

**MONTHLY
MEMBERSHIP
BLUEPRINT**

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Introduction

The internet has made communicating so very easy – from e-mails to social media, now anyone with an internet connection can produce and broadcast information. Look at the amount of blogs and v-logs which are currently saturating the market with the help of websites like Wordpress.com, Youtube.com and Pinterest.com.

Blogging is something a lot of people do out of interest and, most of the time, internet users can subscribe to a blog for free. But if you're an expert and have valuable insight on a certain topic, you don't have to give your tips away for free.

All you need is to create a monthly membership site which will help monetize your passion so that you get something in return for sharing your expertise. And that little "something in return" can with a little tweaking become a sustainable online business for you to continue making money.

Selling online content by way of a password protected website has become a big, booming business. Work from home entrepreneurs and big businesses alike are tapping into this revenue source because it's simply just too good to pass off.

Now, I know it sounds too good to be true – c'mon, you get to "blog" about content that you're passionate about AND make heaps of money at the same time? Sounds crazy, right?

Well, of course, it's not just as simple as creating a site and posting up any content – there are a lot of considerations and research that go into creating a successful membership site.

As daunting as it sounds, many companies offer low cost, easy-to-use software solutions to help with the set up of your site. And with this e-book, you'll find out exactly how you can start creating and optimizing your membership site. After you're done with this e-book, you'll see just how easy it is.

We'll talk you through our top 5 reasons for creating a monthly membership site and then follow it up with an overview on the different types of membership sites there are in the market today. We'll also show you why the Monthly Membership site is a better option compared to these other models.

After that, we'll discuss the ins and outs of finding a hot topic to base your monthly membership site on. We'll also talk about some of the current most sought after content and how to define your publishing schedule.

On top of this we'll also show you where you can find alternative sources of content so that you don't have to create it all yourself. We'll also help you decide how you can price your membership fees and increase the overall worth and value of your monthly membership site.

We have also included a chapter which specifically explains how you can go about setting up your membership site, from Wordpress to

autoresponders. This will then be followed by a chapter dedicated to helping you understand how you can drive traffic to your site using a number of different methods.

And in the very last few pages, we will share with you how you can make extra income from your membership site. This chapter especially will show you exactly how much you stand to gain from a well-positioned monthly membership site.

5 Reasons Why You Should Have A Monthly Membership Site

Nowadays, there are so many avenues for entrepreneurs to explore and grow a business. People are fully utilizing the power of the web to build online businesses because they're easy to manage and easy to market. There is a breadth of entrepreneurial options out there so why should you choose to invest your time into building something as simple as a membership site?

While creating a membership site will not get you labeled the next Steve Jobs, it's a great starting platform for your business and revenue to snowball and gain momentum. A well put together site can do wonders for your reputation and not to mention your bank account.

Let me share with you the 5 top reasons why a membership site is a must-have for every online businessman.

Passive income

By far, the best and most delectable perk of having your own membership site is the passive income that you tap into. Creating a membership site can give you profitable, reliable passive income streams – imagine making pools of money while you sleep!

Think of your membership site as an investment. You put in the initial time and effort to build up your website and after that's done, you can get income passively – meaning the money generates while you go about your day. Your online membership site is an asset that does the grunt of the work for you.

The beauty of this is that it is possible to automate a lot of the work so that you don't need to ever worry about clocking in crazy hours. We call it passive income for a reason – this means that once you set up your site and get your initial round of marketing up and out there, you can generate income without having to do much more.

And apart from the occasional marketing boost and site maintenance work whenever you feel necessary, your money-making machine will keep rolling in the moolah for you while you make better use of your time. And with the help of virtual assistants, creating passive income becomes a no brainer.

Generating passive income for yourself offers you freedom and control, too; you are the boss of your new venture. No more reporting to management and clocking in. You can “work” from home, a café, or even while on holiday! You get to work as often or as seldom as you want and your membership site will still churn out the passive income for you. Once you get it up and running, it becomes a stream of income which you can rely on.

Fill Your List with Qualified Leads

Online businesses are nothing without buyers and customers.

Therefore, having a market which you can tap into again and again is one of the most important aspects for any online business.

This is why there is so much emphasis on the importance of lead generation and list building. Through a list, you get to identify qualified leads, build relationships and most importantly, have a consumer base which you can reach within just a few clicks!

Your e-mail list is the main anchor for your online marketing success.

Because this is the case, you want to make sure that your list is filled up with qualified leads – these are leads which are active buyers who have an interest in what you have to offer. These qualified leads are priceless because you can market your products and services to them and there's a very high chance that they will take you up on the offer.

When you create an online membership site, the people who opt in or subscribe are leads which you want to have in your network. With other online ventures like squeeze pages and the like, you don't know if the e-mails you add to your list are going to buy from you again – half off them could just be there for the freebies. But with these guys, if they are paying to join your membership site, then half the battle is already won.

And once you have built up your list and filled it with qualified leads, it becomes so much easier to make even more profit from your online products. A list gives you on-demand traffic whenever and wherever you want traffic to go.

Let's say you have a product launch coming up or are involved with affiliate marketing and ad swapping. You can just send out a blast e-mail to your list, knowing that most of the people in your list are leads who have not only interest but also buying power.

Membership Sites Have Higher Perceived Value

Another perk that membership sites give you is that they have a higher perceived value to your followers and subscribers. If you've got your membership site set up and running smoothly, it's very likely that your active subscribers won't have a reason to leave.

This is because membership sites offer something most other passive income streams don't – active engagement.

When you can make your membership site a buzzing online space that is updated with new and engaging content every so often, people see your site as a social hub of information – think Facebook, but less about personal woes and more about your respective niche and interest.

And if these prospects are signed up to be on your membership site, it means they want to hear from you. Any content that you share on your website will give them a sense of being part of your inner circle because the content is, by nature of online membership sites, content which only they and other subscribers can access.

The exclusivity factor of membership sites is what really boosts perceived value. Giving your subscribers exclusive log in details and allowing them access to members' only content makes them feel special and included.

Overall, online membership sites have a higher perceived value but these sites also boost the perceived value that your subscribers have of you as a content provider.

When you can get your subscribers to view your website, services and person as someone of great value, they will stop being subscribers and instead become FANS. These are fans who will continue supporting your endeavors and continue purchasing your products and services.

So, in a way, membership sites help you to convert maybes into believers and build up your fanbase and celebrity status, too.

Get returning visitors to your website ('sticky value')

It's easy enough to get one-off visitors on your website but how can you make sure they come back again and again? Luckily, membership sites are known to have high 'sticky value'.

A website that has great sticky value is, basically, as website that gets recurring visitors because it offers something that visitors can't get enough of.

Monthly membership sites often have a higher member retention rate because of their great sticky value. The longer someone stays subscribed as a member on your website, the harder it will be for them to make the decision to leave.

In a way, you can say that they become equally invested in your website because it has offered them so much. The fact that they have been a member for a certain number of months also triggers loyalty, which is something you want to have from your members.

Now, it's important to note that sticky websites get visitors to stay on the site without having to send them through multiple pop-ups, asking them if the REALLY want to leave. And when I say that, I'm talking about the information and content which you send their way. The exclusive information which you share with them is something which they cannot get anywhere else and therefore keeps them coming back for more.

Also, because monthly membership sites keep to a fixed publishing schedule, it's a great reason for your members to keep coming back every time. And the more often they come back, the harder it will be for them to leave in the future.

As your main cycle of content runs on a weekly, bi-weekly or monthly basis, your site will become populated with a wide variety of content – bonus articles, related videos, guest-writer columns. All of these add more value and give more than what your subscribers expect of you, which helps build your reputation as an information provider.

Sell Away Membership Site For A Big Payday

We all know that leads and lists are one of the most valuable assets any internet businessman needs to have. Every new subscriber to your membership site is a lead, so the more subscribers you have, the likelier you'll have people who want to purchase your membership site.

If your site picks up steam and is a thriving hub with active members, there's a very high chance that other business men or marketing strategists will be interested in buying the rights to your membership site.

Mainly, they will be interested in purchasing your monthly membership site for two reasons:

They see your website as a profitable investment, courtesy of your monthly subscribers and revenue.

They want access to your membership site's database of subscribers so that they can expand their list.

Regardless of what reasons they have behind wanting to purchase your site, just be rest assured that selling off your membership site is one of the most profitable exit strategies you could have at your disposal.

