to learn about in this guide.

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So, without any further ado, let us start by considering the kind of markets that you should be looking for.

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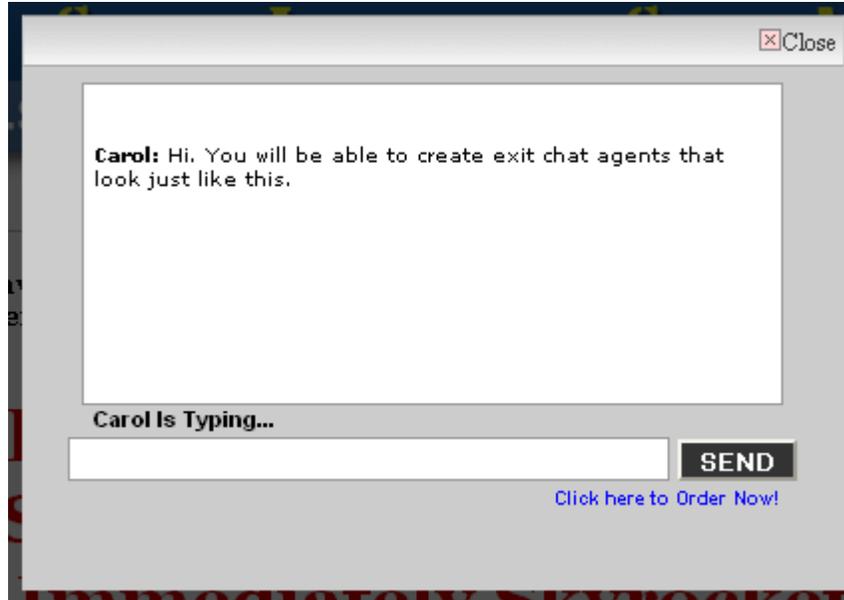
Short-term Popularity Can Never Support A Long-term Business...

As you will probably appreciate if you have been involved in the online marketing world for any period of time, there are certain ideas or websites that are seemingly incredibly popular one day and hardly visible the next.

The instances that can be quoted are innumerable, but as an example, a year or so ago, it became increasingly common and incredibly popular for online marketers to add a computerized 'virtual sales assistant' to their sites.

These are extremely smart software programs that you add to the sales page of your site to 'pop up' a screen when the visitor is exiting. In the 'conversation' box on the screen, an 'operator' asks whether you need any more help, which suggests that there is a real human being typing messages to you:

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Of course, this is the software at work rather than any genuine human interaction; hence, the 'virtual' bit of the product name.

For a while, particularly when they were brand new, these programs were extremely effective because the temptation to 'chat' was almost irresistibly strong. However, once you have seen this software in action a dozen or two dozen times, the novelty has very definitely worn off and the effectiveness is, therefore, significantly reduced.

This is just one example of a product that was stunningly popular for a relatively short period of time.

Although many marketers are undoubtedly still buying software of this nature, my own recent experience of using it on sales pages is that the increase in business that was very evident in the early days has now considerably waned.

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There are dozens of similar ideas or examples, smart new 'trick' products or promotional tactics that worked for a period of time that now work far less effectively.

Of course, engineers or software writers who are smart enough to come up with great new ideas like the virtual sales assistant are likely to be able to come up with plenty more similar ideas.

However, for the vast majority of us who do not have the ability to dream up and then create tremendous new software ideas like this before creating the program that will turn these ideas into reality, this presents something of a quandary. This is because, even if you are not an original product creator or designer, your personal business could still be based on a product or service like this that is popular for a very short period of time.

For example, all of these virtual sales assistant programs offered extremely attractive affiliate terms. I therefore have no doubt that many other marketers did the same as I did, which was to promote one of these programs fairly aggressively.

I am happy to say that I did manage to land a reasonable number of sales, which is not surprising, as these programs represented a highly exciting, brand new concept. But imagine if the whole of my business had been based on promoting this particular type of product and on nothing else.

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In direct contrast to the increasing income stream that any online marketer is looking for, a business based on promoting just this product would have seen an initial flurry of commission checks, with the amount of income being generated steadily decreasing from that initial point of maximum excitement.

Of course, the answer to this would have been to promote several different products as an affiliate at the same time, but there are inherent difficulties with this concept as well.

For a start, unless you choose to promote an 'oldie but goodie' (i.e. an affiliate product that has been selling well for a long time and continues to do so), most products that you could promote as an affiliate tend to have an initial burst of intense excitement and activity surrounding them after which the initial activity falls away. And, of course, if you are promoting a product that is widely known to be a long-term winner, you are working in an incredibly competitive marketplace, which in itself makes it far more difficult to generate sales.

Setting up a new promotional campaign for an affiliate product is not something you can do overnight, and unless you get in at exactly the right time – at the beginning, in other words – your chances of earning good money are limited.

Basically, if you work with a business model that is based upon products or services that might have a relatively short shelf life, you are making it far more difficult for yourself to generate an increasing income.

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It, therefore, obviously makes sense to look at what alternatives there are available.

Taking The Long-term View

Rather than basing your business on concepts, ideas, or products that might be relatively short-term 'hits,' it makes far more sense to look into building a business with an inherent long-term 'stickability' built into it.

In order to do this, you need to establish what it is that people who use the net *consistently* need and want.

The answer to this question is relatively simple and straightforward. Despite the fact that, as online marketers, we might like to believe that every individual Net user is surfing every day to find information about the products or services that we promote, this is simply not the case. 99.9% of people who use the Internet on a regular basis do so because they know that the Net is without any doubt the most comprehensive and easily accessible source of information mankind has ever known.

In short, Net users want information, and if possible, they want that information at no cost.

At the same time, however, the fact that there are millions of dollars of digital information products sold every day clearly indicates that whilst most people are looking for free information, a large percentage of them might be willing to pay for it under certain circumstances.

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For instance, if someone is looking for the answer to a very specific, but very important, question, and they cannot find that answer on a free website, it is quite likely that they would be willing to pay for your report or e-book if it provides exactly the answer that they are looking for.

Similarly, you only have to consider the fact that millions of people all over the world are willing to pay for magazine subscriptions to understand that people will pay for information if they believe that the information being provided represents the highest possible value.

To someone who has no interest, it would seem a little odd to imagine someone subscribing to a Model Railway magazine, but there are nevertheless thousands of people who do, so there is very definitely money being spent in this market.

At the opposite end of the spectrum, there are magazines for people who either suffer or have family members who suffer from diabetes, arthritis, and hundreds of other illnesses and medical complaints. These people need to know about the latest research results and developments, and they're willing to pay for this information.

The same rules apply to information on the Net. Most people would love to receive everything that they need at no cost, but a lot of them also appreciate that this is not realistic. Perhaps they also understand that information that is provided for free is often of dubious veracity so that relying on information of this nature in important matters might not always be the best idea.

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The best way of creating a long-term income stream from your Internet marketing efforts is to provide information that is of sufficiently high quality to justify charging customers money for what they need.

Therefore, the next obvious question is, how do you find what information people need? In particular, how do you ascertain whether any particular market is one where there is money being spent or not?

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The Niche Concept

Researching At The Market Level

Each and every day, there are millions of people all over the world who log onto the Net to find the answers that they need or solutions to the problems that they are suffering. If you can 'connect' with these people and supply the information that they want or the answers that they need, you have the basis of a successful online business.

This is an extremely simple concept, and one that forms the bedrock of many successful online marketing businesses.

