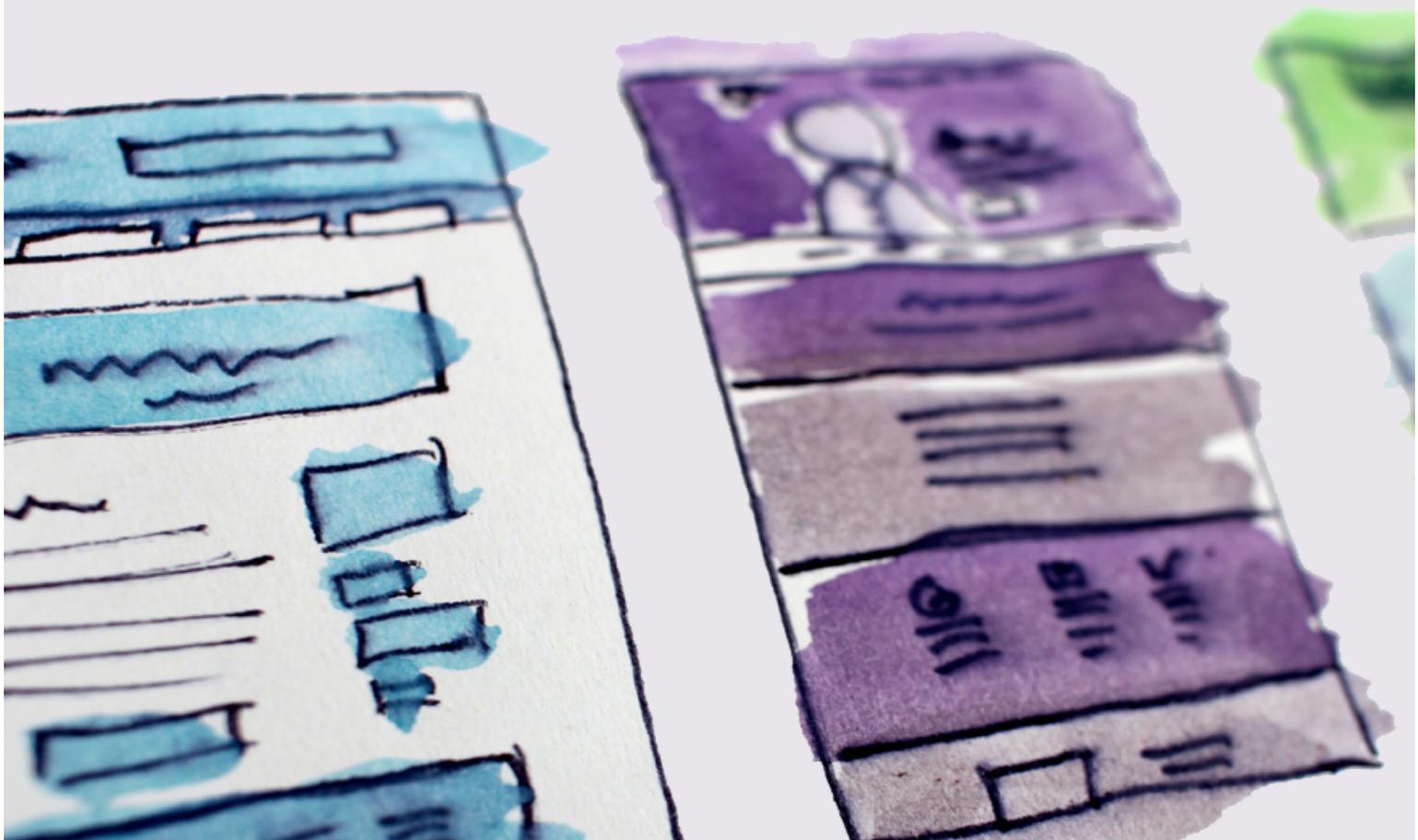


YOUR FIRST MEMBERSHIP SITE

CHECKLIST



Why Membership Sites are So Lucrative

- Just about everything accessible on the Internet
- Charge monthly fees to access data
- Drives profit and sales
- You're your own boss
- Gain recurring income
- People are always will to pay for information they need
 - It's fast
 - It's convenient
- Money comes in every month with membership fees