Unlike product launches which lose steam and value once the product is out in the market, membership sites become even more valuable as time goes by.

And you can cash out BIG – think 10 to 12 times the revenue your membership site pulls in on a monthly basis!

So, for example, let's say that your membership site pulls in \$1000 a month. As a general rule of thumb, you want to sell your website off for 10 to 12 times its monthly revenue. Meaning that if someone makes you an offer to buy your membership site, you can ask for

anywhere between \$10,000 to \$12,000. Doesn't that sound like a lucrative exit strategy?

I'd recommend that you have more than one membership site on hand so that even if you do get an offer to sell off one of your membership sites, you'll have another which you can continue receiving passive income from.

Types of Membership Sites

With this e-book, we're going to show you how you can start up your monthly membership site. However, monthly membership sites are just one of the many membership site models out there. So why am I choosing to focus on monthly membership sites specifically?

Simply put, monthly membership sites have got more to offer. To prove my point, I'm going to take you through the other popular types of membership sites that there are out there. I'm not going to focus on the topics or niches that you can build your website around as we'll discuss those in the next chapter.

For now, we'll scrutinize and analyze the types of membership sites based on their respective pricing models. And while free membership sites are great for lead generation and 'vanity publishing', paid websites are what you really want to look towards if sustainable passive income is your main goal.

We'll be going over the differences between 4 specific types of paid membership sites - One-Time Payment Membership Sites, Monthly Membership Sites, Fixed Term Membership Sites and Quarterly/Annual Membership Sites.

Without further ado, let's get into it.

One-Time Payment Membership Sites

Firstly, let's talk about One-Time Payment membership sites.

Memberships of this kind are also sometimes known as lifetime memberships. Prospects pay a one-time only fee and then have life-long access to the said membership site and all its content.

Often times, one-time payment memberships are offered for news subscriptions, forums or clubs and societies. In terms of online businesses, these sites sometimes offer resources such as safelists and traffic exchanges.

The lifetime membership can be priced and sold in the range of hundreds of dollars and it offers high 'burst' profits. Due to its expensive pricing, it does not see as many sign ups as monthly or fixed term membership sites.

One of the major flaws of this payment model is that you will have to consistently produce content and service for your subscribers, rain or shine, with hardly any forthcoming profit. When you offer one-time payment memberships, you are stuck with doing extra work for free – you will need to provide customer service indefinitely to your subscribers and you won't be able to collect any extra payment from them.

You will basically have to continue servicing these clients as long as your site is up and that can mean a lot of extra time and effort. So yes, your subscribers paid the one-time fee of \$497, which is a lot to rake in

for just one sign up, but is it worth it having to constantly cater to these customers while getting nothing in return from them after their initial payment?

You will receive no recurring payment and you cannot count on them spending money on your other offers– therefore, your profit per month can be highly erratic and, therefore, unreliable.

Another downfall of this type of membership site is that it is much harder to sell away because it has no recurring value. Unlike Monthly membership sites which offer a profitable exit strategy, one-time payment membership sites have no such strategy in place because a one-time payment membership site doesn't offer much in terms of continued revenue.

Even if there are people who would be interested in purchasing your site, they would probably only do so to get a hold of your database of users, but as there is no direct profit to be made from your site, it's highly unlikely that you will be able to make much from the sale.

Without a profitable exit strategy, it means this baby is going to be yours to molly coddle FOREVER. Being tied to a site like that, which loses its profitability after members pay their initial and only sign-up fee, is not the best way to grow your business online. In my opinion, it's a waste of your valuable time and effort. This is why, I would definitely not recommend this type of membership site.

Quarterly / Annual Membership Sites

The next type of membership site is the Quarterly or Annual Memberships site. This type of membership site offers subscription every 3 months or on a yearly basis meaning that your prospects have to renew and pay for their subscription every quarter or year, depending on which model you choose.

Simply put, this type of membership site will have you raking in money every three or twelve months, instead of every month. That, in itself, isn't as reliable as being paid every month for your efforts.

One of the main downfalls of quarterly or annual membership sites is the fact that the subscription requires your prospects to pay a bulk of money in advance. And annual subscriptions can rest anywhere between \$150 - \$400, depending on your content.

This can, naturally, have your prospects a little hesitant to opt-in. Your membership site might be demanding too high of a commitment from them. They will have concerns; signing up with that amount of money, they're bound to question if it's worth it. Compare this with monthly membership sites, where a month's membership for Software as a Service (or SaaS) usually costs somewhere between \$20- \$80.

Now, there's a huge difference between parting with \$80 and parting with \$400. Even if they technically get more for the latter option, it's just a lot harder to commit \$400 to a membership site.

They will also have higher expectations for the content they receive. This puts added pressure on your shoulders to over-deliver, in the interest of keeping them happy and retaining their membership.

Customers will always want more bang for their buck and if you are having them pay you large sum of money every 3 or 12 months, they will expect even more from you.

Also, similar to the one-time payment model, these types of websites are harder to sell off. While this model does offer recurring profit, the recurring profit isn't as often as monthly membership sites and therefore, isn't seen as being as profitable.

Fixed Term Membership Sites

Now, let's move on to fixed term membership sites. Fixed Term Memberships are based on a limited time frame that ranges anywhere from 3 to even 36 months. Basically, it's a membership that comes with an end or expiry date.

The way this type of membership works, payment can be done either on a monthly basis or a one-time upfront payment, especially if the fixed term is lesser than 24 months. The main difference between this form of membership site and all the rest is that fixed term memberships sites allow you to determine exactly how much time you are committing to this membership site.

Often times, fixed term membership sites are for content-based memberships such as online courses and webinars, which can cover one subtopic every week or month.

These sites tend to have a higher retention rate, especially because the topics in these fixed term membership sites tend to be very detailed and/or skill-based.

Also, because most fixed term memberships follow a pre-determined syllabus, it means that you can prepare all the content way in advance. This means that you won't need to worry about rushing content throughout the fixed term.

The fixed syllabus also allows you to keep members engaged and interested in continuing their membership. Ending each course with a sneak preview of what's to come in the following week allows you to tease and pique your subscribers' interest. This can help create intrigue and ensure that they stay engaged for the following weeks, months or years!

However, all good things come to an end with fixed term membership sites – and this goes for your profit and revenue as well!

The bane of this model is that when the fixed term is up, you won't receive continued income from your prospects. This means you would have to just hope that these prospects take to your other membership sites and online endeavors. And that's only IF they stick with your course that long!

It feels like a bit of a shame to create a fixed term site that caps the profit you can get per prospect – this is where a monthly membership site or otherwise known as a monthly forever site wins out.

Monthly Membership Sites

And last, but definitely not least, we have monthly membership sites, our champion model. This type of membership site is also known as a monthly forever membership site. This model offers you the steadiest stream of passive income compared to all the previous examples.

For monthly membership sites, members will be billed a fixed amount every beginning or end of the month, thus allowing them access to exclusive content. Their membership will be renewed on this monthly basis.

Billing will continue until such a time that the member chooses to cancel his subscription, which he can do at any time. There is no specified end date to the membership, hence the nickname ‘monthly forever’.

One thing that you will need to take note of is that you will have dropouts from your membership site and, to maintain the momentum of passive income that you receive, you will need to find new members to replenish these dropped members. This means that you will need to periodically flex your marketing muscle to find new members.

Why It's Better

Where lifetime memberships fees tend to cost an arm and a leg, monthly memberships are affordable and therefore more appealing to the general masses. Lifetime memberships are often cheaper in the long run but the chunk of money that needs to be paid upfront is often a barrier and monthly membership sites offer a solution to that.

Usually, monthly forever membership sites charge a small monthly fee – think between \$5 to \$30 for content based memberships and slightly more for software based services. Because the monthly fee is so low, it's easy to have a member retention rate of more than 3 months.

This helps to build both stability and predictability when it comes to your website's profits. As you track the number of paying members your site retains every month, you can have a very clear idea of the amount of money that will be added to your account at the beginning of the month.

The choice to have recurring billing and subscription allows you to keep people coming back for more and is a more popular choice for businesses, compared to one-time membership fees. Recurring billing has the potential to drive more revenue than one-time billing as there are no gaps between cycles. So as soon as one cycle (or in this case, one month) is up, the next cycle of payment begins immediately because of the wonders of automatic billing.