On the plus side, as far as you're concerned, this immediately indicates that running a business that sells information can be extremely successful and should therefore be highly lucrative. On the other hand, it also means that in various marketplaces, the competition is incredibly tough, which would naturally make it far more difficult for you to earn money from that particular market.

As an example, the virtual sales assistant product that we were looking at earlier is a product that is very firmly targeted at other online marketers who want to improve their sales without having to do a great deal more with their sales page.

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Trying to promote products or services to other online business owners or Internet marketers is an incredibly tough business, so much so that unless you can come up with something that is as revolutionary as the virtual sales assistant concept, you have very little chance of achieving success.

A standard Google search is all you need to be able to verify the truth of this:

Results **1 - 10** of about **99,200,000** for [internet marketing](#).

There are 99.2 million Web pages that feature the phrase 'internet marketing' that are indexed and ranked by Google. This is an incredible number of competing Web pages, and it would literally take years to achieve success in this market if you decided to base your business on providing Internet marketing-related information.

But even with these fairly staggering competition figures, 'internet marketing' is not the most popular base term around which Web pages are being built:

Results **1 - 10** of about **110,000,000** for [weight loss](#).

Weight loss is another incredibly popular topic, and once again, your chances of being able to score a home run if you decide to base your business on providing weight loss-related information are very slim.

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And, as for the 'make money online' market, there is no sense in even considering it:

Results 1 - 10 of about 1,650,000,000 for [make money online](#).

Trying to build a successful business by targeting prospects at a general level simply will not work unless you have thousands of dollars to spend on advertising and are willing to wait months or even years for the money to start coming in.

So, Find Your Niche...

This does not however mean that there is no possibility of earning money in these markets. What it does mean is that if you want to provide weight loss-related information, as an example, you have to narrow down your focus from the general market level for a couple of reasons.

The first and most obvious reason is the one that we have already seen. There is way too much competition for you to have any realistic chance of achieving success.

However, the second reason is probably somewhat less obvious. If you are planning on selling an information-based product about weight loss, you have to find people who are searching for weight loss-related information to sell that product to.

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You do this by finding the search terms that people in your chosen market would use to seek information. So, as a simple example, if someone used 'weight loss' as his/her search term, it is fairly obvious what he/she is searching for.

However, someone who searches at a general level by using a term like this really gives you no clear indication of *exactly* what he/she wants to know, but you can be certain that he/she is definitely not looking to spend money. In other words, a generic market search term such as 'weight loss' is not going to find potential customers for your business.

For both of these reasons, you need to narrow down your search from the most general, market-related search to a subsection of the overall market that you are interested in working in. This is what is referred to in online marketing terms as a "market niche."

For example, instead of trying to build a profitable business for people who are interested in weight loss at the most general level, you would have a far better chance of being successful if you create a product or service that is focused on 'weight loss retreats' or 'weight loss for men over 35.'

These two weight loss examples suggest another important aspect of choosing a niche that is likely to be profitable.

As a general observation, the longer a search term is, the more indicative it is of a market researcher who might be willing to spend money if you can provide them with exactly the information they want.

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For example, someone who is looking for information about 'weight loss retreats' is definitely moving along the road to making some kind of financial commitment because, if they were not thinking of using a retreat of this nature to lose weight, they wouldn't be searching through information using this particular phrase.

However, someone who is searching for information about 'weight loss for men over 35' is even more clearly defined than the first searcher. This person is a male who is over 35 and who is also overweight. He is looking for very specific information that is appropriate to his individual situation, so if you are in a position to provide this information, the chances of being able to sell your products or services to this guy are pretty high.

Generating Initial Ideas...

Now that you have some idea of what a niche market is, you need to know how to find niches.

I appreciate that this may not be immediately necessary, especially if because of your own interests, hobbies, or lifestyle, you already have a subject or topic in mind for your online business.

Nevertheless, I mentioned in the introduction that one of the most critical factors about being able to create a successful and profitable online business empire is to work with a business model that is scalable, so even if you do not need to know how to find a niche right now, you will need to know how in the future.

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Fortunately, there is no mystery about finding niches because, no matter what ideas you come up with, you can be pretty certain that someone, somewhere in the world is looking for the kind of information that you are considering providing.

However, not every niche market idea that you have will be a solid base for a long-term business, so you need to create a list of initial ideas. At this stage, these could be either general market ideas under which you would like to find a suitable niche, or you may find that you can come up with niche ideas to start with.

To begin the initial niche market research process, the simplest and easiest thing to do is to think about your own life and the things that you do and say every day.

For instance, think about your hobbies and interests, as well as those of family members and friends. Look around the room you are sitting in at the moment because there are probably dozens of artifacts and items staring back at you that might form the basis of a solid niche marketing business.

As an example, you can probably see a clock or pictures on the wall. Perhaps surprisingly, there are thousands of people all over the world who have an interest in clocks and watches, whilst there are even more who are fascinated by photography and art.

Next time you go to the mall, take a walk into your local magazine shop to have a look at what the most popular magazines are.

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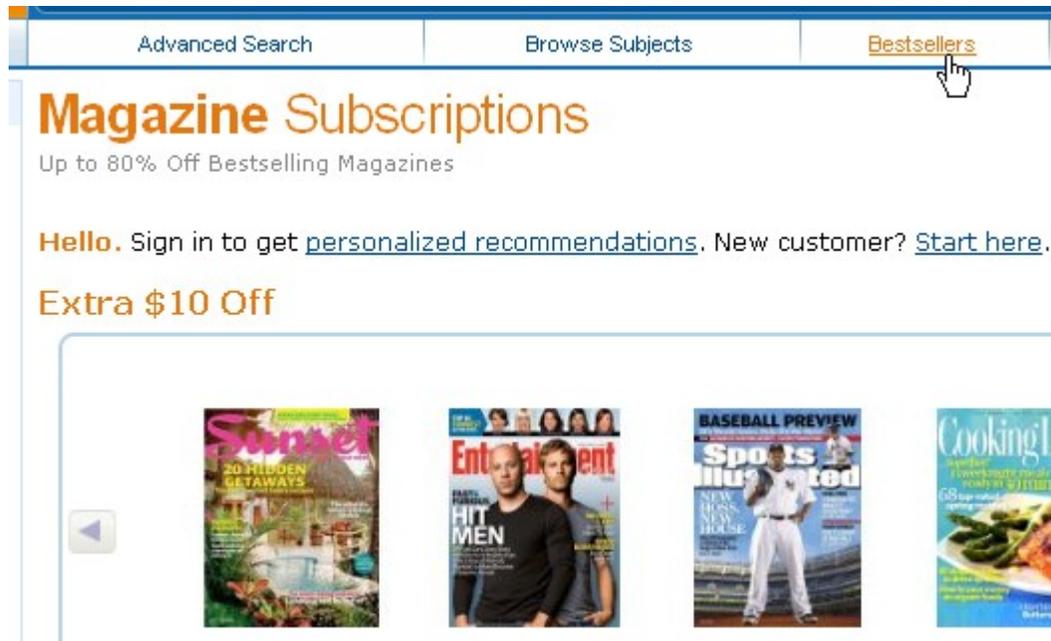
Magazines become popular because people are buying them, and people buy them because those magazines are providing the information they are willing to pay for.

Alternatively, you might want to research the most popular magazines using a site like magazines.com or magazinecity.com.

