



# 20 TIPS To Running a **PROFITABLE** MEMBERSHIP SITE



# *Tip #1*

## **Start as Soon As Possible**

You dont have to have all your content completed, but you do need several pieces of material ready to go before you open for business.



## *Tip #2*

### **Have a Front-End Offer**

To overcome the psychological hurdle most customers have about the recurring billing of a membership site, have a front-end offer.



## *Tip* #3

### **Consider Having Several Front-End**

Consider having one core membership site which is recurring, and then have multiple front-end offers that target various aspects of your niche.



## *Tip #4*

### **Offer a Free Download**

Offering a free download is an excellent way to encourage site visitors to give you their email address.



## *Tip #5*

### **Offer Premium Downloads**

With their monthly or annual fees, provide your members with free access to premium downloads like videos or podcasts.



## *Tip* #6

### **Create a Periodical or Other Publication**

With an online publication, you can charge visitors a fee to access regular, exclusive content, and allow them to access all your archived content.



## *Tip #7*

### **Have an Attractive Value Proposition**

The time of people signing up for membership sites is starting to slow because people are in information overload. You have to have an attractive value proposition if you want people to enroll in your website.



## *Tip* #8

### **Think Hard About Implementing Member Forums**

Starting forums from scratch is challenging. So, unless you have a solid plan and know how you are going to get people engaged.



## *Tip* #9

### **Membership Sites Don't Have to Be Recurring**

You can deliver any information product through your membership site. An eBook can be downloaded from your membership site with some value-added bonuses that are exclusive to the site.



## ***Tip #10***

### **Sometimes Having Lower Prices will Make You More Money**

Ultimately, the amount of money that you make will depend on how long your members remain enrolled. If you can lower your price to get them to stick around longer, you could make more money by charging them less.



## ***Tip #11***

### **Utilize Drip Content**

You can set up your membership site to work as an email autoresponder. This will make your website a more passive endeavor for you.



## ***Tip #12***

### **Add a Blog**

To keep your website fresh and active, add a blog. The possibilities for content are endless.



## ***Tip #13***

### **Add an Image Gallery**

If you aren't much of a writer, you can add an image gallery to your site instead. This helps to keep your site fresh while showing off your unique personality.



## ***Tip #14***

### **Incorporate an Event Calendar**

Keep your site active and engaging with an event calendar. Your members will keep coming back to see whats going on and whats coming up.



## ***Tip #15***

### **Add Testimonials**

While testimonials aren't for everyone if you already have some handy, why not put them on your site? Just make sure to ask your members of permission first.



## ***Tip #16***

### **Add a News Page**

There is always something interesting going on that your members might be interested in knowing about. Updating your site with newsworthy information will keep your site fresh and active..



## ***Tip #17***

### **Interact and Engage with Your Members**

When you run a membership site, you have to be present and active. You can't act as a silent founder if you want your site to be successful.



## ***Tip #18***

### **Run Events and Challenges**

Don't be afraid to spark some competition among your members. Help them grow and develop by inviting them to meet challenges or goals you set for them.



## ***Tip #19***

### **Learn From Other Membership Sites**

Start paying attention to the content and interactions on the membership sites you belong to.



## *Tip* #20

### **Always Exceed Your Members Expectations**

Your members are the only reason why you have a site. Always strive to exceed their expectations.