While this model can work for content based memberships, it's also a very popular choice for SaaS. If you're running SaaS or (Software as a

Service), you'll find that monthly membership subscriptions will work best. If you have a great SaaS to offer, you can have very long retention rates as your software becomes invaluable to your members. And SaaS memberships can be sold at a much higher price.

Truly, monthly memberships are the best option for the businessman who wants to have real steady passive income. On top of being easy to manage and easily automated, monthly membership sites give you a lot of freedom without the risk.

Of course, your membership site can also offer a few different payment plans. So be very careful when you fix your prices and tiers – we will also discuss this further later on in this book.

How to Choose Hot Membership Topics

In this chapter, we're going to look at how you can choose a profitable membership topic for your site to focus on.

By far, the key to the success of any membership site is the content which you offer. Benefits and features count for naught if your topic and content isn't marketable or in demand.

To make sure your membership doesn't fall short in this regard, it's important to conduct thorough research. Knowing your niche and target market can help you create a membership site which sells itself!

Market Research

As a general rule of thumb, the online marketing arena is primarily dominated by these three umbrella niches – wealth, health and relationships

Having a focused topic which fits in any of these niches is a good way to start your membership site, especially if you are creating one for the first time. You want to make sure that your membership site isn't a mixed bag of too many things.

When you have decided on a specific topic, let's say Affiliate Marketing for example, you also need to check that your topic has an active following.

You can ascertain how active a niche is by monitoring their online activity. You want to see how many people are talking about the niche and you also want to find out if they are also active buyers and subscribers. This is especially important, because you don't want to go into a niche that has a huge following but won't pay for products or information.

And all this research can be done with a simple Facebook search. For example, you can try typing keywords which are related to your chosen niche or topic. In this case, you could try searching 'affiliates' or 'affiliate networks'. If there are a lot of groups which have hundreds or even thousands of members, then it's a good sign.

Look in on an open group to see how active it's members are. When was the last post? How many new posts does the group get on average? Are people talking about the latest products and items that cater to the niche? Do they talk about improving their craft?

If the answer is 'yes' to all of this then congratulations – you've found yourself a niche market that is definitely worth looking into.

Narrowing down topics

Once you've nailed down your niche (which you now know for a fact has a big, active following), it's time for you to look into how you can effectively sell to that market.

Read up on the common questions, dilemmas and problems that your target markets talk about. The best membership sites are the ones which offer solutions to common problems.

You can look up the latest hot topics on online marketplaces as well. This will give you an idea of what sells and what doesn't. Marketplaces like ClickBank and JVZoo are heavily saturated and cover a wide array of niches.

You want to focus on the products which are top sellers. You can usually find them in the main pages of all the marketplaces. Look for items that are of a high rank, especially if they've been voted as Pick of The Day or similar.

Look through the topics and you will be able to discern a pattern – some titles sell and some don't. If you already have an idea of what topic your membership will cover, just double check that similar topics are doing well in these marketplaces.

Types of content

Now that you have a clearer idea about the topic your membership site is based on, you should consider the type of content which you want to offer them. Of course, you should try to keep things diversified – offer them a mix of different formats and mediums to keep things fresh.

PDF Newsletters and Reports are very good offerings for your online membership site. All you really need to create this type of content is Microsoft Word or any word processing program. They don't necessarily take too much time to finish if you're familiar with the topic you're covering.

You can also consider offering MP4 Video Tutorials. They're a great way to increase the perceived value of your membership site. Nowadays with screencast and screen capturing software, making your own videos is super cost effective and can be done within minutes.

PowerPoint or Keynote slides are also great for making information easy to digest. You could even turn your slides into a video presentation. Just create your slides, write your transcript and get a voice over artist to record your transcript for each slide. You can then market your product as a bundle.

As mentioned in the previous chapter, SaaS or Software as a Service is also a great idea for a membership site. It strays away from content based sites and can be very profitable. Software might not be as easy to produce as newsletters and videos, but there's a huge amount of

cash to be made through well-made software. If you have an idea for software but don't have the technical know-how to create it, you can always outsource the job to a developer as well. It might take longer to create and launch a SaaS membership but it's definitely worth it, if you have a great idea for it already.

Of course, there are other types of digital products which you can choose to create – sets of graphics, photo collections, audiobooks, MP3 files and more. The sky's the limit.

But before you get started, do ask yourself which of these types of digital products would appeal more to your prospects. While you might be thinking of creating an e-book, maybe your target market would benefit more from a step-by-step video tutorial

Sought after content

There are some categories of content which have proven to be highly profitable but it really depends on who you are targeting.

“How To” guides and beginner's guides have proven to be a hot sell, regardless of niche or industry. Content that highlights the dos and don'ts of a niche are popular for beginners and intermediates as well.

Another type of content which is heavily sought after is private coaching and advice. One on one or private coaching sessions are a high in demand because it offers exclusive training.

Besides all that, here's a list of some of the most sought after topics nowadays:

- Blogging
- Internet Marketing
- Dating & Relationships
- Personal Development & Self Improvement
- Consulting
- Real Estate
- Public Speaking
- Weight Loss
- Health and Wellness
- Writing

Firstly, you could try creating a membership site which focuses on blogging. Mostly, people who are interested in content about blogging want to know how to make side income off their blog and how to reach more audiences. So that is one topic which you can consider.

Next, you can look at catering to the Internet Marketing niche. Topics like Affiliate marketing, starting your own business and how to make money online are always in demand. There's a lot of content on this

already, but because the game is always changing, there's always room for more content.

If that's not your cup of tea, you can also consider creating a membership site which caters to topics regarding Dating and Relationships. Whether it's a lonely hearts forum or a matchmaking service, you'll be surprised how much people will pay for content in this niche.

Another sort of sought after content is content which deals with Personal Development and Self Improvement. People are always looking to better themselves. There's a huge community of personal development gurus online who make lots of money by helping others improve themselves, so why not you?

A confidant is never unwanted. You could have a membership site which focuses on consulting. Now I know this is really vague, consulting who on what exactly? Honestly, this is so vast that to list out the possibilities would be crazy talk. As an idea, you can look into creating a forum of sorts which offers consultation on whichever topic you are an expert on.

You can also consider having your membership site focus on real estate matters. Let it be a membership site which offers advice to new house owners, interested investors. A lot of people know that buying and investing in property is long, arduous process so they are more than willing to pay for information which can help their investment go smoothly.

Next up on the list of sought after online content is public speaking. Nowadays, this skill is more important than ever. Being able to speak confidently is especially important for businessmen, so a lot of people are interested in learning how to overcome their stage fright and speak without stuttering.

Another hot topic is weight loss. This is a topic that has been so prominent on social media, especially so in the past decade. You can consider creating a membership site which offers monthly diet plans or even supplements.

On a related note, health and wellness is a topic which is very sought after online and across a lot of age groups, too. From workout plans to health articles and instructional yoga videos, there is a lot of content which can be created under this topic.

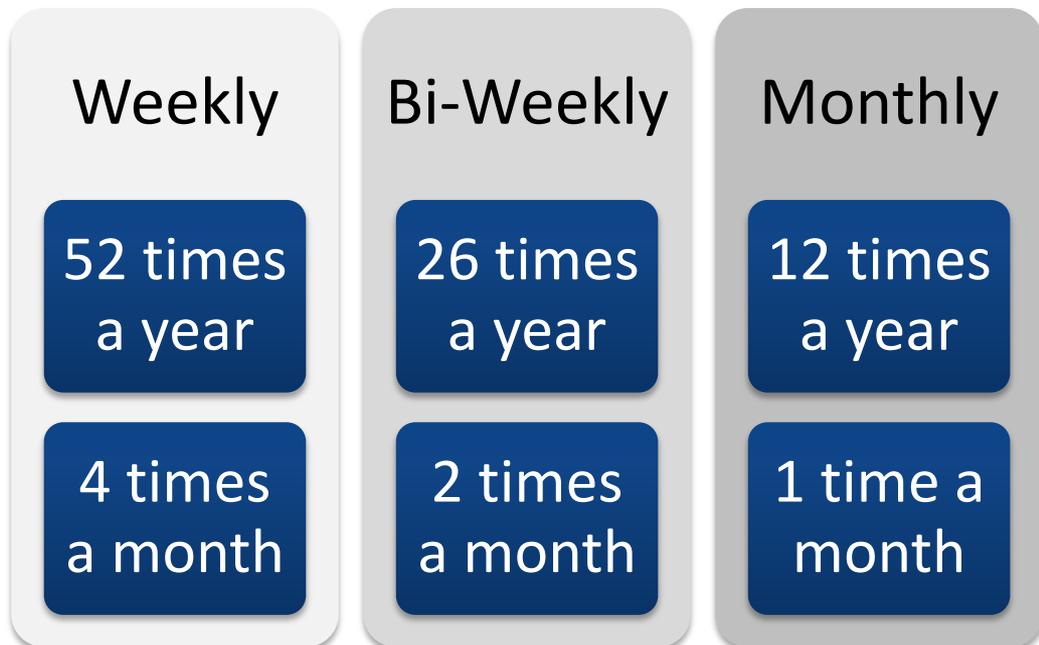
Last but certainly not least, we have writing. Might be surprising, but a lot of people are realizing how important good writing skills are. People in the IM niche for example would pay good money to learn how to write engaging copy for their sales letters.