You can do a similar thing with Amazon.com too. Click the 'Books' link on the left-hand side of the page, then 'Magazines':



Open any Amazon page, and at the top, there is a link for 'Best Sellers.' Click the link to find the most popular magazines, again indicating a section of the market where people are willing to spend money for information:



The screenshot shows the top navigation bar of Amazon.com with three tabs: "Advanced Search", "Browse Subjects", and "Bestsellers". A mouse cursor is clicking on the "Bestsellers" tab. Below the navigation bar is a section titled "Magazine Subscriptions" with the subtext "Up to 80% Off Bestselling Magazines". A "Hello" message prompts users to sign in for personalized recommendations or start here as a new customer. A promotional banner for "Extra \$10 Off" is displayed. Below the banner is a carousel of four magazine covers: "Sunset" (20 Hidden Getaways), "Entertainment Weekly" (Hit Men), "Sports Illustrated" (Baseball Preview), and "Cooking Light" (Superb Weeknight Meals).

Incidentally, you can search any section of Amazon.com in exactly the same way to discover what people are willing to spend their money on in any market. Consequently, if you were, for example, thinking of building a site that focuses on digital cameras, Amazon is a great site for discovering what kind of digital cameras people are spending money on.

Take a look at what the most popular products are at eBay and also investigate what kind of information the majority of Yahoo Answers users are seeking.

Another way of drawing up a list of ideas is to look at the most popular affiliate program network sites to see what products or services are most popular.

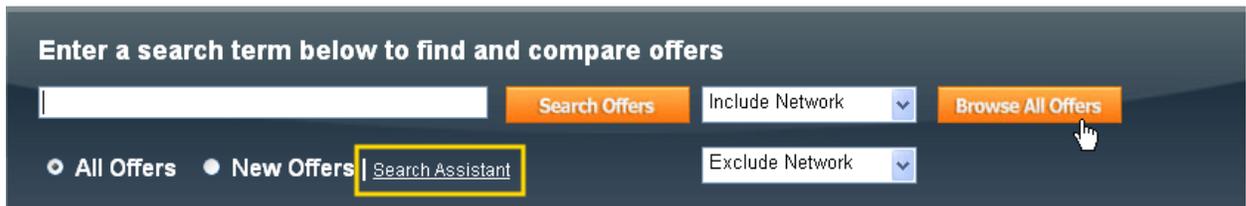
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Whilst many online marketers would automatically turn to the #1 digital information affiliate network site, Clickbank.com, to determine this information, I find it far more effective to look at a site like [Offer Vault](#), where you can compare offers from over 30 different affiliate networks.

Once you have joined the site, sign in to the members' area and then click on the 'Browse all offers' link to get a complete listing of every affiliate offer on the site:

Sign-up Now to One of These Top CPA Networks

[Affiliateer](#) | [As Seen on TV Network](#) | [ClickBank](#) | [Clickbooth](#) | [CommissionJunction](#) | [Convert2media](#) | [Copeac](#) | [CPAEmpire](#) | [CX Digital\(IncentAclick\)](#) | [datingloot](#) | [Directleads](#) | [e-advertising](#) | [eComLead](#) | [Floatinteractive](#) | [FluxAds](#) | [GlobalDirectMedia](#) | [Hybryd Ads](#) | [Hydra](#) | [InternetMediaAffiliates](#) | [LeaderMarkets](#) | [LeadExpose](#) | [LinkConnector](#) | [LogicalMedia](#) | [MarketLeverage](#) | [Maxbounty](#) | [MillnicMedia](#) | [ModernClick](#) | [MotiveInteractive](#) | [NeverBlueAds](#) | [Offeratti](#) | [Offerweb](#) | [Primary Ads](#) | [PublisherRev](#) | [RevenueLoop](#) | [RevenueWire](#) | [Rextopia](#) | [RocketProfit](#) | [ROIRocket](#) | [Silverinet](#) | [XYZ](#) |



Enter a search term below to find and compare offers

All Offers New Offers

Alternatively, you can search for new offers, and if you are having trouble using the site, click the highlighted 'Search Assistant' link.

Between your own imagination and these online resources, you should be able to build a list of least 30 to 40 potential markets where there might be scope for creating an online business.

With this list in place, it is nearly time to move on to the next research stage, but before doing so, here is a 'word of wisdom' that you will do well to heed.

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As you are probably becoming aware (if you are not already completely cognizant of what we are doing), the ultimate objective of everything we are aiming for is to build simple niche-targeted membership sites.

By definition, a membership site is one that requires a long-term commitment to any particular membership 'club' you create.

You should therefore take a step back at this point to adopt a touch of reality before you go any further. There is one essential question to answer before you do anything else.

Given the business ideas that you have just added to your list, are there any that you really cannot imagine being committed to on a long-term basis if you are being completely honest with yourself? This is important because, if you are uncomfortable or unhappy with the topic or subject matter of a membership business that you are thinking of building, you are not going to do a very good job of it.

For instance, not everyone would feel comfortable creating a membership site about how to seduce members of the opposite sex. For anyone with these feelings or objections, I would recommend that they find an alternative rather than try to build a business based on something with which they are uncomfortable.

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In fact, to take a slightly further look at the subjects on your list, ask yourself whether you can realistically imagine that you will still be happy working in this particular market or sector in 12 or 18 months time? If not, I would once again recommend that you scratch this particular topic from your list because, without continuing enthusiasm, you're not realistically likely to make the kind of money you want to make.

For most people who are thinking of starting an online business, there will be some topics which upset or offend them, whilst there will be many others in which they are simply not that interested.

It is not at all impossible to create a successful business based on a subject or topic in which you have little interest, nor is it necessary to be particularly expert in a topic before starting such a business. However, these rules or observations are far more relevant to businesses that sell single products or services, as opposed to membership sites where the individual member is expected to pay a subscription every week or every month.

This latter business model has a degree of continuity that experience has taught me is very difficult to maintain if you have no interest in the subject matter around which your new membership 'club' is built.

It is therefore essential that you are realistic and honest about the ideas on your list. If you cannot realistically see yourself sticking with something and being as enthusiastic about it in a year or two as you are now, drop it straight away.

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Otherwise, you risk starting a business in which you rapidly lose interest, which will almost inevitably and adversely affect customer service and other vital aspects of running any successful membership site. In online business, it is often said that your number one asset is your good name and reputation, and you should not risk damaging or losing your good name by starting something which you are probably not capable of finishing.

From my own experience, I would expect this final 'culling' operation to cut your list of ideas by at least half if you are being brutally honest and straightforward with yourself. There should be no shortage of ideas on your list where you can see that it is going to be relatively easy to maintain a longer-term interest, so don't hang onto ideas that are evidently not going to work for you from the start.

Narrowing Your Focus

If some of the ideas on your list are already niche ideas, put them to one side for a moment because the next job is to narrow down any market ideas for which you have to find suitable niches.

This is where using Offer Vault really comes into its own.

With the program open, type in your broad market search term to generate a list of products and services that are being offered by affiliate programs operating in this market. Many of these products should be enough to inspire some 'out-of-the-box' niche thinking, as

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you can see from this snapshot of the top 50 results (sorted by alphabet) for weight loss:

Offer Name	Sale Payout
\$ - Weight Loss Chocolate (GetGoodEnergy.com) (preview)	
\$\$ Exclusive - NitroTrim - Weight loss (preview)	
Acai Burn - Weight Loss Supplement - Free Trial (preview)	\$35.00
Acai Burn - Weight Loss Supplement- Free Trial (preview)	\$35.00
ACAI Xanithin Weight Loss!!! (preview)	
AcaiBurn - Weight Loss Supplement- Free Trial (preview)	
Anne Collins Weight Loss Program.	
Attract Weight Loss Diet.	
Caralluma Burn Weight Loss Pill (preview)	

I have highlighted a couple of ideas that would certainly merit further investigation, and there are dozens more, so you will have no problems finding plenty of niche markets using this particular resource.

