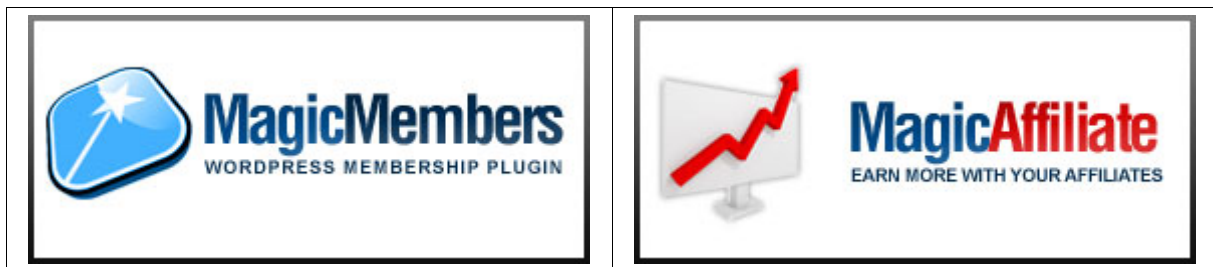# How to Create a Membership Site:

Developing Long Term Profitability Online

Chapter 1: Why Start a Membership Site?

Creating a Membership Site is Easy
  Low Entry Barriers
  Templates
  The Value of Content

Creating a Membership Site Can Be Profitable
  Guaranteed Baseline Income
  Up-Selling
  Back End Sales
  Cross Selling
  Springboard For Future Products

Membership Sites Create Multiple Assets Simultaneously
  Valuable Content
  Building a List of Buyers
  Your Members as an Asset
  The Membership Site Itself

Chapter 2: How to Build a Membership Site

Choosing a Topic and Niche Research
  Choosing Your Niche
  Researching Your Niche to Determine Viability
  Researching Your Niche's Needs

Choosing a Content Management System
  Stability
  Active Developers
  Easy to Integrate With 3rd Party Software
  Flexibility
  Scalability
  Easy to Customize
  Usability

Why Wordpress is the Best Option for Membership Sites
  Stability
  Active Developers
  Easy to Integrate With 3rd Party Software
  Flexibility
  Scalability
  Easy to Customize

Pay Them Well
Running Contests

Chapter 5: Conclusion and Further Reading

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Legal Notice

Chapter 1: Why Start a Membership Site?

Creating a membership site is proven method for making money online. It not only offers a number of benefits in terms of long term income, but also in terms of creation and management. While the idea of doing this may be overwhelming initially, once you break down all of steps and implement them using the most effective tools, the process is fairly simple, which means you will be able to devote maximum time to promotion and generating income.

Let's start by looking at why membership sites are an effective online business model. The primary benefits are ease, profitability, and asset value.

Creating a Membership Site Is Easy

The first thing you need to do is understand that it easy compared many of the other online profit generation methods. That doesn't mean that it is easy as tyeing your shoes, but it does mean that in terms of generating a substantial income it offers maximum opportunities with low risk.

1. Low Entry Barriers

When you talk about an easy business strategy, one of the first things to look for are any potential barriers to entry. For most business concepts, this would include things like initial setup costs, market competition, product creation, and long term management. In terms of setup costs, you can minimize them by choosing the right tools. These tools will not only limit your short term costs, but your long term costs as well.

For example, using membership management software that includes unlimited licenses will allow you to make a one time purchase and create an unlimited amount of membership sites over time. Additional entry costs will include things like content creation, website design,

purchasing a domain, and website hosting.

While this may sound like a lot, compared to other business models, the total costs are fairly low and they will be either one-time purchases or annual fees. This not only allows you to get your foot in the door, but also minimize your expenses over the long run. Additionally, the internet is a huge place, which means that almost every market is low enough in terms of competition that you will be able to create a membership site that can generate income.

2. Templates

Another reason that using membership sites as a business model is easy has to do with replication. No matter what type of business you are in, if you create a system that you can replicate over and over, you dramatically boost your odds of long term success. With membership sites, once you create a membership design or template that your members are happy with, that same template can be applied to future membership sites will minimal changes. While you will be tweaking things like color palette and headers, the overall feel and design of the membership site can remain fairly similar across multiple sites.

3. The Value of Content

Membership sites have proven to be a great way to get maximum value out of your content. One of the biggest barriers that many online entrepreneurs face is that they create a lot of content, but still end up operating on margins. For example, if you would create a lot of content for a blog or article marketing, then you each piece of content is only worth what your readers decide it is worth. If the content does not lead them to click on advertisements or purchase affiliate products, then the content is not generating you any revenue. With a membership site, every piece of content is necessarily going to help you generate income because your members are going to be paying to see it.

Creating a Membership Site Can be Profitable

There are a number of benefits to creating a membership site when you look at all of the different ways to monetize it and generate income from it. One of the biggest drawbacks to many types of online marketing is that there is only one or two ways to make money from it. For example, as an affiliate marketer, you will be earning money primarily from affiliate sales. If you are an article marketer or blogger, then affiliate sales and displaying PPC ads are going to create most of your income.

With a membership site, you can generate income from a wide variety of different methods, not including your membership fees. Here is a closer look at some of the different ways that you can monetize your membership site, both within the members area as well as with additional assets that you will be creating throughout the process.

1. Guaranteed Baseline Income

One of the biggest benefits of creating a membership site is that you can create a stable, predictable baseline income. If you are an affiliate marketer, then you may have months were you hit a home run and months were you may not be able to pay the bills. That is just the way that sales works. However, with a membership site, you know that you will make a certain amount of money from membership fees. Even if none of your other income streams generate any income at all (which is rare).

This guaranteed baseline of income is a huge benefit that other forms of online marketing simply don't offer. Along with knowing that you have a predictable baseline of profits, you also get the opportunity to work within a predictable marketing budget. This means that you can create a stable, long term promotion strategy that is maintained from membership fees alone. Any additional income that you create can then be allotted elsewhere or used to supplement your promotion methods.

A related benefit of creating this type of guaranteed baseline income is that you necessarily have a long term income opportunity. As long as you have members, you have an income. Membership sites have the ability to be flexible and make changes and react to member needs quickly. With a regular digital product this is rarely the case. For example, if you write an article or create an ebook, you are at the mercy of your niche. Information can quickly become outdated, which means that soon your article or ebook could become outdated, which means that no one will buy it. With a membership site, you can keep it regularly updated with current information so that it is always a valuable asset.

2. Up-Selling

Just like when you create a stand alone product, membership sites give you the ability to up sell. However, you gain the advantage of being able to upsell at any given time. If you sell a product, then you have one opportunity to upsell your customers. If they don't upgrade at the time of purchase, then they never will. With membership sites, you can create multiple membership tiers such as Free, Bronze, Silver, Gold, and Platinum. That way, a free member can upgrade to a bronze membership at any given time, just like a bronze member can upgrade to a gold or platinum membership at a moments notice. This type of structure means that you get the chance to upsell at all times.

3. Back End Sales

Back end sales is a fairly broad term for membership sites, but let's talk specifically about immediate back end sales. As soon as you sign up a member, even a free one, you can show them additional offers on the back end. Unlike up-selling, where you are trying to get them to upgrade their membership site, back end sales could include things like products you have already created or access to other membership sites that you own. There really is no limit to

back sales opportunities because as long as they are a member you have an opportunity to promote to them.

4. Cross Selling

Cross selling is often lumped into the same category as back end sales, which makes sense. However, it is advantageous to look at cross selling specifically and independently Cross selling is a great way to generate additional income because it requires very little effort. You have already gotten your members to purchase a membership, which means that you know that are interested in a particular niche and are willing to pay for information or products within that niche. That means that you can cross sell a number of complimentary products within the membership area. This is a huge benefit because your membership site gives you access to pre-qualified buyers who trust you. That makes cross selling a particularly important monetization strategy for membership sites.

5. Springboard for Future Products

The final benefit of creating a membership site, in terms of profitability, is that it should act as a springboard for additional products in the future. First, you have access to a membership base which will share their concerns and needs with you. This will be done through things like customer service, forums, internal blogs, etc All of this member feedback will let you know if there is a particular need within that niche that is not currently being fulfilled Then you can simply create a product to fill it. You can also repackage some of your members-only content into a product and sell it to the broader niche. This is particularly useful if you are in an evergreen niche where information does not become outdated quickly. Your members are a valuable asset that you should utilize as much as possible because they will tell you exactly what they want and what they are willing to pay for it.

Membership Sites Create Multiple Assets Simultaneously

One of the biggest benefits of creating membership sites as a business model is that you will be creating multiple assets simultaneously. An asset should be considered anything of value and a membership site, particularly your members, are huge assets that must be leveraged effectively. Here is a look at all of the different assets that you will be building in conjunction with your membership site.

1. Valuable Content

The first asset that you will be creating is the content. Quality content carries a premium value, as long as you know how to leverage it. Keep in mind that your content needs to be unique and something that cannot be found elsewhere for free in order to be considered premium content.

Content can be any type of media that conveys a message. For most membership sites, the content will be written, audio, and video. However, don't disregard the value of member generated content in forums and members blogs because that type of unique content can be what really bolsters your membership site.

