

## Where to Find Content

- **Outsource to Freelancers**
  - \*Fiverr.com
  - \*Upwork.com
- **Purchase Rights to Existing Content**
  - Private Label Rights (PLR)
  - \*Can be legally manipulated, published and resold
  - \*Lower cost to purchase
  - \*Adding Value to PLR
  - \*Edit content to add value
  - \*Insert visuals and rebrand
  - \*Combine one or more PLR
- **Find Contributors**
  - Great way to boost credibility
  - Getting contributor on board
  - \*Recognized expert
  - \*Attend industry events and network
  - \*Payment in the form of publicity
  - \*Select core contributors
  - Managing contributors & content
  - \*Establish content guidelines & guest contributor page
  - \*Define length, formatting, due dates, topics, and targets
  - \*Always proofread and make necessary edits

## Types of Membership Sites

- **One Time Payment / Lifetime Membership**
  - Pros:
    - \*Offers higher profits hence higher cashflow
    - \*Can charge higher membership fee
    - \*Easier to sell vs monthly site
  - Cons:
    - \*Committed to members who are no longer profitable
    - \*Profit on a monthly basis is unreliable and erratic
- **Quarterly/Annual Membership**
  - Pros:
    - \*Can charge large amount in advance
    - \*Passive income
  - Cons:
    - \*High-price = fewer opt-ins
    - \*Members have high expectations
    - \*Harder to sell away
- **Fixed Term Membership**
  - Based on a limited time frame:
    - 3-36 months
    - Payment can be done on monthly basis or one-time upfront payment
  - Pros:
    - \*Allows you to determine exactly how much time you need to commit
    - \*Works well for content-based sites
    - \*Has a pre-determined syllabus
  - Cons:
    - \*After fixed term, income cut off
- **Monthly Membership**
  - Pros:
    - \*Steady stream of passive income
    - \*Offered at low prices
    - \*Builds stability and predictability when it comes to profits
    - \*Recurring automated billing
    - \*Popular choice for SaaS
  - Cons:
    - \*Need to provide content every month
    - \*Need to find new members to replenish dropouts

## How To Generate Extra Income Stream From Your Membership Site

- **Membership Level**
  - Have 1 or 2 more levels
  - Higher price for each upgrade
  - More exclusive contents
- **Banner Ads**
  - Promote your other products
  - Promote other people's products
- **Email Marketing**
  - Mail out new offers
  - Promote own product
  - Promote other people's product
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# MONTHLY MEMBERSHIP BLUEPRINT

## 5 Reasons Why You Should Have Membership Sites

- **5 Reasons To Have Membership Site**
  - Passive Income
  - Fill Your List with Qualified Leads
  - Higher Perceived Value
  - Get Returning Visitors to Your Website
  - Sell Away Membership Site For Big Payday

## How to Price Your Membership

- **Price Factors**
  - Return on Investment(ROI)
  - The 'Decoy' Effect
  - Price vs. Value
  - Price Comparison vs your Competitors
- **The Decoy Effect**
  - When there is a third option, it affects the decision of the consumers
  - Have 3 payment plans with different prices
- **Price vs. Value**
  - Price your product with the right number
  - Consumers make decision based on the worth of product
- **Price Comparison vs Your Competitors**
  - Research on what the prices of your competitors
  - Do a Table comparison
- **How To Sell More**
  - Limited Time Offer
  - Scarcity Factor
- **Split-test**
  - Record and review the price
  - Test out the factors that affect how your subscribers react

## How To Choose Hot Membership Topics

- **The Big 3 Niches**
  - \*Wealth
  - \*Health
  - \*Relationships
- **Types of Content**
  - PDF Newsletters
  - Video
  - PowerPoint
  - Software As A Service (SaaS)
- **Sought After Content**
  - "How To" guides
  - Do's and Don'ts
  - Secret / Coaching Advice
- **Your Publishing Schedule**
  - Weekly
  - Bi-Weekly
  - Monthly

## How To Get Massive Traffic To Your Membership Site

- **Affiliate Program**
  - You offer a commission to the affiliate who promoted your membership site
  - Performance-based marketing
- **Getting Affiliates**
  - Join JV FB groups
  - Email and Skype
  - Reciprocate in launches
- **Affiliate Commission Scheme**
  - Membership plan:
    - o \$17-\$27: 60%-75% commission
    - o \$37 and above: 50% commission
- **How to Invite Affiliates**
  - Offer high commissions
  - Hold an affiliate contest
  - Help other marketers in their launches
- **Setting Up Your Affiliate Page**
  - Registration form
  - Swipe promotion emails x3
  - Banners, graphics and videos
- **Email Solo Ads**
  - Pay to have email sent to another person's list
- Link the subscribers to your membership site
- Subscribe to your membership site
- **Ad Swaps**
  - Swapping emails with another online marketer
  - Mailing out other marketer's offer

## How To Set Up Your Membership Site

- **What You Need**
  - Content Management System(CMS)
  - Payment Methods
  - AutoResponder
- **WordPress**
  - \*Extremely easy to use
  - \*No cost needed
  - \*Almost full control to build up your website
  - \*Extended plugins and themes
  - \*SEO friendly
  - \*Safe and secure
- **WishList Members**
  - One of the plugins that protects your premium content within membership structure
- Why WishList:
  - \*Easy to learn and use
  - \*Low cost
  - \*Great customer support
  - \*Offer multi-level access to your members
- **Payment Methods**
  - ClickBank
  - JVZoo
  - PayPal
- **AutoResponder**
  - \*Aweber