However, before adding these to your list of 'probables,' there are a few final considerations that you need to take into account before you decide that you have found a suitable niche for your first membership site.

Will It Work For A Membership Site?

What we have done so far is pretty much standard 'niche discovery,' although, as there are dozens of different ways to find niche markets, it may be a different system to any you may have used previously. Nevertheless, there has been nothing so far that is membership site-specific. As far as making money from membership sites goes, there are some additional considerations to take into account, so this is the point to do so.

The basis of the kind of niche membership sites that I create is that people join and then pay a regular subscription to receive what I send them.

What I send (and what you are going to send) is information.

Thus, the first question that needs addressing is, is there enough information available that has sufficient value to merit a membership site? In other words, is there a sufficient amount of hard-to-discover data that has enough value for a member to be happy to pay for it?

The chances are that in the majority of cases, the answer will be "yes," with a couple of provisos.

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The first proviso is that when you are talking about giving your members value for money, the amount of money that you are planning to charge them is very relevant. Obviously, if you are going to charge \$9.99 or \$15.99 a month, you need to provide a lot less than you would if you were charging \$99.99 a month.

In this ebook, I am firmly focused on creating simple membership sites, which essentially means membership sites at the bottom end of the pricing range, so the amount of information that you need to provide members every month does not have to be huge.

The second thing to address is a concern that many marketers have when they are considering creating their first membership site, something that you must have clear in your mind.

No matter what topic or subject matter you're searching for information about, there is a literal goldmine of information available on the Web. There is, therefore, an abundance of information that you can supply to members of your membership site from your own online research.

The logical question here, of course, is, if you can find this information, why can't your members find it, or more importantly, why are they willing to pay for it if they can find it for free?

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The answer is, although this information is freely available, most average Net users will never find 95% of what is on the Net because they do not know how to look for it. This is because almost everyone who is not an online specialist will go no further than running a standard Google or Yahoo! search for the information that they are seeking.

However, if you know how to dig a little deeper, there are vast untapped reservoirs of data freely available that the vast majority of average Net users will never find. Thus, there is scope for you to find this information and to use it for your membership site.

As a simple example of how you do this, open up the standard Google search window and click the 'Advanced Search' link to the right-hand side; in this case, searching for additional information about antique clocks:



antique clocks		Advanced Search
		Preferences
		Language Tools
antique clocks for sale	328,000 results	
antique clocks on ebay	467,000 results	
antique clocks price guide	282,000 results	
antique clocks german	635,000 results	
antique clocks value	249,000 results	
antique clocks french	729,000 results	
antique clocks parts	355,000 results	
antique clocks seth thomas	66,400 results	
antiqueclocks.com	305,000 results	
antique clocks connecticut	151,000 results	
		close

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As you would expect, on the next page, you are presented with various advanced search options, and what you need to do is to dig down into your subject or topic by looking for particular file types.

For example, if my research has indicated that there is a niche market for information about antique clocks (which there is, as indicated by the number of results shown in the drop-down menu in the previous screenshot), I might choose to look for PDF files with information that represents a perfect match to my search term by searching in this way:

The screenshot shows a search interface with the following elements:

- Search query: "antique clocks" filetype:pdf
- Section: **Find web pages that have...**
 - all these words: [empty text box]
 - this exact wording or phrase: antique clocks (highlighted with a red box)
 - one or more of these words: [empty text box] OR [empty text box]
- Section: **But don't show pages that have...**
 - any of these unwanted words: [empty text box]
- Section: **Need more tools?**
 - Results per page: 10 results (dropdown menu)
 - Language: any language (dropdown menu)
 - File type: Adobe Acrobat PDF (.pdf) (dropdown menu, highlighted with a red box and a mouse cursor pointing to it)
 - Search within a site or domain: any format (dropdown menu)
- Additional options:
 - [Date, usage rights, numeric rang](#) (with a minus sign icon)
 - Date: (how recent the page is)
 - [Usage rights:](#)

The dropdown menu for 'File type' is open, showing the following options:

- Adobe Acrobat PDF (.pdf) (highlighted in blue)
- any format
- Adobe Acrobat PDF (.pdf)
- Adobe Postscript (.ps)
- Autodesk DWF (.dwf)
- Google Earth KML (.kml)
- Google Earth KMZ (.kmz)
- Microsoft Excel (.xls)
- Microsoft Powerpoint (.ppt)

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As well as PDF files, you can see that there are many other different file types that you might search for from the drop-down menu, so there are plenty of different ways of finding 'hidden' information.

There is nothing difficult about searching at an advanced level, but it is a fact that most people would never think of doing it, probably because they have never even noticed that such a facility exists. Also, if you want to dig even deeper into how you find information from Google that will stay hidden from the majority of Net users, take a look at this [Google Guide page](#).

It's also a fact that one of the reasons people join membership sites is to have information spoon-fed to them. Consequently, all you have to do is to put yourself in a position to keep your members happy by doing this in order to have a successful membership site.

You should also look for products that you can use as part of your site as well.

For example, you should look at products in your market niche that come with PLR or resell rights licenses attached because these are additional resources that you can supply to your members.

Membership Sites Made Simpler

If you can find suitable PLR materials at www.turbopl.com or www.niche4profit.com, you can use these materials in any way you want. Alternatively, resell rights products of the kind that you might find at [Turbo Membership](#) cannot be used quite so freely as can PLR materials, but you can still supply the products to your members as long as the appropriate license allows it.

Another idea is to look for public domain materials, information that used to be copyrighted, but that copyright has expired or it was never copyrighted in the first place.

Public domain materials can therefore be used in pretty much the same way as PLR materials in that you can break up a public domain book into a series of shorter reports (for example, you could supply one chapter a month as a membership benefit), use public domain movies in any way you want, and so on. A good place to start your public domain search is by searching the [Project Gutenberg](#) site; taking a look at the [Internet Archive](#) is also a very good option.

The other thing to consider is, is the niche that you are considering entering big enough to support a membership site of the kind you are thinking of creating? Your membership site can only be successful if there are enough people wanting the kind of information that you're going to supply. This is therefore another fact that needs establishing before you go any further.

To a certain extent, you should already have some idea about this aspect because of the number of Web pages that Google has indexed for your main search term.

Membership Sites Made Simpler

However, take a look at the free [Wordtracker](#) keyword research tool to get an approximate idea of how many people are searching the Net every day for information of the kind you are considering supplying:

antique clocks

547 searches (top 100 only)	
Searches	Keyword
86	antique clocks
79	antique wall clocks
25	antique american clocks
25	antique mantle clocks
23	antique clocks values
20	antique grandfather clocks

There are nearly 550 searches every day for terms that include the words 'antique clocks,' according to the Wordtracker results. However, do remember that these are estimations only because some experts believe that the real number could be anything up to eight times higher!

For each idea you have, establishing that there is sufficient information and a large enough 'pool' of potential members to justify creating a membership site is absolutely essential.

Membership Sites Made Simpler

After this final research phase, you will almost certainly find that you have narrowed down your possibilities to two or three obvious 'winners,' ideas that match all of the criteria that you need to match in order to push ahead with your membership idea.

This is good because it means that you have a pretty good idea of what you are going to base your first two or three membership sites on, so most of the research for at least the next few months is already done (your next two or three niche businesses are effectively already in the bag!)