Along with all of the content that you create for your members, you will also be creating promotional content that is meant to build relationships. Many successful membership sites also have a free content area, normally a blog. This content is a valuable asset as well. Not only will it help you recruit new members, but it can also be re-purposed, repackaged, and sold or used to build your list.

2. Building a List of Buyers

Any internet marketer will tell you that no asset is more valuable than a list of people who are proven buyers. Seasoned veterans will tell you that they would rather a list of 100 proven buyers than 1000 random people. When you run a membership site, you will be building a minimum of two valuable lists.

The first list will be your initial recruiting list. It will normally be an incentivized list, which means that you will build it by giving something away like a free report or short video. This list will have people who are not yet members, but have shown an interest in what you are selling. By signing up for the free product, they have already shown you that they are part of the niche that you are marketing to. This means that your incentivized list is full of people who have already pre-qualified themselves as prospective customers.

Even if they never sign up to be a member of your membership site, you can still promote related products to them in order to monetize them. You can also send out links to your blog posts and articles and gain revenue through PPC ads like Google Adsense or by referring them to other products that you have created.

The second list will be a super-targeted list of buyers. Every person who becomes a member of your website has proven several things. They have shown you through their actions that they are actively interested in your niche and they are willing to pay for products that will benefit them. This is the list which you can create the most revenue from. Along with promoting products within the members area, you should be promoting products through your list as well.

The best part is that even after your members cancel their membership, they will remain on your list (unless they opt out of that too). That means that you will still be able to monetize them. Ideally, you will even get them to become a paying member again.

Additionally, if your membership site has multiple tiers, you can break down your second list

to make it even more targeted. Just like any sales funnel, you don't want to send a new member who is paying $19.99 a month a promotional offer for a product that costs $1,000. Instead, you want to send them an offer for a product that costs $49.99. If they purchase that product, you can move them into a list that is promoting a product for several hundred dollars and continue this cycle until you have found their maximum purchase price limit. However, if your new member signs up for a platinum membership immediate at a price of $99.00 a month, then you don't want to send them an offer for the $49.99 product because the price is headed in the wrong direction. Instead, the first promotion that you send them can be for a product that is $499.99.

As long as you segment your list effectively, it is an incredible asset that may even generate you as much money as your membership site itself! Remember, if they have already made one purchase from you, they are likely to make a second, as long as you create your sales funnel correctly.

3. Your Members as an Asset

The next asset that you will be creating is the members themselves. Most people make the mistake of not considering their members as assets. While your list of targeted buyers is an asset in terms of generating immediate additional income, your current members are an asset in terms of future income.

The first way that your members are a future asset is because they are paying a weekly, monthly, quarterly, or annual fee. This means that they are a source of long term recurring income. As long you keep them happy today, they will pay you tomorrow

Outside of your members paying you directly, they are also an asset in terms of future success. Whether they know it or not, you can use them, their ideas, and their input to expand your business. This could mean that you create a website based around a complimentary niche that your members are interested in or it could mean using them for market research. Market research can get incredibly expensive which is why most smaller business do not do a lot of it independently Rather they rely on industry statistics. As a membership site owner, you essentially have a giant think tank and market research panel at your fingertips. You can use your members to research new niches or expand within your current niche to meet their needs.

Where else will you be able to ask a specific question to your target market? Your members are a huge asset as long as you listen to them. You can use them to review a product that just created and then use their feedback to improve it. You can even use them to determine the best price point for your new product. Members like to be active and feel involved. That means that not only can you use them to test out new ideas and products, but they will love you for it.

4. The Membership Site Itself

The membership site itself is normally what people will most often consider their primary asset and to a point that is true. However, as discussed above, it creates a number of additional assets simply by being a membership site. However, it is important to consider what the membership site itself can do for you. In every business, an exit strategy is essential. If you create a successful membership site but find that you are starting to neglect it, you can sell it. Because they are held is such high esteem within the internet marketing community, you will be able to sell a membership site at a premium because it will necessarily include all of the assets listed above. Plus, depending on the terms of sale, you may even be able to keep the lists that you have built as well.

Chapter 2: How to Build a Membership Site

If you don't know how to build a membership site, then your first one might take a little more time that the rest. However, as we discussed earlier, a big benefit of using membership sites as your business model is that once you create a system of building them, you can do it faster and faster as you get more experience.

Before we get into the nuts and bolts of building a website, let's take a moment to talk about choosing a niche and some of the research that needs to be done before you actually start the creation process. If you create a membership site that no one is interested in, then you will have done all of that work in vain. That makes your initial research incredibly important.

There are a lot of different methods that can be used to come up with ideas and research the niche and every internet marketer thinks that theirs is best. Instead of going into great detail about the research phase, here are some helpful tips and general concepts that you should keep in mind during the research phase.

Choosing a Topic and Niche Research

1. Choosing Your Niche

The first step is actually choosing the niche that you are interested in. A lot of internet marketers will tell you to write down topics that you already are passionate about or have a great deal of experience with. This is definitely not a bad idea however you also shouldn't limit yourself to what you already know.

A large majority of membership sites are designed as "introduction" or "entry level" sites. That means that the primary purpose is to teach members how to do something. This is especially true for continuity websites. If you are interested in something but have no real experience with it, then you have the foundation for a membership site and don't even realize it.

One of the biggest problems that many people have is that they already know so much about a topic that it is difficult teaching people who have no prior knowledgeable on the subject. They take for granted the basics and fundamentals that are involved. If you are interested in a new hobby but cannot find the information that you are looking for, then this might be the perfect topic for a membership site. Plus, because you are starting from scratch, you experience first hand the same problems that other first timers will have. This gives you a unique connection that should not be overlooked.

At the same time, if you want to create an advanced or graduate membership site, then you definitely should not create it on a topic that you have no experience with, unless you plan

on partnering with someone who does. If you are not familiar with the niche, but your members are, then they will call you out in seconds.

In short, don't limit yourself to your personal passions or experiences, but don't discount their value either. Just make sure that you are not creating a membership site that is intended to be more advanced than what you have to offer.

2. Researching Your Niche to Determine Viability

Now that you have a niche that you want to target, it is time to do some research. Again, every internet marketer will tell you their favorite way to do niche research, but that doesn't mean that one specific method is better than another. Regardless of how you do your research there are several key points to keep in mind.

The first thing that you need to know is whether or not your prospective niche has the ability to be profitable. If no one is willing to pay for information in a certain niche, then your membership site will not be profitable no matter how great it is. Some niches simply don't have a lot of buyers. There is a very slim chance that you will think of a new niche that has never been written about or discussed. While there is a chance that no one has done what plan on doing, someone will probably have tried to monetize that niche at one point or another.

Make sure to leverage the work that other people have done to your advantage. The easiest way to do this is to look at books and magazines. If no books exist about a particular subject, then it could be because that niche isn't willing to pay for information about it. On the flip side, if there are successful magazines within a niche, then that means that the niche has buyers that are willing to pay for a monthly subscription, which is perfect for a membership site. In short, if your niche has no buyers, then you can't turn a profit without some additional effort and even then it could be a gamble (although not impossible).

Another thing to do is find out what your competition is like. A lot of people make the mistake of thinking that every membership site within their chosen niche is a competitor and that simply isn't the case. The internet marketing niche is a great example of this. There are literally thousands of successful membership sites all related to internet marketing. The key is that each membership site has their own unique value proposition. In order research your competition, make sure to look at their value proposition as well as their target market segment within that niche.

3. Researching Your Niche's Needs

The final thing to keep in mind when researching you niche is that it doesn't matter what the profit potential is and who your competition may be if you do not provide any value. You need to take a little time to make sure that you will be creating a membership site that

people actually want. There are a lot of different ways to do this, but nothing is easier than just asking. If you currently have a list from other marketing adventures, then email your list and ask them what they want to learn or what they need and then see if you can create a membership site around that need.

Another common strategy is hang out in forums within a particular niche and find out what questions commonly arise or what people are continually asking for. This is a great way to find needs because your target market has already used forums to find the answers that they seek.

Niche research is something that everyone has a little different opinion about how to do it. However, they all agree that it is essential to success. So decide however you want to research your niche and do it. It doesn't really matter what specific method you prefer as long as you address these 3 issues: is the niche potentially profitable, is the niche viable, and what exactly does the niche want in a membership site.

Choosing a Content Management System

It doesn't matter what niche you will creating your membership site for, it is essential that you choose an effective content management system (CMS). There are literally hundreds of different CMS options available, so the choice can seem a little overwhelming. Because you will creating a membership site, there are some specific characteristics that should be kept in mind when making your decision.

1. Stability

The absolute most important thing to consider when choosing a content management system is stability. If your CMS is unreliable, then it is going to cause problems for your members. An unstable CMS could cause website crashes, security issues, and much more. A lot of people simply assume that because a CMS is available that it must be stable and this simply isn't the case. It is important to not only look at overall stability, but also stability within the framework that you will working. If you plan on integrating additional software, then the CMS is needs to be able to handle it without needing to change any of core files.