How Membership Sites Work

- They don't accept advertising
- Bulk of site's income comes from members
- Must develop skills to convince people to join
 - Find ways to connect with your members
 - Must provide them with a way to introduce themselves
 - Must provide them with a way to connect to others
 - Let members post content
 - Establish a competent system for content management
 - Integrate content with user forums
 - Will need to start and suggest topics at first
 - Will need to moderate discussions taking place
- Getting activity on your membership site
 - If your sight fails to get members you'll likely fail
 - Consider offering a free trial
 - Will see your site will add value to their lives
- Selling your membership site

- Sell your own products
- Affiliate marketing
 - Sell third-party products to gain exposure
- Consulting services

How to Research for the Right Niche

- First step in determining if there is a market for your idea
- Be sure about your product
 - Know exactly what you are selling
- Don't try to be everything to everyone\
 - Focus on a specific product
- Identify your market
- Adjust your marketing strategy
 - Identify what you can give your customers
 - What's unique about your product or service
 - How you stand out from the competition
 - Why they should give your products or services a try
- Determine your primary content
 - What kind of content will you deliver
- Develop an exit strategy
 - Determine how long you plan on operating the site
 - Determine if you plan on ending at a specific date
 - Or exit when it achieves a certain level of profitability

Top Membership Platforms

- MemberPress (<https://memberpress.com>)
- Wild Apricot (<https://wildapricot.com>)

- DigitalAccessPass (<https://digitalaccesspass.com>)
- WishList Member (<https://member.wishlistproducts.com>)
- aMember (<https://amember.com>)
- Memberful (<https://memberful.com>)
- MemberMouse (<https://membermouse.com/>)

Setting Up Your First Membership Site and Determining Your Payment Method

- Get a domain name for your site
 - Should cost less than \$15 per year
 - Try to register a “.com” domain
 - Always include keywords in your domain that is relevant to your niche
- Get hosting for your site
 - Should cost less than \$10 per month
- Get membership software
- Install membership software
 - It is usually an easy process
 - Can get support from company
 - Make sure to test your site by creating a test account
- Choose your payment method
 - Free memberships
 - One-time fee
 - Fixed period recurring fee
 - Unlimited recurring fee

Putting Together Content

- Important to have a way to manage content
- Content can be either
 - Images
 - Text
 - Audio
 - Video
 - Downloadable executable files
- Initial content
 - This is your sales letter
 - Could be the product you are selling
 - Bonus material you are offering
 - Part of your library of resources
- Permanent content
 - Content that will stay on your site
 - Usually added over time
- Incremental content
 - Added over time
 - May or may not remain on the site

- Rotating content
 - Turned off at different times
 - Not part of the permanent content
 - Can create a schedule
- Monthly content
 - Promised to customers for each month they are members
 - Load over a full month rather than all at once
- Content ideas
 - Advice

- Answers
- Articles
- Audio interviews
- Bonuses
- Case studies
- Instructional videos
- Tips

Getting a High Page Rank on Search Engines

- Produce original content
 - This is the one thing that keeps your members coming back
- Perform SEO
- Link Up
 - Get inbound links by posting comments on similar sites

Getting and Keeping Members

- Find ways to generate traffic
 - Through social media
 - With article marketing
 - Consider guest blogging
 - Participate in forum discussions
 - Conduct or give interviews
 - Upload videos to YouTube
- How to Keep Members
 - Over-deliver
 - Tease upcoming content
 - Keep your site enjoyable

- Reward your members or offer incentives

Tips to Triple Your Success

- Use an introduction video on your sales page
- Offer various membership levels
- Build a stylish welcome area
- Provide a sense of direction
- Have your subscribe now button appear three times on the sales page
- Add a discussion forum