Initial Membership Site Considerations

Membership sites have become extremely popular over the past year or two, probably because owning a membership site has many advantages when compared to the standard 'sell a product, move on to sell it to someone else' business model.

The most obvious and probably the most attractive advantage of running a membership site is that doing so generates a regular monthly income. And, although it is an inevitable fact that some of your site members will quit every month, as long as you add more members than you are losing on a monthly basis, the income that you are enjoying should increase similarly on a regular basis.

But perhaps the most important thing to understand about starting your membership site is the fact that despite there being dozens of expensive membership software programs available, you really don't need anything complex to run a successful membership site. In fact, running a membership site can be incredibly simple and requires no special software at all.

This is critical because it is this that enables you to create niche-targeted information membership sites that you can make available to members at a very reasonable cost whilst doing so economically.

Membership Sites Made Simpler

After all, it would be very difficult to make a profit if you are charging \$9.99 for membership of your site when the software that you use to run the site costs several hundred dollars. Fortunately, you do not need expensive software to make a membership site work, so charging \$9.99 per month can make perfectly good sense.

At the same time, it is also extremely important to understand that, despite the fact that you are running a membership site where the contribution level is relatively low, it is still absolutely necessary to over-deliver on both value and quality. What you offer in return for the membership subscription has to represent a value of at least three or four times that membership subscription figure.

Of course, how much you choose to charge for your monthly membership subscription fee is up to you, but for simple niche-targeted sites of the kind that I am proposing, you should probably consider something between \$9.99 and \$19.99 per month. Hence, as it is necessary to over-deliver on a regular basis, you should be looking at providing \$40-80 of value every month in return for this subscription.

This should not of course be particularly difficult, nor is there an exact science for putting a value on information or information products either.

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Membership Sites Made Simpler

In the first place, whether you have one member or 100, you are still going to provide exactly the same information to your members on a monthly basis. Therefore, charging \$9.99, but providing \$50 or \$60 of value, is simply a question of creating the information content one time, after which, the per-member cost of creation will come down every time a new member signs up for your site.

Furthermore, the question of value is to a certain extent subjective, particularly if the materials you are giving to your members are materials that they cannot obtain elsewhere.

For example, if you were to find a suitable PLR or public domain e-book that you split up into an informational series that is sent to members every month for six months, you might argue that each 'chunk' is worth \$29.99, and no one could disagree with you.

Find interesting and informative articles about your subject matter and rewrite them in your own words, and you have more excellent content that you can send to your members.

Again, as these materials are unique – you might obtain the ideas from someone else's article, but by rewriting them in your own words, you are supplying members with unique content – so who can say that such materials are not worth at least \$19.99 (or whatever other value you want to attribute to them)?

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Another option that many marketers utilize to help get their membership sites off the ground is to offer a free, limited period membership trial as a way of encouraging new members to join with no risk.

This is actually something of a no-brainer because many people will join your site if there is a free trial period, if for no other reason than knowing that they will obtain valuable content for nothing during this free trial period, and that they can cancel their membership before they spend any money.

Offering a free trial is something you should definitely do, and you will see how you do this – again, it’s very simple – a little later in this ebook.

The Basic Mechanics Of Your Site

In order to set up your new membership site, you need to put in place only three things.

First, you need a website that has at least two pages. The first of these two essential pages is the sales page, which encourages your visitors to join your membership 'club,' whilst the second is the thank you page to which your subscriber will be sent after they have joined.

These are the essential minimum pages that you must have on your side, but you may of course consider adding additional pages as a way of maximizing your returns when a new member subscribes to your site.

For example, you might choose to show them a 'One-Time Offer' (OTO) page where they can upgrade from the basic 'silver level' basic membership to 'gold or 'platinum' levels where the benefits are significantly higher (you would simply add extra content materials to the upgraded membership levels to justify this).

Alternatively, your 'One-Time Offer' page might promote a particular product or service that you are selling as an affiliate for another marketer in your niche or industry.

Membership Sites Made Simpler

You could, of course, stick to the basic two-page website, but I would strongly suggest that you consider including other offers in the initial subscription process because doing so will increase your revenues significantly.

Irrespective of how many pages you choose to create, in order to be able to make your own site in this way, you need to have your own domain name and web hosting account.

If at all possible, you should make sure that the domain name you have is a reasonable indication of what your membership site is all about. This will make it much easier for potential members to find you whilst also giving anyone who finds your site a far clearer idea of what it is you do.

In the example that we have been using, this would work, but is it available? Use a site like [the Internet Company](#) to check domain name availability:

Start your domain name search here!

Check out our hot prices on .COM domains and other domain names -- from only \$8.75* per year.



▶▶ Enter a domain name: ?

 [Smart Search](#)
Internationalized Domain

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Hit the search button to check availability:



It is still available, so I would register this domain name and then set up a hosting account with a leading company like [The Internet Company](#).

Finally, change the DNS settings so that anyone who types your new domain name into the window of their favorite browser will be automatically and immediately redirected to your site.

With your site in place (there's more detail in the next chapter), you need some way of processing your members' monthly subscription payments, for which you need an appropriate payment processing company.

Whilst there are obviously many options available, I would recommend that you look no further than [PayPal](#) for processing payments because they do everything that you need them to do and because PayPal is a widely recognized and highly respected name in online marketing.

Unless your new subscriber has been living under a rock for the last 10 years of his/her life, he/she will know and probably feel completely comfortable dealing with PayPal. Thus, using PayPal keeps things easy for you because it enables you to allow your subscribers to work with a company they know.

Membership Sites Made Simpler

The third and final piece of the jigsaw is an autoresponder account, preferably a top-level autoresponder with one of the market leaders such as [AWeber](#). As this autoresponder account is the beating heart of your membership site business, it will pay you to use the best system you can, and they don't come any better than these two organizations, so if at all possible, pick one or the other.

Let us now consider each step in a little more detail.

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A Detailed Setting-up Process Breakdown

The Sales Page

The first step of setting up your site is to create a sales page for your membership project.

And despite the fact that your membership subscriptions are very cheap – you may even be giving away a free trial membership – it is a fact that this page has to be written in exactly the same way as if you were promoting and selling the most expensive product or service available on the Net.

In other words, even though you are promoting an extremely reasonable membership offer, you nevertheless need to spend the same amount of time and effort as you would if you were promoting a \$1000 product on your sales page.

For example, you need to have a hard-hitting headline at the top of the page, followed by a sub-headline that backs up the message of the main headline above it. You should have a graphic that is designed to make the product or service you are promoting more 'real' (every e-book sales page has a graphic of the e-book 'cover,' although such things do not exist in reality), and your sales page must feature hard-hitting copy that makes the visitor want to buy.

Membership Sites Made Simpler

- 1) [New** Day Trading Robot](#). Watch The Video. Enuff Said...
\$/sale: \$95.23 | Future \$: - | Total \$/sale: \$95.23 | %/sale: 75.0% | %refd: 65.0% | grav: 194.23
[view pitch page](#) | [create hoplink](#)
- 2) [Registry Easy - #1 Converting Registry Cleaner & System Optimizer](#). Stunning Conversions With Ex Affiliate Support. Extraordinary Customer Service. Any Kind Of Conversion Tracking & Multiple Landing
Http://www.cheesesoft.com/affiliates/registry-easy/.
\$/sale: \$30.95 | Future \$: - | Total \$/sale: \$30.95 | %/sale: 75.0% | %refd: 71.0% | grav: 171.21
[view pitch page](#) | [create hoplink](#)
- 3) [Converting At 1 In 14 Hops \\$1.37 Epc To Affiliates - Must See!!!](#) Sales Copy By Top Copywriter In Promote This Site And Earn More Guaranteed! Makemoneytakingsurveys.org/affiliates.php.
\$/sale: \$18.30 | Future \$: - | Total \$/sale: \$18.30 | %/sale: 75.0% | %refd: 92.0% | grav: 297.57
[view pitch page](#) | [create hoplink](#)

Look at any of these successful sales pages so that you can 'duplicate' other people's efforts to create your own highly successful sales copy.