2. Active Developers

This ties into the issue of stability, however is also important in terms of long term success as well. The internet is always changing, just like technology in general, and your content management system needs to keep up. That means that you need to use a CMS that has active developers as well as a strong, active development community. It is almost impossible for developers to test a CMS is every way that it will be used, which is why an active community is a must. They will ensure that the CMS is tested and used in every way possible. It also will give you the heads up in the event that certain software is not

compatible with it. An active community will dramatically improve long term website security as well because security updates will be as frequent as necessary.

3. Easy to Integrate With 3rd Party Software

Another consideration should be how easy it will be to integrate 3rd party software with the content management system of your choice. There is nothing worse than finding a CMS that seems to fit your needs, only to find out that it will not allow you to use the membership site management software of your choice. Along with initial integration, you also need to make sure that they CMS will be able to remain integrated with future updates.

Remember, both your CMS and your membership management software will both release updates and it will rarely be at the same time. If future updates cause integration issues, it could lead to stability issues. If you update your CMS and your membership area crashes or all of your members data is erased then you are going to be in a lot of trouble. Integration problems will also mean that you will end up spending a lot more money on programmers down the road.

Along with general integration issues, you also need to make sure that your CMS has the ability to help you when you do have problems. This is normally where an active development community comes into play.

4. Flexibility

Flexibility is another issue that you should keep in mind. Remember, the goal of using membership sites as your primary business model is that you can create a single process and replicate it over and over. That means that your CMS needs to be flexible enough that you can do a variety of different things with it across multiple membership sites. The biggest problem that will often arise is that you will want to add a new feature to your members area, only to find out that your CMS is not designed to handle it. That means you will either need to manually alter the core files. You won't just have to do this once, but every time that those files are updated by the CMS developers.

Your content management system is there to serve you, so make sure that it can do what you need it to do. Plus, testing is an important part of any business so you should have a CMS that will allow you to do some testing either in a sandbox or a live environment without disrupting your members.

5. Scalability

Your CMS needs to be able to handle whatever you throw at it in terms of size. There are a number of commercial CMS options that will limit the number of pages you have or number of members that it can handle. If your membership site proves to be successful, these

limitations could prove costly. Your CMS should be able to expand as large as you need it to. There is no reason for you to create potential future barriers for yourself, it will only cost you time and money later. Plus, if you ever plan on selling your membership site in the future, then these limitation could drastically reduce the market value of your site.

6. Easy to Customize

You obviously don't want your membership site to look like everyone else's, so make sure that your CMS is easy to customize. For example, if you want to use a new template, you shouldn't have to reload everything to make simple changes to your layout. The harder it is to customize your website and your CMS, the more time you will spend on technical issues instead of promoting your membership site and working on member retention.

7. Usability

The final thing to look into is overall usability. This plays into the concept of customization as well. Your CMS should be designed so that functions that you do regularly, such as upload new content, is easy to do. The more difficult your CMS makes certain tasks, the more time you will spend doing menial tasks instead of doing things that will improve your profitability. Additionally, once your membership site becomes successful enough, you are going to want to outsource the day to day management to someone else, either an employee or virtual freelancer. Either way, the more complicated your CMS is, the more time it will take to train your new webmasters. Additionally, the more complicated it is, the more money you will be spending to get things done.

For example, let's say that you have a simple CMS that takes 3 clicks to add and publish content and another CMS that requires 6 clicks to achieve the same goal. This may not seem like a big deal initially, but when you are paying someone to upload your content, the more time it takes, the more money it costs. An overly complicated CMS will only end up costing you money. This not only applies to uploading content but more advanced techniques as well such as SEO, member management, payment processing, etc

Why Wordpress is the Best Option For Membership Sites

There are very few cases, if any, where Wordpress would not be the right choice to use as a content management system for your membership site. Since the release of Wordpress 3.0 Thelonius, Wordpress has become much more than the blogging platform that it was first created as. It is now designed to be an enterprise class CMS that can support even the largest businesses including CNN and the New York Times. There are a number of additional benefits that Wordpress will offer, but first let's take a look at the 7 key factors of a quality CMS and why Wordpress meets them.

Stability

Wordpress has proven to be extremely stable. While it is important always update your version when a new security patch is released, these releases rarely affect files and processes that you will using to run your membership site. In terms of an open source option, Wordpress is consistently one of the most stable and reliable in terms of long term stability.

Active Developers

Being open source, Wordpress must have an active development community to succeed. In fact, it has one of the strongest and most active development communities around. This is because not only do the primary developers remain active, the but the community as a whole is very strong. The Wordpress forum is a great place to find any answers that you have because there is a good chance that someone else has already asked it. While not everyone is an active developer, there are currently more than 25 million Wordpress users.

Integrating 3rd Party Software

Because it is the most popular open source CMS, it is no surprise that a majority of softwares can be integrated with it. If you are concerned with integrating 3rd party software, then Wordpress is a great choice. Plus, if you choose wisely, you can use plugins which are specifically designed for Wordpress. This removes all of the potential problems that could arise

Flexibility

Wordpress is all about flexibility. It was built around the idea of creating a flexible work environment. One of the biggest reasons that Wordpress become so popular is because it can be used for anything from a small static website to giant dynamic, ecommerce websites. In terms of flexibility, Wordpress will allow you to easily do absolutely anything that you want on your website. With the right plugins, you can even increase it's flexibility.

Scalability

Wordpress was once known only as a blogging platform rather than a full fledged CMS. While there was still some debate before the release of Wordpress 3.0, it is gone now. Wordpress has unlimited scalability so that you can create anything you want, with no boundaries in terms of scale.

Easy to Customize

Wordpress was designed so that customization is simple and can often be done with the right themes and plugins. However, because it is open sourced, all of the code is readily available

so if you need to make any changes to the core files you absolutely can. Another way that Wordpress makes customization easy to through the use of widgets. Widgets can be added to your website to make it more interactive to do certain things, like display pre-approved banner ads in a certain space. Widgets can also house things like members polls and surveys as well.

Easy to Use

Because Wordpress started out as a blogging platform, the fundamental premise was to create a platform that was easy to use. While Wordpress has become much more flexible and powerful, it has not become any more difficult to use. Uploading content or changing any of the options takes no time at all. Plus, the user interface is very intuitive so even if you have never used it, you will not have to spend much time learning your way around.

Additionally, through the use of the right themes, plugins, and widgets, you can create a fully functioning, interactive membership website without any coding of your own. Remember, Wordpress was designed to be simple for the webmaster, which means that you don't need any specific knowledge to design a fantastic website.

Additional Benefits of Choosing Wordpress

Now that we know that Wordpress meets the 7 essential criteria for a CMS, it is time to look at the added benefits that you can gain from choosing it over other potential options.

1. Utilizing Plugins

One of the biggest benefits of using Wordpress is that it was designed to be complimented by plugins. One of the most important plugins that we will talk about later is the Magic Members and Magic Affiliate plugins. Those two plugins alone will be able to create and manage a membership site of any size as well as manage your affiliates.

There are a growing number of plugins that are available both free and commercially The reason that these plugins are uniquely beneficial is because they are developed by the Wordpress community. That means that when a new update to Wordpress is released, the plugin developers will simultaneously be releasing any necessary updates to their plugins. This ensures zero downtime for this type of maintenance In fact, updating a plugin takes little more than a single click.

Plugins are also beneficial because they create an unlimited amount of flexibility. You can find a plugin to do pretty much anything and everything. This means that your membership site will be able to have all of the features that you need including: member blogs, forums, video management, and much more. There are even plugins that you can use to improve your SEO, manage a social networking presence, and other keys to online visibility. You can

even use plugins to manage ads and affiliate offers within your site.

2. Utilizing Themes

The use of themes is another giant benefit of choosing Wordpress as your CMS. Themes are like templates, however because they are designed to work specifically with Wordpress, you can change the layout of your website in seconds. Plus, Wordpress can store multiple themes so that you can switch back and forth. This is particularly useful if you have website designs that are only certain for a small window of time such as a Halloween, Christmas, or other holiday theme. Awareness themes operate the same way, maybe you want your members to help you raise money for a certain cause like breast cancer awareness, you can activate a theme for a small amount to raise awareness and then de-activate it whenever you want.

Plus, there are a growing number of commercially available themes that can add even more flexibility in terms of design and function as well.

Choosing Your Membership Site Software

Now that we know that we will be using Wordpress as our CMS, it is time to look at our membership site software. This is the specific software that will be managing your members and how they will be interacting with your website. It will also determine how much of your website will be made available to the public. Just like when we chose our CMS, there are certain criteria that our membership software must meet in order for it to even be a consideration.

Integration

Since you will be using Wordpress as your CMS, it is important that you choose a piece piece of membership site software that is easily integrated with Wordpress. There are two different ways to approach this. Some people will try and look into 3rd party software that operates outside of the Wordpress framework. There are several popular pieces of membership site software like this, however integration can be problem. Not only are there immediate integration concerns, but that also means that there could be future issues when either the membership management software or Wordpress updates.

