

5 Reasons Why You Should Have A Monthly Membership Site

What You'll Learn

- The different types of membership site
- How to find hot topics to base your monthly membership site on
- Where to find alternative sources of content
- How to price your membership
- How to set up your membership site
- How to drive traffic to your site
- How to make extra income from your membership site

Types of Membership Site

Decide the types of your membership site:

- One-Time Payment Membership Sites
- Quarterly/Annual Membership Sites
- Fixed Term Membership Sites
- Monthly Membership Sites

How To Choose Hot Membership Topics

Market Research

- The 3 big niches
 - Health and Fitness
 - Online business and Internet Marketing
 - Personal Development
- Search on Facebook
 - Type keywords related to your chosen niche
 - Search FB groups to see how many members
 - Active members?
 - Active buyers?
- Narrowing Down Topics
 - Read up on common questions/problems faced by target audience
 - Research topics on ClickBank and JVZoo
 - Focus on Topsellers and Pick Of The Day
- Types of Content
 - PDF Newsletters
 - Video
 - PowerPoint
 - Audiobooks
 - Graphics
 - Photos
 - Audio files

Sought After Content

- “How To” guides
- Do’s and Don'ts
- Technical and advanced content
- List of sought after content
 - Blogging
 - Internet Marketing
 - Dating & Relationships
 - Personal Development & Self Improvement
 - Consulting
 - Real Estate
 - Public Speaking
 - Weight Loss
 - Health & Wellness
 - Writing
- Publishing Schedule
 - Weekly
 - Bi-Weekly
 - Monthly

Where To Find Content For Your Membership Site

Freelancers

- Fiverr.com
- Elance.com

Working With Freelancers

- Give comprehensive and concise brief
- Always be specific
- Choose skilled, professional writers
- Research your freelancer before hiring

Private Label Rights (PLR)

- Adding value to PLR
 - Insert visuals and rebrand
 - Combine one or more PLR

Find Contributors

Criteria of Contributors

- Should be someone recognized expert
- Attend industry events and network
- Select core contributors

Managing Contributors & Content

- Establish content guidelines & guest contributor page
- Define length, formatting, due dates, topic and targets
- Proofread and make necessary edits

How To Price Your Membership Site

Consider the Price Factors

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

Techniques to Improve the Price

- Limited Time Offer
- Precision Effect
- Split-test

How to Set Up Your Membership Site

- What You Need
 - Content Management System (CMS)
 - WordPress
 - WishList Members Plugin
 - Payment Methods
 - ClickBank
 - JVZoo
 - PayPal
 - AutoResponder
 - Aweber/GetResponse

How To Get Massive Traffic To Your Membership Site

Affiliate Program

- Getting Affiliates
 - Join and participate in FB groups
 - Approach new potential affiliates
 - Reciprocate in launches
- Set your affiliate commission scheme
- Set up your affiliate page
 - Registration form
 - Swipe promotion emails x3
 - Banners, graphics, and videos

Media Buying

- Email Solo Ads
- Ad Swaps

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 in upgraded versions
- Banner Ads
 - Insert spaces to fit in banner ads
- Email Marketing
 - Mail out new offers to your members
- Sell the Membership Site

Things you need to transfer to new owner:

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