Of course, you cannot copy other people's sales pages word for word, but there is nothing whatsoever to stop you from taking other people's ideas and putting them into your own words.

The final thing that you will need to do when you are creating your sales page is to add a payment button. The mechanics of creating this payment button are dealt with after considering the second site page that you have to create.

The Thank You Page

Next, you need to create your thank you page. The basic idea of this thank you page is that it is the page to which your visitor is eventually transferred during the initial sign-up process from where he can obtain the information for which he has subscribed.

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However, unlike many standard thank you pages where there is a download link, what you should do is to add a mailing list subscription form to this page. Once your new subscriber's initial payment has been cleared (or he has subscribed for a free trial without paying), he must complete this subscription form so that he is added to your autoresponder mailing list because this is how he is sent the information for which he has subscribed.

After he subscribes, your autoresponder automatically begins by sending the first tranche of information for which he has subscribed after he has confirmed his e-mail information.

Subsequently, every additional information package will also be automatically sent by your autoresponder to his e-mail address.

Hence, once your outgoing monthly information packages have been created and populated, they need to be uploaded to your autoresponder and set to be sent at monthly intervals.

That is it; your basic site is set to go, but as previously suggested, I would give serious consideration to introducing some other money making opportunities into this basic process.

For example, once a visitor to your sales page decides to become a subscriber, rather than sending him directly to your thank you page, it would make far more sense to present him with your One-Time Offer.

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Once he has been presented with your OTO page, you could redirect anyone who chooses to take up the offer directly to your thank you page from where he can download his additional OTO products or services, as well as complete the subscription process.

If, on the other hand, he decides not to take you up on this initial one-time offer, pitch it to him once again, but do so at an increased discount. For example, if the first OTO was priced at \$49, make the second attempt at \$39. Doing this will undoubtedly increase your sales, although I would not recommend pushing more than two OTO's, because two is usually quite enough for most people.

Whether your subscriber lands on your thank you page immediately or whether he does so in a slightly circuitous manner, it must be made abundantly clear on that page that the new subscriber *has to* complete the mailing list subscription form if he wants to receive the information for which he has just subscribed (and perhaps even paid).

The Payment Button

Login to your PayPal account and click the 'Merchant services' tab at the top of the page:



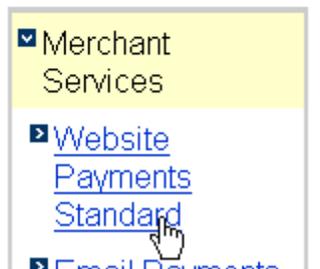
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After this, find the 'Website Payments Standard' link on the left-hand side of the page in the top-side bar box:



My Account | Send More



On the next page, you'll be offered three alternative payment button options, of which you need the button for regular subscribers to the far right of the screen (labeled as "Offer automated payments – see below):

3 ways to get started

Option 1 . Payment Buttons [Try it out](#)

Add any of the following buttons to your site:



[Sell single items](#)



[Sell multiple items with the free PayPal cart](#)



[Offer automated payments](#)

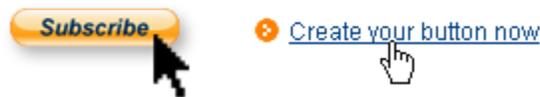
There are also buttons for [donations](#) and [gift certificates](#).

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Finally, you are presented with the option to 'Create your button now', which is exactly what you want to do, so click on the link as indicated:

Buttons for subscriptions and recurring

To bill customers on a regular basis, charge membership dues, or installment plans, add a Subscribe button to your website. [See how](#)



This action brings you to the first of three pages of information that you need to input to set up your subscription button.

On this first page, you have to give the item a name and decide whether there are any customized features that you would like to include. In the interests of keeping things as simple as possible, I would suggest that you ignore most of these options, although if you have a particular need to include customization, there is no reason why you shouldn't.

Further down the page, you are asked what billing cycle you want to follow, and unless you have any specific need to do so, I would not suggest moving away from one monthly billing.

Membership Sites Made Simpler

Beneath this, you have the option to include a free trial, which I would definitely recommend you do. Here, you decide how long the free trial is to run for, with my favored periods being 14 or 21 days:

Offer a trial to your subscribers

Amount to bill during trial period

Free trial
 Lower rate

USD

How long should this trial period last?

Offer another trial to your subscribers? [What's this?](#)

Yes
 No

The second page of the setup form is focused on tracking inventory and profits, so you don't really need to pay a great deal of attention to this one.

Membership Sites Made Simpler

However, on the third page, you must insert the details of where PayPal should send anyone who tries to subscribe to your membership site after they have either succeeded in doing so or have aborted the whole operation at the last minute:

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customer section.

Do you need your customer's shipping address?

Yes

No

Take customer to a specific page (URL) after checkout cancellation:

Try your sales page again or an OTO

Ex: <https://www.mystore.com/cancel>

Take customer to a specific page (URL) after successful checkout:

The URL of your main OTO or thankyou page

Ex: <https://www.mystore.com/success>

Complete the subscription button and then paste the code onto your sales page. Generally speaking, I would recommend that you include the subscription button on several occasions because doing so enhances the chance that people will subscribe, especially if you are offering a free trial membership.

The Marketing Logic Of The Free Trial

In my own experience, offering a free 14-day or 21-day trial is almost always more effective than offering no free trial whatsoever.

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There are many reasons why this will almost always be the case.

For starters, everyone loves to get something for nothing, especially if they believe that it is something for which they would otherwise have to pay.

However, if somebody subscribes for a free trial, this gives you as many days as you want to allow this individual to remain a free member to impress him.

For example, if you grant him a 21-day free trial, you have the opportunity of sending him some valuable content materials for free every two or three days. Hence, you have seven or eight e-mail messages in which you can impress upon him the value and quality that you are offering.

Use this opportunity wisely, and the majority of your new subscribers cannot help but be impressed by the services that your membership site offers, and they will stick around once the free trial expires.

Note that the way PayPal works is that unless the subscriber specifically cancels his subscription within the 21-day period, he will be automatically billed after that period has expired. If you are impressing upon your new subscriber the value of what you have to offer on a consistent basis throughout the 21-day period, the chances that he will go to the effort of cancelling his subscription are fairly limited.

Membership Sites Made Simpler

In truth, it is actually not that easy to cancel a PayPal regular subscription once you have signed up to it, and for most serious information seekers or other online marketers, \$9.95 or even \$19.95 is a drop in the ocean.

Consequently, as long as you can schedule a series of outgoing e-mail messages within the free trial period that enhance and reemphasize the value of what you have to offer, the number of people who will cancel will be relatively small.

However, whilst the number of free trial members who cancel will be relatively small, it is nevertheless a fact of running any kind of membership site that people do quit.

In fact, my own research and that of many other marketers that I know indicates that most members of a site like the one you're thinking of creating will maintain membership for around five to six months.

Hence, it often makes sense to offer a tremendous deal to all new members who are willing to pay an annual, rather than a monthly, subscription fee.