Flexibility

Since one of the biggest benefits to choosing to work with Wordpress was the flexibility that it offered, why would you choose some 3rd party software that limits what you can do. If you take the time to find the right membership site software, there is no reason that you shouldn't be able to do anything that you want. You never know where your membership site will be in a few years, so having maximum flexibility ensures that it will get where it

needs to go.

Content Management

A lot of people will overlook content management functions because they know that Wordpress is so easy to use. But it is important to make sure that your membership site management software makes it easy to manage your content as well. Keep in mind that the most successful membership sites have both public and members-only content. That means that your membership software needs to be able to effectively manage both utilizing the power and ease of use that is built into Wordpress. It should also allow you to leverage the SEO benefits that are inherent to the Wordpress design.

Customer Support

One of the biggest reasons that most people who are serious about creating an income with membership sites choose commercial software is because it ensures that they will get the support that they need. As with all software, you need to make sure that once you purchase your membership management software, you will still get any support that you need, when you need it. This means that your software should include a user's manual, tutorials, as well as person to person support via phone, online chat, or email.

Features

You need to make sure that whatever software you choose, it has all of the features that you need. The more pieces of software you use, the higher the risk of problems arising at some point. That means that you should make sure that your membership management software includes all of the features that you will need within itself. For example, you shouldn't need one piece of software to process payments and another to keep your content, forums, and rss feeds secure.

Why Magic Members is the Best Wordpress Membership Site Software

When it comes to choosing your 3rd party software, the Magic Members plugin should definitely be your first choice. Before we get into the specific features and how they will help you profit from your membership site, let's take a look at 5 essential criteria of quality membership management software and how Magic Members stacks up.

1. Wordpress Integration

In terms of integration, using Magic Members couldn't be easier. It is actually a plugin and has been designed specifically for use with the Wordpress platform. That means that their

developers are focused solely on making sure that there is no problems while you are using Wordpress. Additionally, it has been designed so that you can even add it to a website that currently has content and quickly turn it into a membership site. No matter what stage your website is at, the Magic Members plugin requires only a few clicks to install it and activate it.

2. Flexibility

Magic Members is very feature rich, which helps provide you with maximum flexibility. In fact, once it is set up, you can use Wordpress just like you would for a normal website. You can even set up multiple payment processors to work together simultaneously with just a few clicks. The staff at Magic Members is always improving this plugin so it will only become more powerful and flexible in the future.

3. Content Management

If you can use Wordpress, then you can use Magic Members. With this plugin, you get complete control over all of your content both inside the members area as well as your publicly available content. Plus, all of the necessary security features are built-in such as encrypted RSS feeds and easy to manage membership levels and access controls.

4. Customer Support

There are actually a number of different ways that you can get support for the Magic Members plugin if you ever need it.

- There are a number of online support videos that will walk you through key elements like initial installation, content control, and even how to use all of the custom fields.
- Upon making your purchase, a detailed documentation file will teach you about every feature that is available.
- There is a comprehensive FAQ page
- They utilize a ticket system in order to streamline all individual online support requests.

5. Features

The Magic Members plugin is definitely one of the most feature rich membership management plugins available for Wordpress. Here is a quick look at some of the highlighted features that Magic Members offers and how those features will help you generate more profit from your membership sites.

Unlimited Membership Levels

There are a number of membership management software options that allow for multiple membership tiers, however Magic Members takes it a step further and offers unlimited membership levels. This means that you will be able to not only create the stand tiers (Bronze, Silver, Gold, and Platinum) but can create as many as you want. Plus, you have the option to name each tier whatever you want.

This will boost profitability because it allows you to create special promotional tiers. For example, if you have a strong affiliate who wants to provide his readers with a special trial or access level, you can create one just for him. For example, you could give them the regular free trial access plus access to a few other areas of your site. The options really are limited only by your imagination.

Flexible Membership Options

Along with being able to create unlimited membership levels, you also have very flexible options withing each level. For example, you can create a multitude of different billing cycles so that your members can sign up for a longer subscription, thus guaranteeing you more money. You also have complete control over how long subscriptions will last. It could be a day, week, month, quarterly, yearly, or for a lifetime. It is entirely up to you. This is particular useful when creating free trials because you can set them to only last for a week or a few days instead of a whole month.

Online these same lines, you will also have the ability to create an unlimited amount of coupons. They can be either a fixed priced or percentage discount. As an added bonus, you set it up so that coupons can only be used on new subscriptions, current subscriptions, or both. Coupons have proven to be a great way to boost sign up conversions as well as member retention.

Payment Processor Integration

One of the most difficult and time consuming issues that you will face with most membership management software is integrating payment processors. With the Magic Members plugin, you can set up a variety of different payment processors to run simultaneously. Plus, it only takes a few seconds to set one up. There is even an activate/deactivate button that allows you to turn on and off any individual payment processor at will.

Magic Members is easy set up to easily integrate with a large number of the most popular payment processors including:

- Paypal Standard and Pro
- 2CheckOut
- Authorize.net
- Clickbank

- WorldPay
- Epoch
- AlertPay
- Ogone
- Manual Pay
- and many more!

Plus, they are constantly adding new payment processors If you have a particular payment processor that you want to use, then you can contact customer support and they will make sure that your website is set up to use whatever processor you want. Making sure that you are using the same payment processors that are the preference of your target market is vital to boosting conversions.

Sequential Course Delivery System

The sequential course delivery system is vital to protecting your profits. This system is also known in some circles as a drip feed system. Essentially, you are given control over when you members see what content. One of the biggest problems that all membership owners face is that people will sign up for a free trial and download all of the content and then not sign up for a membership. Even if you limit what is available to free trial members, some people will sign up for a membership, download everything immediately, and then request a refund. Since they already downloaded everything, they can read it later at their leisure without ever paying for it.

The sequential course delivery system can protect your content by only giving your members access to it after a specified amount of time. Think of it like an autoresponder system for your membership site. Let's say that you set up a training course that releases a new module every week. The sequential course delivery system will allow you to add your entire course to your membership site immediately. However, your members will only get access to it after being a member for a certain period of time. So module 1 could be released immediate, with module 2 being released after the member has been subscribed for 7 days, and so on.

Login Redirection

Login redirection is something that many membership site owners overlook, however it is essential for maximum monetization. Instead of having your members login and go directly to their members page, you can redirect them to a special offer, affiliate offer, or some other type of promotion. Every page your members see is a chance to make money, so don't overlook the value of login redirection.

Partial Content Display and Pay Per Post Access

Another great way to get the most out of your membership site is partial content display.

This feature allows you to create "teaser content". Essentially, you can set this up so that the first paragraph or first few sentences are available to everyone, even people who are not members. Then after the first paragraph there will be a link telling the readers that they must become members in order to get access to the entire article. This is a great way at boosting your conversions.

As an added bonus, all of your teaser content will be indexed by searching engines. That means that people who are using Google or Bing to find a certain piece of information will not only find your membership site, but will also be able to see that you are offering them exactly what they are looking for.

Another Magic Members feature that should be coupled with partial content display is the Pay Per Post feature. This feature allows you to set up prices for single posts or packets of several posts. That way, when someone sees that you are offering content that they want to read, they don't have to become a full member, but can rather just pay for access to that single post. This is a great way to monetize visitors who would otherwise just leave. The key is make the price low enough that people will pay it, but also making it high enough that it makes more financial sense to sign up for a recurring membership. That way people are buying 10 or 20 posts and still not signing up for a membership.

While you would make more money if they bought 20 individual posts, you would also not have any guaranteed recurring income, which is the biggest reason that creating membership sites are so popular in the first place.

Chapter 3: Your Pre-Launch Checklist

At this point, you have picked your membership site topic and niche. Done the necessary research to determine that your niche is potentially profitable. You have also deciding the Wordpress was going to be the right CMS to manage your site and that the Magic Members plugin would be the best 3rd party software to actually manage your members and their subscriptions. Finally, you have also filled it with useful, valuable content that your members will love as well as interactive features to keep them coming back. However, before you actually launch your website it is important double and triple check a few different areas to make sure that nothing goes wrong early in your launch. This includes you content, seo strategy, website function, and a final wrap up with your beta testers.

Double Checking Your Content

There are a variety of different content oriented aspects that need to be double checked.

1. **Spelling**

It is imperative that you double your check all of your special. The first priority should be double checking all of your text. Remember this includes much more than just your post content inside the members area. You also need to double all of your navigation. Nothing will make you look unprofessional faster than misspelling in your navigation areas. You should also take another look at the text that you don't think of, especially all of your link text like your privacy policy, terms of service, special offers page, etc

You should also check the text in you graphics as well as your sales pages, subscription pages, and welcome page. There is no guarantee that your banner ads, headers, footers, and advertising text is all correct.

2. Tone

You also need to double check the tone of all of your pages. Start with your sales page and then follow through with the rest of your sales funnel and autoresponder series first. You need to make sure that you are directly telling people to sign up either for a trial membership or an actual membership. You are selling something, don't be afraid to admit it, especially on your sales page. The same is true for your autoresponder series.

Next you want to double check the tone of your content within the members area. A big problem that some people have is trying to inform or teach without sounding condescending or like they don't really care. Make sure that the overall tone of your membership site is friendly and welcoming.