What I've given you is a list of 10 topics which are constantly in demand. Of course, you do need to choose a topic which you are at least interested in, or else working on your monthly membership site will feel like a huge chore. But if you ever want to create a membership site which gets a lot of sign ups, you can always refer to this list for ideas.

Decide your publishing schedule | weekly, bi-weekly, monthly.

When you are planning your membership site and its content, you need to also decide on how often you will be publishing new content. You should create a fixed schedule, which will be in sync with your autoresponder, so that your members always receive e-mails and updates when your membership site has fresh content and exclusive bonus content.

How often should one publish content is one of the hardest questions to answer. In general, most monthly membership sites publish content on either a weekly, bi-weekly or monthly basis. Let's break it down.



If you were to publish content weekly, that would amount to 52 newsletters or videos a year. That would mean publishing about 4 times a month.

While this does offer your members a lot of content, it might be a bit too much work to be worth it. Also, there is the risk that your members might become irate with hearing from you so often. This of course really depends on the tone and style of your content.

Now, if you were to publish content on a bi-weekly basis, that would come up to only 26 items of content a year. This would mean that you publish new content twice every month.

This is a fairly moderate publishing schedule – publishing something every two weeks is a decent amount. It also gives enough space to your members so they don't feel like they are being hounded. However, some of your members might feel like it isn't enough.

If you were to publish content on a monthly basis, for a monthly membership site that is barely enough to sate your audience. While your monthly newsletter or digital product might be of high quality, your members will read it as them only getting ONE benefit per month out of their membership.

So if you're choosing to publish once a month, then just make sure that the content you are publishing over delivers, in the interest of keeping you members satisfied.

While quality should triumph over quantity, it isn't always the case when it comes to memberships. In the end, however often you choose to set your publishing schedule, the customer satisfaction will depend on the type of content you are offering them and the value that it has to them and their business. So, do remember to think very carefully when planning your content and publishing schedule.

Where To Find Content For Your Membership Site

Now, once you've decided on a plan for your monthly membership site, it's time to get your content up and running. Now, here's the catch – when you create your monthly membership site, you will need to come up with new content every so often, depending on your publishing schedule.

Of course, this doesn't necessarily apply to membership sites which use software as a service. But as a membership which is content-based, the content creation can be an arduous and time-consuming aspect!

It can take a lot of time to create content on such a regular basis – from technical glitches to writer's block (which happens more often than not), there are a bunch of external causes that can delay your content creation efforts. And from passive income, you'll suddenly find yourself being stressed out with having to create content that often.

Luckily, you don't have to create the content all by yourself. There are quite a few options out there which can help you come up with content.

Outsource to freelancers

The first option you have is to outsource the content creation to professional freelancers. Having your content outsourced to a creative professional gives you more time to focus on other things which need your attention.

If you go about this right, you can end up with content which is way above standards, which will in turn keep your members satisfied. And you can get a freelancer to create any kind of content which you need.

Some of the material you might want to look at outsourcing:

- Weekly blog posts
- Articles
- Animated videos and slide presentations
- Voice Over/Video Transcripts
- Visuals & Graphics

Benefits

One of the main benefits of hiring a freelancer is you can up the quality of the content on your membership site. If you aren't a content creation specialist yourself, it's a good idea to get a professional freelancer, who specializes in the content industry. This specialization and their experience with content creation will prove very valuable, as they use their technical know-how and intuition to craft content which

is informative and easy to digest. Working with a freelancer will also give your content a fresher perspective.

Outsourcing to freelancers also allows you to diversify the type of content that you can offer on your membership site – you can play around with formats and topics, work with different mediums.

This experimenting with content types will help you further fine tune what sort of content is most popular with your members. And when you know what your audience prefers, you can tailor your oncoming content to meet those preferences and even potentially exceed their expectations.

When you start outsourcing your content creation, you also get the opportunity to build very strong, valuable business relationships. Content development is all about people and the more you can strengthen relationships with good writers, designers and animators, the better your content will get as time goes by.

Similar to how you need to nurse and network with your list, you get to do the same here with freelancers – which will result in them being equally passionate about your membership site, which will lead them to creating content that is resonant and interesting. Also, you'll have a strong network which you can constantly reach for future projects.

Working with Freelancers

When working with freelancers and outsourcing your work, you need to take extra precaution when passing on instructions and/or briefs to your writers and designers.

To create amazing content for your members, your brief needs to strike a balance between being comprehensive and concise. Be sure to be specific with regards to the content topic and also try your best to make sure the content fits in well with the rest of your membership site's tone and style.

Also, remember that you want to work with skilled, professional writers – not the group of self-proclaimed “writers”. When you visit outsourcing sites such as Fiver, Elance and Upworkk, which is a great hub of creative professionals, you want to be sure to do significant research before outsourcing your content creation.

When it comes to freelancers, try not to be blinded by the cheapest rates. Cheap rates can sometimes translate to cheap content. You can and should still search for valuable rates – you just need to do a bit of research before hiring a freelance content creator. Be sure to go through their profile of previous works. Contact them for samples if you have to; you want to make sure you find a content creator who suits the type of content you need for your membership site.

Purchase rights to existing content

Another option that you have is PLR products.

PLR stands for Private Label Rights. Once purchased, PLR products can be legally manipulated, published and re-sold as your own. That is to say, that when you purchase PLR content, you own all or most of the intellectual property rights to the said work.

Usually, you can claim full authorship to a PLR product and you can make as many edits to these products as you see fit. The rights which you gain from PLR products vary from product to product. Most websites that sell PLR content will provide a list of rights which come along with the purchase of each individual PLR product.

They don't even cost very much to purchase – you can find e-books for under \$5 and articles for less than a dollar! However, you should always double check the quality of the PLR products you purchase. You want to find PLR content which is of a certain standard and quality.

Also, be ready to do some heavy editing and formatting – PLR content is a base which you will need to build on, because, as-is, the content just doesn't have enough value for your membership site.

Adding Value to PLR Content

While you can use ready-made PLR products as content for your membership site as-is, I would advise against it because PLR content is usually very bare and have a low perceived value. What you need is some editing and embellishing to ensure that the content that gets shared on your monthly membership site meets expectations.

At the end of your edits, your content should look and feel like a top-notch, one of a kind, original content! As you edit and breathe new life into the purchased PLR content, the value of the product increases.

A lot of people use PLR content as well, so you want to make sure that your content looks and sounds fresh. Who knows how many other websites have purchased and published the exact same PLR article? What a nightmare it would be for your members who are paying to be in an exclusive membership site but are instead receiving less than exclusive content in return!

You'll also find that most PLR products are relatively skeletal, with little to no formatting or design. It's kept very black and white so that it can be customized. For this reason, it's best that you consider editing a few headlines, inserting one or two visuals or even add a whole new section – all this is in the interest of adding more value to your content.

You can also look into curating content from more than just one PLR source –purchase 2 or 3 PLR articles on your chosen topic instead of one. Then, mix and match and create a hybrid product which is 2 to 3 times more comprehensive.

Find Contributors

Finding contributors is the third method which you can use for finding content for your membership site. Third party contributors are people whom you invite to write periodically on your website. Unlike freelancers, these contributors aren't hired or paid by monetary means.

While third party or guest contributors are a great way to get some extra content on your membership site, it's not a viable means of constant content. This basically means that contributors cannot and should not be used to create the bulk of your content.

