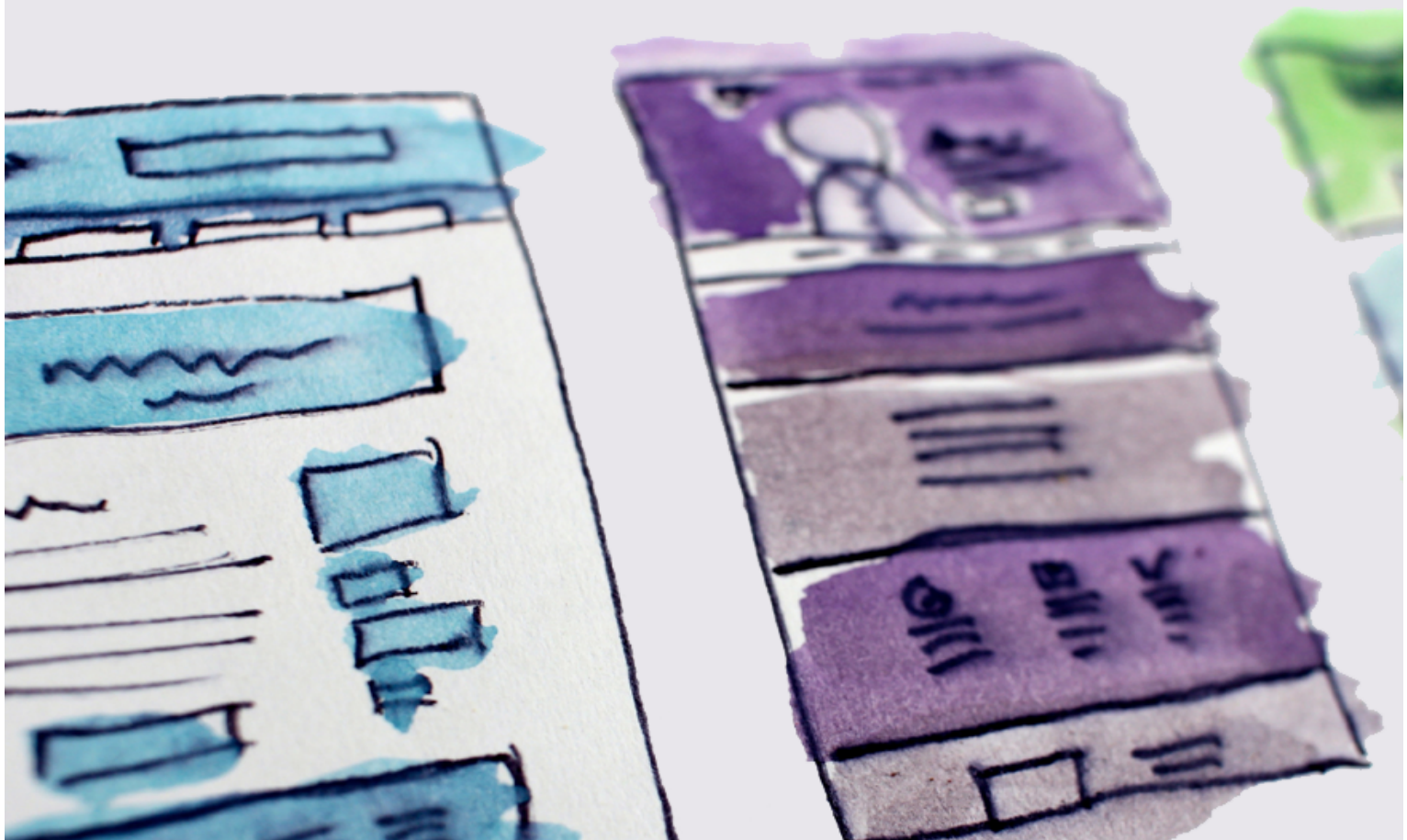


YOUR FIRST MEMBERSHIP SITE

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\ul style="list-style-type: none;"> - ☐ 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