3. Test Copy

The next thing you need to do is make sure that all of your test copies are gone. It is surprising how many times someone will leave some test copy buried in a peripheral page. It is even worse if your welcome message or subscription confirmation still has test copy on it without you realizing it.

4. The Detail Areas

Make sure to double check all of the areas that contain details about you and your membership site. Is all of your contact information correct? Do all of the links to your support page, FAQ, subscription page, and About Us page work? Are all of the links to your upsell pages, downsell pages, and additional offers page live?

5. Security

You also need to double check and make sure that all of the members area content is actually secure. The same is true for your RSS feed. With the Magic Members plugin this shouldn't be a problem, but you should double check to make sure your settings are right anyways.

6. Teaser Content

The next thing to check is all of your teaser content. It is easy to get caught up focusing so much on your members area that you forget all about your teaser content. If people want to read some teaser content to get an idea of what you are offering then you had better have some ready for them.

7. The Legal Stuff

The last content to double check is all of your legal pages such as your privacy policy, terms of service, copyright information, and registered trademark information. Make sure to not only check for spelling errors or content omissions, but also that all of the links are live and working properly.

Search Engine Optimization

Now that you know all of your content has been double checked, it is time to double check your SEO strategies and their implementation.

1. Keywords

Hopefully you have already created a list of target keywords to focus on, if not then now is the time. If you have your list ready, then it is time to make sure that you have one page optimized for each keyword. This will ensure that maximum amount of organic traffic during your launch and beyond. There is nothing worse than sitting at your computer 6 months after you launch wondering why no one is finding your membership site via search engines, only to find out it is because you haven't done any keyword optimization. SEO takes some time to get rolling, so you need to be on it immediately.

2. Title

You also need to double check all of your page titles, headers, and meta data. In terms of on page optimization, your headers and meta data will play a large role. While they won't compensate for not targeting specific keywords, they could be the difference between the number 1 and number 4 position in the search engine results.

3. URL Structure

You also need to make sure that your URL structure has been optimized. Using Wordpress and Magic Members plugin should already be done for you as long as you optimized your SEO settings from your dashboard area.

4. Sitemap

The final SEO aspect to double check is the sitemap. Make sure that it is up and running correctly. More importantly make sure that search engines can find it. A lot of people will simply hide their website through the robots.txt file. If this is the route that you took, make sure to change that file so that search engines will spidering your site, especially your teaser content and sales page

Website Function

The final thing to double check is how your website is functioning as a whole. This is easy to overlook because people tend to get bogged down in the details, especially right before a launch. However, this is the time to take a step back and look at the big picture again.

1. The Eye Test

Start off with a quick eye test. This means that at a glance everything seems to be looking and working correctly. It may surprise you what you have been overlooking, even though it has been right in front of your face for a month.

2. Browser Testing

The next thing to do is run a browser compatibility test. There are a variety of commercial and free online services that will do this for you. While your membership site may not look perfect in older browsers, you need to make sure that it is perfect in the most popular ones including the most recent versions of Internet Explorer, Chrome, Safari, Opera, and FireFox.

3. Easy to Download

You also need to make sure that your page is easy to download. Essentially, you need to make sure that your page downloads quickly. This will keep both the search engines happy as well as your first group of members. People get very impatient when a website loads slowly so make sure that your is up to speed. Additionally, if you have any downloadable content, you need to make sure that all of the links are live and the content is actually uploaded to your server.

4. Printable

You should also make sure that every page is easy to print. There are a number of plugins that make this happen automatically. It may surprise you how many people still want to print off content so that it is easier to reference later.

5. 404 Error Pages

The final thing to check is the 404 error pages. You should definitely have a custom error page that will offer the visitor a chance to sign up for your membership site, or at least refer them to your opt in page or direct sales page. This is the time to make sure that they look good and all of the links function properly and direct people to the right place.

Your Beta Testers

Ideally, you will have a group of beta testers that can do a majority of this work and give you feedback as you go. Many membership site owners have had success by running a short beta launch in which they get 20 to 50 subscribers (at a reduced rate) who will provide feedback. However, an in-house beta testing team or outsourced beta testing company can be a good strategy as well. Make sure that you sit down and have a long conversation with your beta testers a few days before the launch and then again the day before. This will ensure that all of the potential problems will be corrected. They can also give you ideas about how to make your website look more appealing or be more user friendly as well.

Chapter 4: Maximizing Your Membership Site Profits

Now that your membership site is up and running, it is time to focus on generating a profit. There are a number of different ways that you can increase your profits ranging from spending your time more wisely to proper pricing. Here is a look at wide range of areas in which you can make small alterations that lead to bigger profits both immediately and over the long run.

Automation

There are a lot of different ways that you can automate your membership sites. Remember that time is money so that less time you spend doing administrative and day to day duties, the more time you can spend promoting your membership site. An even better scenario is that more extra time you have, the more time you can spend on your next money making Wordpress membership site.

1. Outsourcing

There are a lot of different aspects of your membership site that you can and should outsource. The key is outsourcing them correctly. For example, if you outsource your content creation poorly, you are going to spend extra time making corrections, which means that you haven't really automated anything.

Content Creation

One of the most commonly outsourced aspects of a membership site is the content itself. There are a variety of ways to find quality writers and content creators, but the key is creating a system of training them. You need to make sure that everyone who creates content is on the same page. This means that they are writing from the same point of view, have the same

tone, and all of their content concepts gel together. Essentially, it should sound like there is a single person creating content not 20.

To achieve this, you need to create a mini-training package. Hopefully, you will only hire writers who will do a good job, but you never know until they actually write something for you. To keep everyone on the same page, you should create a set of guidelines that every writer must follow. It should include things like proper formatting, proper tense usage, target length, etc You should also make sure that you do a thorough job of reviewing each test package before bringing a writer on board for good. While it may be difficult to grow a stable of writers at first, in the long run the benefits are huge in both time and money.

Virtual Assistant

Once you are in a position that you can hire a virtual assistant, even if it is only part time, you should do it. A virtual assistant can complete all of the day to day duties of managing a website. In fact, if you hire a virtual assistant that is already familiar with website management and internet marketing, they can do a lot more. Keep in mind that just like when you train writers, you need to train your virtual assistant as well.

Along with the day to day maintenance (including uploading new content), your virtual assistant should act as your recruiter and manager of everyone else that you outsource jobs to. They should be creating and handing out assignments for your writers as well as your graphic designers. They should also be doing your SEO work such as backlink building and maintaining a social presence on other blogs and social networks like Facebook and Twitter.

Once you budget increases, your virtual assistant should pretty much act like a middle manager. They delegate jobs and make sure things get done. This is especially helpful once you have multiple memberships up and running. A quality virtual assistant can generate enough additional profit in a few weeks to cover their salary for a year, no matter how well you pay them. They should be able to everything that you can do, and maybe a little more.

2. Software

Content Delivery

Now that you have people creating content for you, it is time to automate the delivery process. If you have content that is going to be sent to members or prospective members via email, then it is important to use an autoresponder The Magic Members plugin makes integrating your membership site and autoresponder simple. Every time someone becomes a member, they will automatically be added to your autoresponder database.

You should also make sure to have an autoresponder in place for your pre-sales and sales funnel as well. Ideally, you will have enough content that anyone who signs up to your list

will receive regular messages from you for at least 1 year without you ever having to send a message yourself. However, it is important that you set up a system so that as soon as they become members, they get transferred to your members only or proven buyers list. Some autoresponder services will do this for you automatically.

In terms of content delivery within your members area, the drip feed feature that the Magic Members plugin has will take care of this automatically once you set it up. This will ensure that every members gets access to the content that they are supposed to get, while also making sure that they do not have access that they should not have access to.

SEO

There are a variety of tools that can automate your SEO efforts, especially back-linking For example, there are programs that help you find blogs to leave comments on and some will even leave the comments for you. There is software that will find forums to place profile on as well as create backlinks from your profiles. There is software that will automatically distribute articles to hundreds of articles directories. While some software may not be worth the money, there are others that will save you a ton of time and money within a matter of weeks. If it can be automated, then automate it.

Creating a Sense of Community

Another way to boost your income from a membership site is to make sure that you are creating a social environment for your members. People want to belong to a group and that is really all that your membership site is. It is a group of people who all share at least one common interest. It is important to add interactive and social elements to members area so that you members spend more time there and enjoy their experiences If someone doesn't feel like they belong, then they won't be a paying member for more than a few months at best. If they do feel like they belong, then they could remain a paying member for years.

1. Internally

There are a variety of ways to create a sense of belonging and community within your membership site.

Private Forum

Nothing says community like a forum. Forums are great because they not only get people together to discuss topics related to your membership site, but they also give them a chance to discuss general issues as well. In many membership forums the most active area is the "water cooler" area, where people talk about everything except what your membership site discusses. As an added bonus, this will be a great place for you to interact with your members as well. The more you can connect with them, the more they will trust you and

remain paying members. You can even take some of the discussion threads that got a lot of attention and turn it into a free report or small $10 ebook within a day or two.