It's a great way to boost the quality of your content and shake things up, so that your members don't only hear your singular opinion on things. However, you should look to control the amount of contributed articles that you fit into your publishing schedule.

Getting a contributor on board

A good contributor is often someone who is involved with your membership site's niche and who has a somewhat recognized standing within the circle.

Usually, you will need to go out and find contributors yourself, so when you start work on your membership site's syllabus, you want to also start thinking of people whom you can consider as third party contributors. This is also why it is so important to network and go to

industry events – it's much easier getting someone on board as a contributor when they know who you are and what you do.

As for payment, 9 times out of 10, contributors would be more than willing to contribute an article or two on your membership site for no fee at all, especially if your membership site has already gained some traction. This is because these contributors would like to reach your audience, in the hopes of gaining publicity and doing some extra marketing.

So as long as you can guarantee them a bio or about me section and a link to their website or landing page, they should take you up on the offer. This is something which can be negotiated so there isn't a hard and fast rule to this.

While you can have any numbers of third party or guest contributors, you might want to also look into recruiting core contributors; these would be regular contributors who can pour content into your membership site. This is a great way to get quality content on a fixed basis.

Managing Contributors and Content

To assist in managing your contributors and flow of content, it's a good idea to consider having very clear content guidelines – this is to ensure that the standard of content is kept above par.

Primarily, you should identify guidelines pertaining length (or lack thereof), formatting guidelines, due dates, what topics should be covered and who the article is targeted at. As long as you can cover these basics, your contributors will have a clearer direction when they come up with content for your membership site. Consider also having all these guidelines placed on a guest contributor page, as a constant friendly reminder.

It's important to note that, while you should by no means babysit your contributors, you do need to be objective when it comes to editing content. You'll find that most contributors will be more than happy to have you proofread and tidy up their content.

To ensure that everyone is on the same page, always run by any changes and drafts sent in. Commit to letting your contributors approve the final draft if you have made any major amendments to their content. That way you are showing respect for their work while still ensuring the quality of content is up to your standards.

How To Price Your Membership Site

Pricing the membership site can cause a bit of a headache, especially for newbies in the Internet business. In truth, knowing how to price your membership plans is something which you only get better at with experience

In this chapter, I am going to lead you through several factors that will affect how you price your membership site. Setting up the right price for your membership site is not something to be taken lightly. The price can neither be too expensive nor too cheap.

Other than discussing the factors that will affect the pricing for the membership site, I will also show you how to improve the price of your membership site – but we'll get to this later in the chapter.

This is especially useful for some of you who have already owned a membership site for quite some time – this will help you get more out of your site.

The Price Factors

There are many factors that can affect how you price your membership site. I won't talk about all of them, but here are the four main factors that you can take into account when you are deciding on a suitable price.

- Return on Investment (ROI)
- The Decoy Effect
- Price vs. Worth
- Prices of your competitors

These are the factors that you need to consider before setting up the price. They are closely related to the behavior of your consumers and target market.

When you are able to understand these factors, you will then be able to know how to price your membership site.

Return On Investment (ROI)

This is the first important factor that will affect your decision.

Considering the ROI of your membership site is of utmost importance when it comes to deciding on the price of your membership site

You can start calculating the ROI of your membership site even before you start setting up the membership site. Calculate this when you are drafting the business plan, so that you will have a rough idea on how to price the membership site.

ROI is determined when the business owner calculates the benefit to the investor resulting from an investment of some resource. For membership sites, it means how much your membership site will benefit the subscribers if they purchase with the price you've set. If the

benefit that is brought to them higher than the price they pay, they are more likely to take the offer.

Therefore, the higher the ROI, the higher the price of your membership site should be. This is why ROI should be considered when you want to price your membership fees.

The Decoy Effect

Now, let's move on to the decoy effect. The decoy effect will occur when there is a third option.

To give you a better picture of the decoy effect, I want you to imagine this scenario:

There are 2 prices for membership site. The first one is \$27 a month, and the second option is \$199 a year. With just these two options, it might make it hard for your prospects to decide which payment plan to opt for.

But what if there is a third option of three hundred and ninety seven dollars for two years?

The third option will make a huge impact on your visitors. If there is a third option of \$397, you are more likely to pick on the second option which is \$199 a year. This is because the third option is only marginally cheaper compared to option one but is so much more expensive than

the second option. This highlights the value of the second option and this is how the decoy effect works.

The decoy effect reflects that the tendency of people to change their preference of choice between two options in the cases when an extra similar option, or asymmetrically dominated option, is introduced.

This technique is commonly used in the marketing, by setting up a more expensive decoy service in the market. So, what you can do when you are considering how to price for your membership plans is to offer three separate payment plans with different prices, with one of them being a decoy. This will help your prospects make the best decision, which will be profitable for you as well.

Price vs. Value

“Price your product with the right number.” Remember this sentence always. When you have the right price tag on your product, it can turn your offer into a no-brainer must grab offer, almost instantly.

You may be wondering how you can measure the right number or price for your product. When you are considering the prices for your membership site, put yourself into the shoes of your potential subscribers and think like how a consumer would think.

Is this product worth the price I pay? This is definitely one of the questions they will ask. This leads back to the ROI of your product

again. The price of your membership site should depend on the worth of your product.

Consumers make decision based on this factor. ROI and this factor are sort of linked together. If the benefit of your product is worth more than what they pay for, they will buy the product or, in this case, they will sign up with your membership site.

Price Comparison Vs. Your Competitors

Last but not least, you want to conduct research on the price set by your competitors. Understanding your competition is the key to success when it comes to businesses. Regardless of what kind of business, understanding the competition and market is vital.

To truly understand the strengths and weaknesses of your own business, you must understand your competition. So, through researching on your competitors, you can improve and enhance your business.

Search engines have made this easier for you, simply search for the keywords of your business in search engine, and you will get what you want.

Research the prices your competitors offer for membership sites and from there you can get a rough idea on what prices you can offer your memberships for, too.

Apart that, you can also consider joining other people's membership site to gain exposure as well. This allows you to gain exposure and network with people in your niche as well, which can be very helpful for newbies.

After you've joined the membership site, you will have the opportunity to evaluate and understand how other people manage and maintain their membership site and what a certain priced memberships offer its subscribers.

How To Sell More

Now, you already know the factors that will affect how you price your membership site. Those factors are only applicable for new membership sites so what about the membership sites that are already in existence?

If your membership site has been around for a long time, you might feel that the price of your membership plans is already stagnant and outdated. Do not worry, I will show you three techniques to improve the price for your membership site.

Adjusting the price of your membership site to a higher price once in a while is necessary because your membership site becomes more valuable as you pour content into it and grow your database of members.

These techniques are:

- Have a limited time offer
- Precision effect
- Split test

They can be used together or separately, depending on how you want to play your cards.

Limited Time Offer

When you have a membership site for long enough, one thing that you will realize is that the worth of your membership site is now a lot more than what it was when you first started it.

The price seems to be stagnant, but the content of the membership site is still increasing.

When this happens, this is the time where you will need to increase the price for your membership site. You do not want the new subscribers with better content to still pay a low price to join your membership site – the abundance of content your site increases your site's value.

You can use the first technique in this case, which is offering a new limited time offer in your sales page.

You will announce the increase of price for the membership site, so whoever subscribes before the raise gets to stay with the initial, lower

price. However, whoever subscribes after the promotion will have to pay the new, higher price to join the membership site.

This way, you can increase the price for the membership site and at the same time get a few extra members on board for no additional cost. Whoever registers after the limited time offer will be billed with the new increased membership price.

Scarcity

Scarcity is one of the most powerful mental triggers where you put limitations in your launch. What a scarcity factor does is it creates an invisible 'force' to shorten their time in making a decision about your product. This is a strong call-to-action.

When you limit the number of your items, they will have lesser time to think. There has to be some negative consequences if they don't take the offer quickly. You have nothing to lose in this case. So, do not be afraid to use this technique.

The theory why this technique works is really simple, "When there is less of something, we want it more". It is this simple. Try this technique now and see how this brings your business up to a completely different level.

If you are familiar with HTML, you can make a counter to countdown the number of your items, too!

Split Test

The last technique that I am going to show to is the split test, which is also sometimes known as AB test. You can conduct split tests to experiment on the price of your membership site.

A split test is defined as a method of conducting controlled, randomized experiments with the goal of improving a website's metric.