For instance, if you are charging your monthly members \$19.95, they are going to pay \$239.40 over the first year. If, however, you were to offer them a discount so that they only pay eight months' worth of fees if they pay for a year upfront, you pocket \$159.60 immediately.

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In this scenario, your customer gets a fantastic discount, whilst you pocket eight months' worth of subscriptions upfront. Given that this member was actually only likely to pay for five or six months' subscriptions in any event, landing an annual subscription fee in this way guarantees two or three months of additional contributions over and above what you might otherwise have received.

The Autoresponder Set-up

Whether you choose to include a one-time offer in your process or not, the new subscriber who has just decided to take advantage of your membership site will eventually wind up on the thank you page where he is required to complete your autoresponder mailing list subscription form.

Before doing anything else, the content materials that you're going to send to your membership site subscribers have to be loaded into your autoresponder account. And in order to prevent a situation where you end up in a panic, you should make sure that at least the first six months' worth of content materials are loaded into your autoresponder before launching your membership site.

How you actually use your autoresponder will, to a certain extent, depend upon the kind of niche market information that you are going to make available to members as the main attraction of membership to your site.

Membership Sites Made Simpler

This concept is important to understand because, remembering how critical it is to over-deliver value, you have to give some consideration to the best way of providing value to your members. This, in turn, is also vital because the more value you appear to be delivering, the more likely it is that members will maintain their membership for a longer period.

As an example, whilst a lot of the information that you might want to send to your members will be text-based, you should also strive to include images and even videos because both of these enhance the impression of quality and value. However, whilst you could use HTML e-mail messages to send graphics, trying to send graphics or video materials by e-mail is going to be cumbersome and slow.

For this reason, you might choose to use your outgoing e-mail messages to your members to point them in the direction of a protected page on your site where they can access all of their monthly members' information.

Once again, it is possible to keep this extremely simple by installing [WordPress](#) on your site and then adding a free plug-in like [Absolute Privacy](#) with which you can protect a private member's area.

Incidentally, if you are using a Web host like Host Gator, which offers a [cPanel](#) through which you can control your site, you can install WordPress with just a few clicks from 'Fantastico.'

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Membership Sites Made Simpler

If you want to offer the highest possible quality experience to your members, you will probably find that using a protected area on a site from where your members can access or download private video materials, graphics, and written text information is going to be the best option.

All that has to be done is to create the members materials for the first six months or so (this gives you adequate time to see how popular your site is before putting any more work in), add the appropriate information to your autoresponder account to go out on a monthly basis to your subscribers, and your simple membership site is ready to go.

All you have to do now is to tell the world about what you have to offer.

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Promotion Is Absolutely Mission Critical

With your content loaded into your autoresponder, your site set up, and your payment system in place, the final piece of the jigsaw is to start promoting your business, because without attracting targeted visitors to your sales site, everything you have done so far is a complete waste of time.

Getting targeted visitors is all about putting the information about your membership site in front of those who are most likely to join. In short, your antique clocks membership site information has to be seen by as many 'antique clock people' as possible.

At the same time, you have to think not only about this particular site, but also about the whole idea of building an empire of targeted niche membership sites. The way that your business goes in the future is going to depend on how you set up your marketing plans now; hence, the importance of thinking long-term from the beginning.

As an example, say that at the earlier research stage, you identified that there is a viable membership market for both information about antique clocks and also about how someone can improve his golf game. These are two pretty diverse ideas, and the target market for each subject is very different.

Membership Sites Made Simpler

Now, if you imagine that you plan to give building each of these businesses six or twelve months of your undivided attention, then your initial traffic generation strategy should take into account the fact that after six or twelve months, you're going to stop focusing on actively promoting that particular business. You should therefore have some instant traffic generation ideas in your initial traffic generation package, but there must also be some ideas that will generate traffic on a longer-term basis without a great deal of day-to-day involvement from you after you have moved on to your next project.

In this way, you ensure that all of your membership sites will continue to generate new members for you even though you have moved your focus onto something else. By doing things in this manner, you build automatic continuity so that each individual membership site in your business empire does not cease to function because you have moved on.

With this in mind, here are a few different ways of generating traffic to your new membership site.

Articles For Promotional Purposes

Using articles to market your business is a perfect example of a traffic generation strategy that can keep working for months or even years after you stop being actively involved. It is therefore something that you must do right from the very beginning.

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Effective Net marketing depends on finding keyword phrases that are targeted at your market for which there is a limited amount of competition. As an example, and going back to the earlier Word Tracker keyword search for information about 'antique clocks,' the term 'antique wall clocks' is searched for approximately 79 times a day.

This equates to a very respectable 2400 searches every month, but this means nothing without knowing how much competition there is. You need to establish how many other pages exist that give information about 'antique wall clocks.' This can be easily established by running an 'exact match' Google search (search term enclosed in inverted commas):

Results **1 - 10** of about 23,500 for "[antique wall clocks](#)".

Any search term that shows less than 30,000 competing Web pages is an excellent term to use in your promotional materials, so you would definitely use this particular term in your article marketing efforts, as well as in all other marketing activities.

Every other antique clock-focused search term that shows the same characteristics should also be used in your promotional materials as well.

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However, sticking with this particular example, you would write a 400-500-word article with this particular search term featured in the title and 3 or 4 times in the body text of the article.

The purpose of your article is not to sell the idea of your membership site – indeed, it shouldn't even mention it. But what it should be designed to do is to make anyone who reads your article visit your site to discover more. Hence, the whole article should be written with this point of focus very firmly in mind.

At the end of your article, you are allowed to include a short biography about you and your business. Remember that this is designed to make people want to know more about you, so don't make it boring or tedious. Tell people the benefits of visiting your site and then include a couple of URLs in your biography so that they can follow directly to visit your site.

Send all of your articles to the following sites:

<http://ezinearticles.com/>

http://www.articlecity.com/article_submission.shtml

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

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

<http://searchwarp.com/>

<http://goarticles.com/index.html>

Membership Sites Made Simpler

Submit to EzineArticles first, wait until they publish them, and then submit your articles to the other sites in this list. Articles published in this way have the ability to send highly targeted traffic to your site for months or years to come, so make it a basic requirement that you submit at least 10 keyword targeted articles every week.

Forum Marketing

Forum sites are excellent places to promote your membership project because everyone who is involved in a niche-targeted forum is already a superbly well-targeted prospect because of his membership at that site. Hence, the more people of this nature you can communicate with, the more high-quality prospects you will generate.

Find the most popular [forum](#) or [noticeboard](#) sites in your niche by either looking at one of the major directory sites (follow the links) or by searching Google like this:

Results 1 - 10 of about 549 for "[antique clock forums](#)".

Pick three or four of the most popular forum sites in your niche and get yourself actively involved. Help other members when you are in a position to do so and start your own threads as an active member of the foreign community.

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Membership Sites Made Simpler

Your primary objective for being involved in forums is to establish your expertise and authority in your niche. Hence, everything you do as a member of the most popular forums in your niche should be aimed at establishing your authority, as well as your reliability and trustworthiness.

Most forum sites allow you to add a signature file, a short two-, or perhaps, three-line text promotional message (definitely *not* a blatant advertisement) that promotes your business. Once you have established your expertise, an ever-increasing number of other members of the forum sites in which you participate will follow your signature file to see what it is all about.

Forums are, therefore, a very rich seam of new niche-targeted members.

Videos

Using videos as a marketing tool is definitely something that more and more marketers are doing, and with very good reason too. They work and they work very well is the long and the short of the video story, so you cannot afford to ignore the opportunities that adding videos to your marketing mix presents.