Members Blogs/Private Messaging

There are a number of different ways that you can create a social environment among members such as giving each member a blog or allow them to chat or private message each other. Anytime a member creates content of their own within your membership site, it gives them a sense of ownership and they value their membership even more. That means that they will likely remain a member for longer. Additionally, you can treat these blogs like a forum and scrape them for product ideas.

Interactive Surveys and Polls

Polls and survey are not only an excellent information gather tool for yourself, they are also great tools to start a membership-wide conversation. The same general concept from forums and blogs applies here as well. The more you get them to invest and feel like they are part of a group, the longer they will remain a member.

2. Externally

One thing that a lot of membership site owners disregard is what their members are doing when they are not within the members area. There are a number of different ways to remain in touch with your members even when they are elsewhere. It all comes down to social media.

Creating a Facebook Fan Page

Creating a Facebook Fan Page should not only be considered essential from a marketing standpoint, but a retention standpoint as well. If you are looking to make more money from your membership site, what better way to do it then have your members promote your site for you. A Facebook Fan Page is open to anyone that wants to follow. If all of your members are following your fan page, then their friends will see it and check it out. Then they could become a fan and all of their fans will see it, and so on. Not only does this improve your social reputation and your word of mouth marketing, but you will also be generating passive sales from this as well.

Twitter

Twitter was always a valuable tool, but now that you can create groups it is even more powerful. You can set up a Twitter feed for your members to follow. That way you can talk to them throughout the day about anything that comes up, even if it doesn't relate to your membership site. Again it is all about building a relationship with each member and

between members.

Keep in mind that all of social elements discussed above (internally and externally) can and should be taken care of by your virtual assistant for maximum profit. However, don't hesitate to jump into the social conversation whenever you want.

Correct Pricing Strategies and Payment Collection

There are a variety of issues that surround pricing and payment collection. In fact there have been in-depth studies that talk about proper pricing procedures and how they can help you maximize income. For a membership site there are a number of different variables that relate to pricing strategies and payment collection specifically.

1. Maximum Value Pricing

The key to maximum value pricing is that you need to set a price that provides maximum value to you and your members. First let's take a look at where you are sitting. Obviously the more you get paid the better. However, you can do things like add special bonus so that you can increase the price and members will still be happy with it. The key is creating the additional value to justify the price.

As a customer, you want to get the most value out of each dollar that you spend. That means that you may not want to sign up for a membership site for $20 a month. However, for a free piece of software that you would benefit from and a 20% discount if you pay 6 months in advance, you might feel like $20 a month is a steal. It is all about value.

That means that you need to build as much value into your membership site as possible. One of the easiest ways to do this (which you should already have in your plans) is adding a forum. Private forums are viewed as being exceptionally valuable, so make good use of them. Everything within your membership site has value, so make sure that potential members realize it.

2. Setting the Correct Price Point

The trick is setting the right price point to get the maximum amount of members at the highest price for example, 100 customers $10 a month is worth the same amount as 25 customer at $25. This will likely require a little testing to find out which price point is the best. If there are other membership sites in your general niche, then a similar price is probably a good starting point. This is also where your sales page and bonuses become more important. The general rule of thumb is that higher the price, the longer the sales page, however this isn't necessarily true for every niche.

This is also where pricing your tiers comes into play. You want to set it up so that upgrading

to higher tier makes more sense from the members point of view. You have created the same amount of content regardless of how many members you have at the top tier, so you might as well get as many top tier members as possible. If you want to boost your upgrade rate, it is usually a good idea to create a section of the forum or blog that is only available to the top tier. This way current members on the bottom tier see an immediate value to upgrading. You should also offer discounts to current members so that they are more likely to upgrade as well.

3. Using the Right Payment Processors

In general, the more payment processors you use, the higher chance of getting a conversion will be. People want to use a payment processor that they are familiar with. For example, many people that use Paypal regularly don't really count anything that they purchase an expense because it doesn't come out of their bank account. That means that Paypal should almost always be considered an option. Additionally, if you're target market is in a particular country, then there may be country or region specific payment processors that are popular.

While more payment processors are good, don't go overboard. You don't need to offer 10 different payment options. Normally the right two or three will be enough. Additionally, you need to make sure that you can accept normal credit card and echeck payments. This will ensure that people who don't make many online purchases still feel comfortable subscribing.

4. Creating Discounts and Coupons

Another strategy that has proven effective is creating discounts and limited time coupons. If this is your first time creating a digital product, then don't let the idea of offering an immediate discount scare you off. If you plan on setting your price at $20, then don't hesitate to make the stated price $30 and offer a 30% discount. That way the customers feel like they are getting a discount, but you are still earning the price that you wanted to.

The Magic Members plugin makes setting up discounts and coupons simple. When creating a coupon there are few things to keep in mind. Most importantly, your coupons should always have an expiration date. This will force customers to act quickly instead of waiting for a better deal. Additionally, if you have a few really good affiliates or plan on running a joint venture, make sure to create a coupon made especially for them. This will not only keep them happier, but will also increase their conversions because the benefits of using the coupon are more obvious since they are not found elsewhere. You may want to create unique landing pages for them as well.

Creating an Effective Promotion Strategy

In the end, it all comes down to how effectively you promote your membership site. If you don't do anything to promote it, then it probably won't do very well. Just like any other

product, you need to make sure that people know about it. There are a wide variety of online promotion strategies and some tend to work better for membership sites than others. It is also important to note that your promotion strategy needs achieve two goals simultaneously. You need to generate short term sales as well as establish yourself for long term recognition, which leads to sales.

1. Using Search Engine Optimization For Long Term Profits

A lot of people put off search engine optimization because the results are not immediate. However, it is important to keep in mind that SEO is the key to long term membership site profits. It will passively bring your customers for as long as your membership site is running. The Magic Members plugin along with built in Wordpress features make SEO simple, as long as you have good SEO practices such as keyword optimization, search engine friendly URLs, a sitemap, etc It also means that you will need to back-linking strategy in order to get your pages bumped up to the top of the search engine results.

Public Content

SEO is the reason that publicly viewable content is so important. Some membership sites will have full blogs available to public. This will not only provide SEO benefits, but will also help you establish your presence as an authority within your niche. If people find great value in your blog, then there is a much better chance that they will become a paying member.

As an added bonus, your blog can generate affiliate sales from cross-selling as well. Remember, your membership subscriptions should not be more than half of the profits that you gain from your membership site. Obviously the more you make from membership fees the better, but if those fees are a majority of your income, then you are not monetizing all of your assets correctly, which includes all of your publicly viewable content.

However, if you don't want to devote a lot of time to maintaining a blog (although it can easily be a job for your virtual assistant and writers), then teaser content should be a minimum requirement. Along with your teaser content, you should set up a pay per post option. Again it is all about creating as many different streams of income as possible.

SEO Best Practices

Now that you have some publicly viewable content it is time to create an SEO strategy. Here are some quick best practices to get you started in the right direction. Keep in mind that these are general best practices and there may by multiple strategies within each best practice.

- Always have clearly defined target keywords

If you are not targeting specific keywords, then how do you expect to rank well for them? Start will a small keyword list of 10 or 20 and once you starting ranking well for them, move onto another set of 10. Keep in mind that SEO is an ongoing process so even though you may be number 1 for a keyword today, doesn't mean that you will be tomorrow

- Monitor Your Progress

It is impossible to create a cohesive SEO strategy if you have no idea what is working and what isn't. You don't need to monitor your SERP movements on a daily basis, but you should monitor them at least once a week and compare where each keyword is compared to last week. If you find that a few keywords jump around in the rankings more than others, then that is an indicator that the keyword is probably more competitive. That means that you will need to do more work to consistently sit atop at number 1.

- Stay Social

Along with the relationship building benefits of using social media, search engines also place some weight on how popular your website is across the social landscape. Make sure to post a link back to your recent posts. This will not only generate direct traffic, but will help your SEO as well.

- Create a Diverse Back-linking Strategy

Every backlink can provide some value from an SEO point of view, arguably even no follow backlinks (but that is a debate for another day). Regardless, it won't benefit you from having 100 links from the same article directory. Make sure that you are getting links from a variety of sources.

- On Page SEO

It is also important to pay attention to on page SEO factors such as the title, image titles, keyword density, keyword oriented URLs, etc There are a number of different on page factors to consider, however between Magic Member, Wordpress, and good writers, these variables almost take care of themselves.

2. Creating Immediate Traffic

If SEO is your long term strategy, then what is your short term strategy? There are a wide variety of options to choose from. In general your options will fall into one of two categories, one time promotions and continual promotions. One time promotions will normally result in a burst of traffic, whereas continual promotions will have lower but more consistent traffic.

Banner Ads

Creating banner ads is a very common way to generate traffic. All you need to do is create a banner and find somewhere to put it. Normally you will rent advertising space on another website for either a flat rate or on a per-click basis. Banner ads are the most effective when you place them in front of your target audience. If you are creating a membership site about how to improve your golf swing, then you probably don't want to place it on a website about cooking on a budget.

It is also a good idea to customize each banner ad to the website that you are advertising on. While this isn't always necessary, it is important to always keep it in mind. For example, if you are buying ad space for your golf swing membership site on a blog that talks about common sports injuries, then you could create an ad that focuses on creating a great golf swing with a bad back. That way your banner ad is something that directly relates to the people who will see it.