To conduct split testing, you need to prepare two or more sales pages for your membership site. Obviously, the prices for each sales page will be different for the purpose of testing out which price the visitors prefer the more.

Once you've set up the sales pages, you will then split your list into two or more (depending on how many sales pages you've created). You will send them different links to the different sales pages to test out the prices.

Please take note that you will need to split them up and also remember which group goes to which sales page. You do not want them to see the other page with a lower or higher price as they may feel like they are being cheated.

You might want to record your findings so that you can review the prices for future reference as well. The ultimate goal of split testing is to test out the factors that affect how your subscribers react to your offer and price is one of the most important factors which determine whether someone signs up with your membership site.

Once you know the behavior of your target audience and their preferences, you will know how to price your next membership site.

How To Set Up Your Membership Site

Setting up your own membership site may be one the hardest parts for newbies in Internet business. This is because the process of setting up a membership site is pretty complicated to someone who isn't familiar with the ins and outs of website creation.

If you are not a tech savvy person, you may find this to be almost as hard as rocket science!. In addition, the process in setting up a free membership site and paid membership site are slightly different as well.

However, with the growth of Internet business especially in the recent decade, there are now many tools available online that can make the seemingly complicated task much easier.

In this chapter, I will show you how to set up a membership site as simple as possible - no rocket science involved!

What You'll Need

First and foremost, let's start with preparing the tools that you will need to set up your membership site before we get into the core of this chapter.

#1: Content Management System (CMS)

This is definitely the first tool that you will need. CMS is a computer application that allows publishing, editing and modifying content as well as organizing, deleting and maintenance from a central interface. WordPress is a popular example of CMS which I would recommend using.

#2: Payment Method

You need to create a buy button for the subscription to your membership site. Once you have created the buy button, copy the code and paste it to your website builder or HTML editor. Look for Clickbank, JVZoo or PayPal to assist you with the payment processing.

#3: AutoResponder

Lastly, you will also need an autoresponder. An autoresponder helps you to manage your mailing list, including the members who will be joining your membership site.

An autoresponder can definitely ease your work when it comes to mailing out offers and sending out follow-up emails. Aweber and GetResponse are two examples of autoresponders which are very popular with online businesses.

I will talk about this further later on in this chapter.

WordPress

WordPress is the most popular CMS that is powering millions of websites today. WordPress quickly evolved from being just a blogging platform into a highly recommended CMS that is capable of running highly complex and high traffic sites.

For your information, WordPress is growing and evolving every second. Statistics show that WordPress has been downloaded more than 46 million times from the day it first launched. And the number continues to increase even as you read this.

If everyone is using WordPress to host their membership site now, you are not going to be an exception who is left out of the group.

Why WordPress

#1: Extremely Easy to Use

WordPress is designed to be extremely easy to use, and yet provides highly professional service to build your site. With WordPress, you need not be an expert in writing HTML code; all you need to do is copy, paste, and drag.

WordPress does it all for you.

#2: No Cost Needed to Download the Platform

The best part of using WordPress is you do not need to pay a single cent to use it; no cost is needed to download the platform. WordPress is available for both Mac and Windows versions. So, whether you are a Mac or Windows user, you can install WordPress in your laptop without restrictions.

#3: Full Control to Build Up Any Kind of Website

With the fast installation process, setting up WordPress for the first time is simple. In addition, you will have almost full control to build up any kinds of website with WordPress. Here's what you can do with WordPress:

- Arcade
- Blog
- Gallery
- Shopping Store
- Membership Site

Of course, the list goes on and these are just some popular options.

#4: Extended Plugins and Themes

Apart from that, there are numbers of extended plugins and themes available in WordPress. With the different themes, you do not need to worry about your membership site looking the same as everyone else's.

In addition, there are plugins that can enhance your membership site. For instance, Yoast SEO plugin and WishList Members plugin.

#5: SEO Friendly

With the help of plugins that are compatible with WordPress, you can improve the SEO of your site. Meaning to say that WordPress is SEO friendly.

Once you have the SEO plugin downloaded in your WordPress, you will have an indicator for SEO on top of your WordPress dashboard. When you article or site fulfills the criteria for SEO, the indicator will turn green. This way, you will know how to tweak your site to fulfill SEO requirements.

#6: Safe and Secure

Last but not least, it is safe and secure to run any kinds of website. WordPress is developed with security in mind. They have a system to monitor the security threats in your account. With the system built in WordPress, your contents can be secured.

However, the Internet world is always unpredictable and constantly evolving. There are intruders out there who want to get their hands onto other people's websites but as long as you're careful with passwords and login details and have malware detection, you should be fine.

WishList Members

WishList Members is one of the plugins in WordPress that I would like to introduce here in this chapter. WishList simplify the complicated process of creating a membership site; you can get your membership site running in minutes with WishList.

Besides simplifying the process, it is a plugin that protects your premium content within a membership structure as well! You can have unlimited membership levels in just one membership site. I will explain about the levels of membership sites later on.

Why WishList Members

#1: Easy to Learn and Use

It is extremely easy to learn and use WishList. Download, unzip, and upload it to your WordPress and you are done with the installation. It doesn't matter whether you are building a new site or already have an existing site - you can turn your website into a membership site instantly.

#2: Low Cost

It is always worth investing in great plugin and services. WishList is a low cost plugin that provides professional services. In addition, they offer a 30 days risk free guarantee to the buyers.

You can get all your money back if you do not wish to continue using their service within the 30 days. Get your WishList plugin today and see how amazing this powerful plugin is at alleviating the common stresses of running a membership site.

#3: Great Customer Support

WishList provides unlimited support for the price you paid. This means that whenever you need customer support they are always just a click away. Contact them and they are able to provide you great customer support all the time.

#4: Offer Multi-level Access to Your Members

Earlier in this chapter, I mentioned that you can offer of multi-level access to your members. WishList Members enables you to create multiple levels of access all within one site - you do not need to create multiple membership sites to offer different contents to different members. You can charge an amount suitable for those higher-level content distributions, within one membership site.

How To Use WishList Plugin

The WishList plugin is simple and direct. You do not need to know how to do coding or programming, WishList plugin does it all for you.

What you need to do is buy the license, download your copy, unzip the files, upload them to your WordPress, and lastly, activate the plugin in your WordPress. That's all there is to it.

Once you're done with the installation, go to the dashboard of the plugin and set up the basic configurations for your membership site.

You can set up the membership levels like basic, pro, and deluxe to charge different prices. You can find the membership options when you are configuring your WishList plugin.

You can set up only one level for starters. But if you wish to have a few membership levels and charge a higher price with the deluxe package, you can select the options here as well.

WishList has flexible membership options. You can customize the type of membership you want to offer, such as 'free', 'trial', 'paid', or any combination of all three.

For instance, you want to offer them a 7-day trial with \$1. And then, after the trial ends, they have the option to continue subscribe to your paid membership site.

Other than that, you can set up the sequential upgrade for the members as well. For instance, you offer them three payment plans, basic, pro, and deluxe.

They signed up for the basic for the first time and then they decide to upgrade to another level. WishList will help set this up for you, too! All you need to do is set up the options in advance.

Payment Methods

After you're done with the CMS and plugin set up, the next thing you will need to prepare is the payment methods. You need to create a buy button or subscription button for prospects to opt-in to your membership site.

Here are some places where you can upload the membership site and create a buy button:

- ClickBank
- JVZoo
- PayPal

PayPal is the easiest method to create your own buy button, and it is free to create your own PayPal account! But if you already use ClickBank or JVZoo in the business, you can create the buy button through them as well.

AutoResponder

Moving on, creating an AutoResponder account is essential too.

AutoResponder helps you to manage your members. Without AutoResponder, managing your members would be difficult especially if you have a large pool of members.

Once you have your own account, upload the members to your AutoResponder. This way, whenever you need to mail out new offers or newsletters to your members, you can set a broadcast in your AutoResponder.

With a function to schedule the time to mail out to your members, you can upload your emails in advance and have them automatically sent out as per the pre-scheduled time.

I would recommend you create an account in Aweber or GetResponse. Both of these are reliable autoresponders which offer professional service at very low costs.

How To Get Massive Traffic To Your Membership Site

Regardless of what kind of Internet business you are running, traffic is one of the most important factors that affect your revenue. No matter how great your membership site is, you always need traffic to make it worthwhile.