Membership Sites Made Simpler

To use videos to market successfully, there is one concept to grasp. The main thing that makes a video popular is the entertainment factor; the more entertaining your video is, the more successful it is likely to be. So, shoot a video that is somehow connected with your business, however tenuously, but make sure that it is entertaining and lively.

Edit it with Windows Movie Maker, if you use XP or Vista, you already have it, or with a free program like [ZS4](#) so that you have a 'tight' two- or three-minute video production. Remember to check the video production licensing before trying to sell your videos. Some of the video production software is for personal use only, that means you can use them on (or in a site) but you cannot sell them.

Next, write out a title and description for your video that features the keyword terms that you are focused on, including a couple in the description, plus variations of those keywords (e.g. change 'antique wall clocks' to 'antique clocks for the wall').

As the first line of your description, add the URL of the exact page on your site that you would like the video viewer to visit once they have watched. This ensures that this appears as an active hyperlink that the viewer can follow from right next to the video.

Finally, publish the video to most of the leading video networking sites at the same time using [TubeMogul](#) (for free) or, when you run out of 'credits,' try [HeySpread](#) for a similar service that costs very little.

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Press Releases

Issuing free press releases is an excellent way of driving short-term visitors to your site, but the key to successful press releases is having something genuinely newsworthy to say. Hence, if you have nothing especially newsworthy to announce (and starting your new members' site is probably not enough to qualify), you have to think of a 'stunt' or 'event' that you can pull off.

For instance, can you set up a contest, or is there a local charity that you can do something for? It doesn't really matter what it is as long as it makes news, something that is worth telling the rest of the world about.

Once you have something, issue a free press release using a service like [PRLog](#) or [Free Press Release](#) and wait for the surge of traffic once they distribute your release to the major news networks like Google News, Yahoo News, etc.

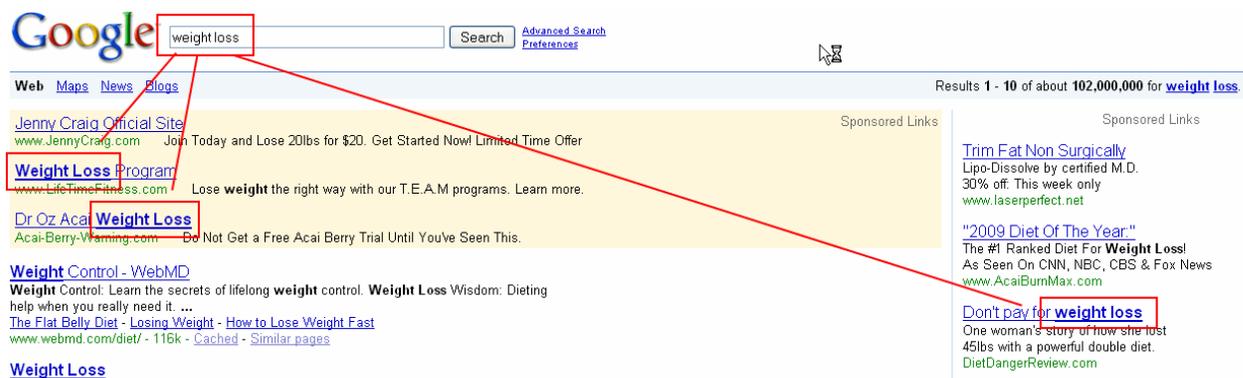
Paid advertising

Undoubtedly, the quickest and easiest way of driving targeted traffic to any website is by using paid advertising like [Google AdWords](#).

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It is a very quick way of generating traffic because all you need to do is to create a three-line text advert based upon your favored keyword terms, which appear next to the search results when anyone uses your keyword term or something very similar to search for appropriate information.

Because the keyword term will appear in bold right next to (or above) the search results that have been generated by using that term, this makes your advert appear to be a perfectly matched result; hence, you will draw plenty of traffic when you manage to achieve a match in this way:



The image shows a Google search interface for the keyword "weight loss". The search bar contains the text "weight loss" and the search button is visible. Below the search bar, the results are displayed. On the left, there are organic search results, including "Jenny Craig Official Site", "Weight Loss Program", "Dr Oz Acai Weight Loss", "Weight Control - WebMD", and "The Flat Belly Diet - Losing Weight - How to Lose Weight Fast". On the right, there are sponsored links, including "Trim Fat Non Surgically", "2009 Diet Of The Year!", and "Don't pay for weight loss". Red boxes highlight the keyword "weight loss" in the search bar and in several of the search results, with red lines connecting them to illustrate the concept of keyword matching in advertising.

Of course, there are several downsides to using paid advertising, apart from the obvious one that it costs money to do so.

It is a quick, but relatively, temporary way of driving targeted visitors to your site. As soon as you stop paying for advertising, your adverts disappear, so it is only effective as long as you keep paying.

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It also takes some time to learn how to create effective (i.e. profitable), paid advertising materials, during which time it is relatively common for new advertisers to lose money.

Furthermore, if you're going to use Google, you need to make sure that you are following their rules, especially by satisfying the '[Quality Score](#)' requirements.

All in all, using AdWords can be incredibly effective, but it is not nearly as easy to be a successful AdWords advertiser as it might initially appear.

Other Traffic Methods

These are by no means the only ways of publicizing your business; for example, every time you add new content to the Net – an article on a directory or a new video for example – you should let the social bookmarking sites know using a mass submitter like [OnlyWire](#).

You can place free online classifieds ads using services like [Craigslist](#), [US Free Ads](#), and [Classifieds for Free](#). All of these will drive traffic to your site for at least as long as your advert is being shown, which will vary from site to site.

Thus, there are plenty of other things you can do to send targeted visitors to your site, apart from the ideas highlighted in this chapter.

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However, in terms of long-term traffic, the best options are articles and videos, so those are the main ones that I would recommend you focus most of your efforts on.

Conclusion

One of the biggest mistakes that people who are trying to generate money from the Internet make is to try to compete in the most cut-throat areas of online business, such as selling Internet marketing products, trying to teach people how to make money online, or catering to super popular 'real world' ideas such as weight loss. Try to establish a successful business in any of these areas, and the chances of you being able to do so are almost zero. I am not saying that the IM market is off limits, what I am saying is; find a micro niche within the larger markets.

Again, the point to understand is that there is no need to try to compete in huge markets. There are literally millions of smaller, far less competitive niche markets where you can build a simple membership site to which you can attract a few thousand members, all of whom are going to be paying you a monthly subscription fee.

Whilst by the nature of such a simple membership site, you're not going to be able to charge your members a premium price, what you lose in revenue per member you should more than make up for in the number of members you can attract.

After all, it is going to be far easier to convince somebody to spend \$9.99 a month (particularly if they don't have to start paying for 21 days) than it is going to be to convince someone to part with \$97.99 or even \$49.99 per month.

Membership Sites Made Simpler

And, as mentioned a couple of times in this ebook, the whole concept of making money from small, simple membership sites is to do the whole thing once, get that particular niche membership site to an acceptable level of success, and then duplicate the process again in another niche.

After that, it simply becomes a question of repeating your success story ad infinitum because the whole objective of scalable businesses is that the thing is infinitely replicable.

Even with relatively low, monthly subscription fees, there is a great deal of money to be made from simple niche-focused membership sites. Not only are they extremely profitable, they are also remarkably easy to set up, so there really is no good reason why any online marketer or would-be entrepreneur cannot run a successful niche-targeted membership site.

John Delavera and -8-your-full-name-8-