Pay Per Click Advertising

Pay Per Click or PPC advertising has been a popular option for as long as it has been around. With this method you are purchasing every click on your ad. PPC advertising is most commonly related to Google Adwords and other search engines, however there are other PPC opportunities as well. The benefit of PPC is that you only pay when someone clicks on your ad. The drawback is that if you do not create an effective PPC campaign, you can spend a lot of money with very little reward. If you are new to PPC, then start small. Budget as little as $20 a day so that you can test out target keywords, landing pages, and discover what is converting the best.

Newsletters and Magazines

Another proven method of promoting your membership site is taking out ad space in newsletter and magazines. In fact, now that ezines are so popular, many offline retailers are using them to promote themselves online. The biggest benefit about this type of advertising is that you can target a very specific niche as long as you choose ezine correctly. By using this method you are essentially leveraging the trust and relationship that the ezine owner has already created with their readers. By doing this, your membership site gains instant credibility to an extent as well as providing you with potential of a very large burst of traffic.

BuySellAds.com

If you are looking to streamline your advertising, then BuySellAds.com is a great place to start. It will allow you to purchase ad space on multiple blogs and websites at once. Each ad space that you purchase will be active for 30 days. Plus, you get accurate reports about the websites traffic and page impressions. This type of data is invaluable as you cannot always trust a website owner if you don't know them, which makes working with them directly

difficult. BuySellAds.com will ensure that you know exactly what you are buying. They have a variety of popular website to choose from with the highest ranking website getting nearly 20,000,000 impressions monthly.

Content Advertising

Another great way to promote your membership site as well as boost your reputation and authority level within your niche is to utilizing content advertising. The most popular form of content advertising is guest posting on blogs or submitting articles to directories. Essentially you create some content and place it one someone else's website. This will not only get you backlinks, but will also get your membership site in front of a new audience that may not know about you. The key is to make sure that your content is extremely useful to the readers. In general, most bloggers recommend that guest posts be longer than a regular post as well as more detailed and valuable to the readers.

This is first time the readers will hear what you have to say, so it is important to start out with your best foot forward. At the top or bottom of your post or article will be a byline or author bio box which should include a few links back to your membership site.

Building Your List

It is critical that you are constantly building your list. We have already talked about the importance of leverage your money list that is full of proven buyers. However, that list is created automatically because it is simply a list of members, both current and previous. You also need to actively be building a list of potential buyers and market to them.

1. Building a Relationship

The biggest benefit of building a list is that it is means to creating relationships. Most people who visit your membership site for the first time, be it your public blog or your sales page, will have no idea who you are. The only way that they will get to know is if they get to experience what you have to offer. With a list of prospective buyers, you can do all of your pre-selling before you every show them an offer. This can boost conversions dramatically.

2. Let It Sink In

Most people will not make a purchase immediately. They will want to think about it for a little while regardless of what you are offering. It is a general consensus that the average online shopper will need see an offer 6 to 8 times before they make a purchase. Without a list this will be nearly impossible. However, with a list, you can send your prospective members an email every day or every other day to keep in contact with them. While you shouldn't make your membership site the focus point of every email, you should at least mention it, along with providing quality content. Just like a public blog, you are giving them

an idea of what you have to offer, so make the content good.

3. Constant Contact

Another reason that building a list is so important is that most people fall into the category of "out of sight, out of mind". If they don't see what you are offering, they will forget about it. That means if you don't have any way to contact them, they will forget about your membership site, no matter how great it is. On the other hand, if they are on your list, you can send them special offers over and over until they finally make a purchase.

An added bonus of building a list is that you can monetize it beyond your membership site. Let's say that you are converting your list at 10%, which is pretty good. That means that only 1 out of 10 people will join your membership site. If you don't monetize your list with other offers, such as another product of yours or a related affiliate product, then you are leaving money on the table. Everyone will buy something, it is just a matter of finding out what that something is. Remember, the goal is to get maximum profits from your membership site, but that doesn't mean that all of your income will come directly from your site. It will come from all of the assets that you are creating.

Creating Multiple Streams of Revenue

It cannot be overstated how important creating multiple streams of revenue is. We have already touched on this concept throughout the previous topics, but let's discuss it directly. Your primary source of income may not be your membership fees. In fact, for many membership sites it isn't. When you look at all of the assets that you create along with your membership site, there are tons of ways that you can create additional streams of revenue. Here is a quick look at some of the most common additional income streams and where you will use them.

1. Your Other Products

If you don't have any of your own products aside from your membership site, then add product creation to your to-do list. When you have a membership site, you not only have a solid stream of income, but you also have a pool of buyers who already know you and trust you. More importantly they value your products because your membership site has been so useful for them. You need to leverage this trust to promote your other products. In fact, your members are a great testing pool to give you feedback during the product creation process. If you are going to sell your own products to your members, then it is always a good idea to offer them a "VIP Discount" or "Pre-Release Discount". Not only will it boost your sales, but it will make your members feel like they are getting an even better value from their membership, so they will remain members for longer, which means you will make even more money.

2. Affiliate Products

Earlier we talked about cross promoting complimentary products and if you don't have your own product to promote, then an affiliate product is the next best thing. This works the same way that promoting your own products will. Keep in mind that you can promote these products both within the members area and via your autoresponder series as well. Some people say that you should not promote affiliate opportunities that carry a recurring income because the more monthly subscriptions a person has, the more likely they will cancel their membership to your site. While this may be true, there is a good chance that they (up to 90%) will cancel their subscription to your site at some point anyways (it's a harsh reality). So why not continue getting recurring income from them, even if it isn't your site?

3. Advertising/Joint Venture Space

Another common method of monetizing a membership site is by selling adverting space or creating joint ventures. Every pixel inside your members area carries a value, so why not make the most of it. Selling adverting space within your members area is extremely valuable to others because your members are proven buyers. That means that you can sell your space for a premium. The same is true for joint ventures. For example, you could have someone send out 5 emails about your membership site in exchange for advertising space for a month. That way they will get some free advertising space and you will get hundreds of free referrals

4. Adsense

Making money from programs like Google Adsense are generally frowned upon within the members area. They are already paying a subscription so why should they have ads in the middle of their content. However, you will also have publicly viewable content as well. It is the publicly viewable content that may be a useful Adsense space. Remember most people will never become a member, so you should try to monetize them while you can.

The Key Statistics

When it comes to creating the maximum amount of profit from your membership site, there are a few key statistics that you always need to keep watch over and they all have to do with conversions. You need to convert prospects into free trials, free trial members into paying members, paying members into premium members, all while minimizing your turnover.

1. Converting Prospects into Free Trial Members

The first big conversion rate that matter is your sign up rate. This is where you will be converting prospects into free trial members. Free trials are a vital part of any successful

membership site. Most people will not commit to a subscription without getting an idea about what they will be getting. That is where the free trial comes in.

There are a number of different ways to get people to sign up for a free trial. The easiest is to simply bribe them. Just like list building, you give away a free report if they sign up for a free trial. Another option is to simply offer a free trial across your publicly viewable content areas. Either way, your primary objective is to get people to jump into a free trial. It is critical at this point that you minimize the barrier to success. Every piece of information that you collect is another barrier to entry.

That is why some people argue that when signing up for a free trial, you should only collect an email address and a name. However, others argue that if you don't collect their credit card information, you have lower chance of tuning them into a paying customer. The easy solution is to play in the middle. You should first get them to sign up for your autoresponder and collect their name and email address only. Then, when they click on the confirmation email, you take them directly to the free trial setup page. Since they thought that they were signing up for a free trial anyways, you get the benefit of having them added to your list, plus they will also sign up for the free trial (whether you collect their credit card information is entirely up to you).

2. Converting Free Trial Members Into Paying Members

The next key statistic to monitor is the conversion statistic that tells you how many people with free memberships turn into paying members. Obviously, the higher the better. The easiest way to convert free trial members into paying members is to give them a good discount on their first months subscription fee immediately after they sign up for a free trial. If they decide not to sign up, then you still have the rest of the free trial period to convince them.

If your free trial is week, then you should have an autoresponder message ready for every day of the week. The first should re-introduce yourself and your membership site, as well as what it has to offer. You also offer a one-time discount of X%. It can be the same discount that you offered them earlier. At this point it is vital that you let them know that this is a one time offer. If they decide to pass, then the following day, you will send another email with another discount, along with some valuable content. However, the discount must be at least 5% lower than your first one. That way, they will know that if they don't act now, then they will have to pay more later. This fear of loss will spur them to act quickly. The key to success with this strategy is that you must point out that the discount dropped and let them know that it will be even smaller tomorrow

To simplify this process, you can start out with a 35% discount so that at the end of the free trial, the discount is gone. Hopefully, everyone has become a paying member by this point, but it isn't likely.

Take the remaining people who were not converted into paying customers can place them in a separate list so that you can continue promoting to them. However, make sure that your very first email after their trial period is over is another discount. If you really want to make them feel special (of course you want them to feel special) offer them a coupon (not a discount) that is only good for 24 hours and carries the originally 35% off. Using the Magic Members plugin is great for this tactic because it will allow you to create a unique coupon code whenever you need one.