So, first thing after you have your membership site set up is to generate traffic to the membership site. In this chapter, I am going to show you 2 methods which can help you generate massive traffic.

Let's get down to the core of the chapter now.

Affiliate Program

The first method that I am going to show you is the affiliate program. Affiliate program is a program where you will offer a commission to affiliates who successfully promote your membership site.

Whenever someone subscribes to your membership site through their affiliate link, they will be paid a commission for the work that they've done.

This is a performance-based marketing strategy. If they do not make any sales through their promotions, your affiliates earn nothing. You do not need to pay to 'hire' them to work for you. You only pay them if

they get results, which makes this marketing method very worthwhile. As long as you can offer attractive commission rates and benefits, affiliates will join your affiliate program.

Example

A visitor subscribe to your membership site



Through an affiliate link



Commission is given to the affiliate

For you to have a better understanding on how exactly an affiliate program works, see this example above.

When a visitor subscribes to your membership site, and it is through their unique affiliate link, commission will be given to the affiliate.

For your information, when the affiliate signs up for your affiliate program, they will be given a link that is unique for that particular affiliate. This way, you can track which affiliates have made sales and pay the commission accordingly.

Getting Affiliates

In order to get affiliates to join your affiliate program, you need to make yourself more visible in the Internet marketers' groups. First, join and participate in these related Facebook groups.

Facebook has made the connecting with affiliate marketers much easier. Some might be closed groups, but once you have the permission to get in the group, start talking to the people there.

Look for a group that is involved in similar niches, so you will have more targeted group.

If you have been in the Internet business for some time now, you may meet some familiar people in the group. However, you can always approach new potential affiliates as well. As an Internet marketer, you must always expand your network so that you can increase the number of business opportunities available to you.

A small tip here; other than making yourself visible in the group, it's important that you reciprocate in product launches.

You need to return the favor and do the same for those who help in promoting your launches. This way, it gives you the opportunity to build up a long term relationship with them.

Having a long term relationship with other Internet marketers is vital. You will never know what kind of opportunities they will bring to expand your business. So, remember to always reciprocate in other people's product launch.

Affiliate Commission Scheme

Once you have a connection with affiliate marketers, what's next? Well, next thing you may be wondering about is the reward that you should give to the affiliates that have succeeded in promoting your membership site.

There is no hard and fast rule for setting these numbers, but here is the commission scheme that is used by most internet marketers:

- \$17 - \$27: 60% - 75% commission
- \$37 and above: 50% commission

Pricing and commission rates for your membership plan is slightly different from a product launch, because monthly memberships give you recurring income.

For a membership fee that costs anywhere between \$17 to \$27, you can afford to pay affiliates 60% to 75% commission. If you were to promote a membership site with a \$17 members fee, and only get 50% commission in return, it would make you feel that isn't worth your effort to promote.

You will only get \$8.50 in return; suddenly you don't feel like promoting this anymore and you don't want your affiliates to feel this way. So, offer at least 60% commission for a membership site within this price range. As for anything that is \$37 and above, you can offer 50% commission.

This is so important that I must mention about this one more time. There is no fixed rule on how to set the commission scheme; you can always change the number accordingly. This is just a reference for you to start with.

How To Invite Affiliates

Once you have decided on the affiliate commission scheme, pulling off a successful affiliate invitation is the next thing you will need to do. To invite affiliates to join your affiliate program, you must remember the WIIFM – What’s In It For Me.

In your affiliate invitation page, you must be able to show them the What’s in it for me. ***Offering high commissions*** is definitely a big factor that will attract affiliates to join your affiliate program.

This will be the first thing an affiliate looks for in the invitation page. Only if the commission scheme attracts them will they then move on to perusing the other benefits of joining your affiliate program.

You can also ***hold an affiliate contest*** . Those who make the most sales will be rewarded for their hard work. For instance, top three marketers that can make a minimum of 100 sales will be rewarded in terms of cash, prizes, or both.

Apart from these, ***helping other marketers in their launches*** is a good method to invite affiliates as well. When you offer to help first in promoting their launch, it is easier to ask for a favor back from them.

Setting Up Your Affiliate Page

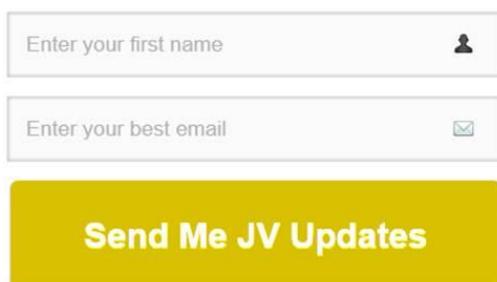
There is a need to create an affiliate page for them to sign up to your affiliate program. The affiliate page, at the same time, will show them the benefits of joining your affiliate program.

Basically, an affiliate page is like a 'sales page' for affiliates. If they are attracted to your offer, then they will 'purchase' your product. This way, you can keep track on the sales and provide them the necessary promotional tools for them.

Like I said, the first thing that they will be seeing in your affiliate page is the benefits and commission rate in your affiliate program. If you have any affiliate contest, it will be showing in this page as well.

And then, they will need to fill in the **registration form** to join your affiliate program. I will show you the example of how a registration form should be like.

Subscribe For Contest and JV Updates



The image shows a registration form with two input fields and a submit button. The first field is labeled 'Enter your first name' and has a person icon on the right. The second field is labeled 'Enter your best email' and has an envelope icon on the right. Below these fields is a large yellow button with the text 'Send Me JV Updates' in white.

Copy for Registration Page

This is how you can create your registration form. Simple and direct. All you need is to collect their first name and email address.

Need not to collect other information like gender, or birthdate. Most of affiliate marketers have tight schedules every day so they do not have the time to fill in so much information. If you ask for too many details, it can be a big turn off for them as well.

Other than the registration form, you will need to prepare the ***promotional tools*** for them to promote your membership site. The promotional tools include:

- Swipe promotion emails **x3**
- Banners
- Graphics
- Videos (if needed)

Other Methods To Generate Traffic

Depending on only one method to promote your membership site is not enough to generate massive revenue in the Internet business. Today, you will need more than one method to sustain and prolong the life span of your membership site. Traffic is the key to success here.

Other than conducting your own affiliate program, another method to get massive traffic to your membership site is through media buying. The affiliate program is a free method to get organic traffic from other

Internet marketers. In contrast, media buying sometimes requires you to pay for traffic.

In media buying, you will pay a portion to get your membership site promoted by other Internet marketers. For instance, buying email solo ads and ad swapping with other Internet marketers.

There are many ways to get involved with media buying, but I am going to talk about email solo ads and ad swapping in this chapter, because both of the methods are closely related to each other and they're very effective.

Email Solo Ads

In this method, you will pay to have your own promotional emails sent to another person's list. You pay, you get traffic. This is the whole concept of buying email solo ads.

Without doubt, this will be the fastest and easiest way to reach out to massive numbers of audience.

What should be included in the promotional emails that you are going to mail out to your new audience? There's a lot but most importantly you need to insert a link to your squeeze page.

Here is an example of promotional email for your solo ad:

SOLO AD EXAMPLE

Hey **[[firstname]]**,

If you are _____ and _____ then you owe it to yourself to see this:

⇒ [\[\[LINK GOES HERE\]\]](#)

Here is how to _____.

Click here to find out now:

⇒ [\[\[LINK GOES HERE\]\]](#)

YOUR NAME

P.S. You can get in now at absolutely no-cost. Here it is again:

⇒ [\[\[LINK GOES HERE\]\]](#)

And then, the Internet marketer that you struck a deal with will mail out your offer to his or her list. Through the link in your email, the subscribers that are interested in your offer will then sign up for your membership site. Through this method, you can reach out to the untapped audience instantly and grow your membership site's database of users.

Why Email Solo Ads

#1: Inexpensive

Email solo ad can with different prices, depending on the size of the list and the number of clicks that the Internet marketer promises to send to your site.

You will need to track the number of clicks that are sent to your membership site, because you need to know your numbers! It is based off these numbers that you will pay the internet marketer.

Normally, the ideal price per click will be between \$0.20 to \$0.40, the maximum price would be \$0.50 per click. Anything that is more than \$0.50 is not worth the price. You can always find another vendor for email solo ads.

For starters, you can start with buying 200 clicks from the vendor. Meaning to say, the maximum amount for buying solo email ads would be \$100, for starters.

#2: Quick Way to Generate Traffic

Like I said, buying email solo ads, without doubt, is the quickest way to generate traffic to your page. Without needing to generate the traffic by yourself, you can pay and get traffic to your site effectively.

This would be more effective than spending too much time in generating traffic, you can spare the time for other important tasks.

#3: Stepping Stone to Ad Swap

I've mentioned that you will link the visitors to your squeeze page before you lead them to the sales page of your membership site, you may be wondering why not send them straight to the sales page.

This is because when you lead them to the squeeze page, you will be able to collect their email addresses first. This way, you can grow your leads as well as your membership site! This would be win-win situation for you.

As an Internet marketer, your largest asset would be your mailing list. Once you have more subscribers in your list, you can then sell your email solo ads and do the ad swapping with other Internet marketers.

That being said, buying email solo ads is definitely the stepping stone to better ad swapping.

Ad Swaps

In ad swap, you will swap your promotional emails with another online marketer. And then, you will be mailing out the other marketer's offer to your subscribers, while the other marketer will mail out your promotional offer to his subscribers.

This is what ad swaps is all about. Ad swap is slightly different from buying email solo ads. Instead of paying cash to the other Internet marketer, you will 'pay' them with your mailing list in ad swaps.

Why Ad Swaps

#1: Gain New Visitors

Through ad swapping with other marketers, you will be able to gain

new visitors to your site. Regardless whether they will subscribe to your membership site or not, you will get to grow your mailing list.

This is why you should always lead them to your squeeze page first.

This way, you can still send out the follow up emails to convince them to join your membership site.

#2: Reaching Untapped Target Audience

You can reach out to the untapped target audience that you couldn't reach all this while. An Internet user does not subscribe only to one newsletter. If they are interested to your offer, they can and will subscribe to yours as well.

For you information, the percentage of receiving less than 5 promotional emails per day is 46%; and 14% for those who received more than 20 promotional emails per day.

The result showed that people actually subscribed to at least 3 newsletters nowadays.

#3: Double Subscribers

You can double the subscribers to your list with this method. Without putting in extra effort to generate extra traffic to your membership site, by ad swapping with other Internet marketers both of you will be benefited. Who would say no to this win-win deal?

Tips

Here are some tips for you in media buying. Even though media buying can be effective to generate massive traffic, there are some things that you need to put into consideration as well.

Similar Niche

First, search within the similar niche. The audience in different niches may have different behaviors depending on what kind of niche they are in. For instance, the personal development and Internet marketing niche would have subscribers who have completely different behavioral traits and interests.

Because of this, the offers in personal development may not be attractive to those involved in internet marketing.

Similar Amount of Subscribers (Ad Swaps)

When you are doing ad swaps, one thing that you will need to pay attention to is the amount of subscribers you want to target. Find Internet marketers who have a similar amount of subscribers with your list. Imagine that if you have five hundred subscribers, while the other marketer only has three hundred subscribers, it doesn't make sense to trade for ad swaps with someone who can't match your needs.

Attractive Subject Line For Emails

When it comes to writing your promotional emails, you must have an attractive subject line for your emails. One thing that is going to decide whether your email will be trashed un-opened or be opened, read, and taken action on is on the subject line of your email.

You need to have a subject line that triggers curiosity, and yet relates to the content of your email. If you do not fulfill this, chances that your email sent to the spam will be higher.

Tracking Clicks

Last but not least, like I said, tracking the number of clicks is important. Whether you are the one who is sending traffic or receiving traffic, always keep track of the numbers.

How To Generate Extra Income Stream From Your Membership Site

A membership site is an amazing online business that enables you to earn your passive income, because it is a recurring payment where your members will pay you on a monthly basis.

In this chapter, I am going to show you how to generate extra income stream from your membership site. This is another exciting part where you can increase the revenue from your membership site without the need to generate extra traffic or trying hard to get more members.

Without further delay, let's get started!

Membership Level

The first method that generates extra income for your membership site is by implementing the membership level. In this method, you will have one or two more levels, such as basic, pro, and deluxe level.

Obviously, the price is higher for each upgrade. According to research, people are willing to pay for online content, because the pay-for contents are much more effective than the free content.

Therefore, you can actually sell your membership site in different prices and charge higher depending on the kind of content you are offering.

The higher the level of your membership site, the more exclusive the contents should be. This is why they are willing to pay more for the upgraded version.

Banner Ads

Apart from setting up several membership levels, you can sell advertising spaces on your website for products related to your theme. Insert spaces to fit in the banner ads on your website.

You won't make a profit from the sale but you will get paid for advertising the product. Meaning to say, this is not an affiliate program, you will only get paid once for putting up the banner ads.

Of course, you can use the spaces to promote your own product, as well as other people's products. These can be real world products or e-books, reports, or how-to instructions.

The advertisements for these products are on your website. When members click on the ads, you are paid for a lead or a percentage of the sale.

Email Marketing

The third method to earn extra income is by mailing out new offers to your members. Email marketing has been used by marketers in the

past decades, and statistics showed that emails are 40 times more successful at acquiring new clients than either Facebook or Twitter.

So, why not use this opportunity when you already have all the mailing addresses that you need when they subscribed to your membership site?

Regardless to promote your own product as vendor, or other people's product as an affiliate, email marketing is a time-tested technique that has proven to work better than any other social media platform.

Sell the Membership Site

Here we come to the final method, which is selling away the membership site. This is the method that will bring the largest amount of income to you, but one thing for sure is you will lose your passive income stream.

However, you can always make up by having more than just one membership site.

Once you have a certain amount of regular members, you can actually consider selling away the site for a big payday. For the same reason people sell away properties in the real estate business, this is called the capital appreciation.

You can cash in big without doing a product launch. Sell away a membership site is easier than launching a brand new product.

The price of the membership site depends on the amount of the members you have. It can easily reach 10 to 12 times the monthly income if you have a massive amount of members.

For instance, if your membership site is doing \$1000 a month, you can ask for \$10,000 to \$12,000 when selling it away.

Before selling away your membership site, you need to plan on how to transfer the details to your client. The things that you need to transfer to the new owners are:

- Domain Name
- Web Hosting
- Billing Account
- Member Database

#1: Domain Name

With the improvement of the domain name servers online nowadays, transferring domain name to the clients is easier than before. To transfer the domain to another registrar, you need to first verify that your administrative contact information is valid.

Once you know that it is applicable, you need to cancel your Protected Registration or Private Registration for your domain name. Next, unlock the domain name.

And then, you need to authorize the transfer in your account with the new registrar. Once the client accepts the transfer, you are done with this.

The domain name server will then notify you with a confirmation email. The process may vary in different domain name servers, such as NameCheap and GoDaddy. So, be sure to check out the guideline first.

#2: Web Hosting

Moving on, switching a web hosting can be a complicated process. So, this will be the last resort in transferring the web hosting.

You can simplify the whole process by using a shared hosting plan, in which the server provider serves pages for multiple websites; each will have its own Internet domain name, from a single web server, therefore making it easier to transfer to your client.

If the membership site is the only thing in the hosting account, I suggest that you give the username and password to your client. This would make the transferring task easier as well.

Here we come to the last resort, which you will alternatively transfer from your own virtual private server to client's hosting. Kindly seek for the guideline to carry out this process, as different host may have different processes in switching the host.

#3: Billing Account

Transferring billing account is easier; all you need to do is give access to the new owner to the membership site administrative page. Have them relink the billing permissions to his account.

This is applicable for both ClickBank and JVZoo. For both of these market places, all you need to do is change the payment address. That is all there is to it. And then, you are done with the transferring of the billing account.

One thing to take note on this is never use a direct PayPal button for your membership site because there will be less leverage than to create a buy button through ClickBank or JVZoo. The process to transfer your billing account to a new owner is much complicated if you use a PayPal button.

If you do not plan to sell away the membership site, PayPal would be the easiest way to create the subscription button.

#4: Member Database

The final thing that you need to transfer to your client is the member database in your membership site. There are 2 ways depending on which way you use to store and manage your members:

- AutoResponder
- Scripting

If you are using AutoResponder to manage your members, import the leads over to your client's AutoResponder. From there on, he can manage the members from his own AutoResponder.

If your lead is built in using a script, such as WishList, your client can use it to mail out right away. What he needs to do is reconfigure the settings in the plugin.

Once you have all 4 things successfully transferred to your client, you are then completely sells off the membership site.