3. Converting Paying Members Into Premium Members

There are two keys to converting paying members into premium members, the first is the lockout technique and the second is creating value.

The lockout technique has been around for a long time and it is essentially the fear of loss technique focused on "group think". Essentially, your regular members should still be able to click on all of the navigation buttons that premium members use. However, instead of taking them to the premium content, you will send to a page that tells them they are not allowed access. This visually shows them that they are being left out of the "cool kids club". On the access denied page, you should also include a link to the upgrade page as well as a coupon code for a members-only, upgrade discount.

The second technique is very basic, although often overlooked. Essentially, you pack so much value into the premium memberships that it simply doesn't make sense not to upgrade. The basic members and premium membership should have a few key areas where the premium membership is blatantly superior in a big way. At the same time, the cost of upgrading should be smaller than that perceived value. This is especially easy to create with the special members-only discount. People will upgrade any time that they feel that they will getting a good value for additional price and that is exactly what you will give them. Creating a premium members section in the forum is particularly effective at creating perceived value.

4. Keeping Your Premium Members Paying

The final statistic to keep an eye on is the exit rate. This will tell you what percentage of members are canceling their membership and when. If you notice that most people cancel their membership after 9 months, then you should take a closer look at what is going on during the 9th month. Maybe there is a gap in value that you can compensate for. Another option is to offer them a big discount if they sign up for a quarterly subscription during month 8. That way, you get them locked in right before they would likely cancel.

Additionally, you need to make sure that you are contacting members after they cancel their subscription and ask them why. There is no better way to understand why the trends are the way that they are than asking your members. Once you find out the problem, you can fix it

and send previous members a chance to renew their subscription at a discount to see the new changes.

Creating Affiliates of Your Own

If you really want to make the maximum amount of money from your membership site, then you absolutely have to offer an affiliate program. A lot of people tend to shy away from setting up an affiliate program because they think that it is too much work. The truth is, it is best investment you will ever make for your membership website. The best part is that there is a single Wordpress plugin that can do all of the heavy lifting for you.

1. Benefits of Creating Your Own Affiliate Program

There are a number of unique benefits that you can gain when you creating an affiliate program of your own. It all comes down to increased profits without running promotions yourself.

No Middle Man

One of the biggest benefits of creating your own affiliate program is that there is no middle man. If you use affiliate marketplaces like Commission Junction or Clickbank, then you are at the mercy of their software and their system. Plus, they are taking a percent out of every sale for themselves. By using your own affiliate program, you can cut out the middle man and stay in complete control at all time. Plus, with the extra income, you can actually offer your affiliates higher payouts, while still keeping a large share of the sale for yourself.

Maximum Promotion

The reason that using adding an affiliate program to your website is so important is that because it allows you leverage the efforts of hundreds of other people. Your affiliates will be the ones out promoting your site, writing articles, paying for PPC ads, placing banner ads, writing reviews, and the like. You don't have to do anything aside from set it up and provide your affiliates with the proper resources.

Not only do you get to leverage all of their promotion efforts, but you can actually spend less money on your own promotional efforts or put that additional money into the next membership site that you will be building.

If you are serious about generating a lot of income with your membership site, then the one method of promotion that should be consider 100% essential is building an affiliate program.

Chapter 4: Making Your Affiliate Program As Successful As Possible

There are a lot of small things that will add up to an affiliate program that even the best affiliate marketers can't ignore. Fundamentally, it all comes down to two basic concepts, treating your affiliate marketers right and using reliable, efficient tracking software. Since choosing the right tracking software is the easiest part, let's start there.

Choosing the Magic Affiliate Plugin

The Magic Affiliate Wordpress plugin was designed by the same creators as the Magic Members plugin. It is designed so that you can quickly install and activate it, just like any other Wordpress plugin. Plus, it is designed to automatically integrate with your Magic Members membership site as well. This already save you hours of time and ensures that you will not have any sleepless nights worrying about potential capability errors. Here are a few additional benefits to keep in mind:

1. Real Time Reporting

The advanced design of the Magic Affiliate plugin will allow you and your affiliate see all of the critical statistics in real time. That includes clicks, sales, and commissions earned. If there is anything that affiliates hate, it is the delay in the tracking software. The Magic Affiliate plugin ensures that this will never be an issue.

2. 5-Tiered Affiliate Structure

With the Magic Affiliate plugin, you can create multiple affiliate tiers. This will entice your affiliates to recruit additional affiliates, which means more people promoting your membership site. Additionally, there is no limit to the number of affiliates that this software will allow you to manage, which means if you recruit 10,000 affiliates, then you will be able to track every single one of them.

3. Commission Flexibility

The Magic Affiliate plugin gives you unprecedented control over the commissions that you will pay out. First, you can set up automatically recurring commissions. This means that you don't have to do any of this tracking on your own. It also makes your affiliates more satisfied because there is nothing better than recurring commissions.

Additionally, you have the flexibility to set different commission rates for different affiliates. This is especially important if you are trying to recruit a super affiliate to promote your

product or are using a special commission rate to seal deal on a joint venture mailing. Essentially this feature allows you to alter the commission rate individually. If you have a super affiliate that wants a 40% commission, but your normal affiliate commission is 25%, then all you have to do is open the affiliate information and change the commission for that one affiliate It can't possibly get any easier because you don't have to create new tiers or separate programs like most other software will. You just edit a single content field and click save.

5. Affiliate Tools

The Magic Affiliate plugin also allows you to effective manage a variety of affiliate tools. Your affiliates are going to want things like banners, blog posts, etc to promote your site and now you have a single plugin that will manage it all. The best part is that the Magic Affiliate plugin automatically generates a unique dashboard for each affiliate to log into. It is there that they can get access to all of the tools that you are providing them.

6. Effective Communication

You never know when you need to send out a message to your affiliates. With the Magic Affiliate plugin you have two options. First, you can send them an email through your autoresponder (because Magic Affiliate automatically adds every affiliate to an autoresponder list). Second, you can simply create a message and post it to the "messages" area. This is the area inside every affiliates dashboard that will display all of your most recent messages. That way they are never left out of the loop.

Recruiting Affiliates

Now that you have the Magic Affiliate plugin integrated with your membership site, it is time to start recruiting affiliates. There are a variety of different ways for affiliates to naturally find you, but to be proactive it is a great idea to start with your own members.

Your members are going to be talking about your membership site anyways, so you might as well give them an incentive to do so. As soon as someone becomes a member of your site, the first thing that you need to do is recruit them as an affiliate. Most members won't hesitate to sign up because with only a few referrals, they could essentially be getting their own subscription for free.

If you are recruiting affiliates outside of your own members there are a variety of methods that you can use. The easiest thing to do is simply go to where affiliates are. That would internet marketing forums, blogs, and message boards. There are even websites dedicated solely to letting affiliates know which programs are best. By setting up the owner of that website as an affiliate, they will make a small commission off of every affiliate that they recruit whenever those affiliates make a sale (remember those tiered commissions).

Because of this, they will be happy to send some new affiliates your way.

Making Your Affiliates As Successful As Possible

Once you have recruited some affiliates, the next step is to provide them with the tools that they want and need to be successful. If you ask any affiliate what most programs lack, it is the proper tools. In fact, most affiliates will promote a lower paying affiliate program that provides great tools over a higher paying affiliate program that provides few or low quality tools. If you really want to go all out and make your affiliates as successful as possible, here is a quick look at the tools that you should provide.

1. Quick Training

The first thing that you need to do is create a quick, introductory training course. This is especially important if you are signing up members of your website as affiliates because they may not even know what affiliate marketing is. The training doesn't need to be overly complex or sophisticated, it simply needs to be a starting point. In fact, there are a number of free PLR books on affiliate marketing that you can download and give to your affiliates.

Another simple option is to create a list of useful articles that are online so that they can read them. It is important to make sure that those articles are actually helpful, otherwise new affiliates won't make any sales, which means they will stop promoting your membership site, which means you will make less money.

2. Email Series

One of the most overlooked tools that affiliate programs forget to provide is an email series. Not a series to educate the affiliate marketers, but rather an autoresponder series that your affiliates can use to send to their list. That way, all they need to do is plug in the email series that you created for them send it out to their list. This requires very little effort on your part and even less effort on their part, but you will both make money from it.

If you really want to go all out, create a single email series, however provide some options. For example, create 3 different headlines for each email or several different "email styles" for each email. Some affiliates have built lists that do not respond well to a hard sale, so there should be an email style using a passive sales approach. On the other hand, some affiliates prefer to hard sell, which means that you should have an email series will that approach as well.

Remember earlier when we talked about how building a list was critical to your success? The same is true for your affiliates. If you create an email series for them, they will almost always add it to their autoresponder right away. Plus, just like your list, it will take 6 to 8 emails before people on their list make a purchase, so make sure that your email series is at least 10

emails in total length.

3. Online Text

There are a wide variety of different online text that you should create for your affiliates and depending on how your affiliate promotes, each type will be preferable for different situations. The most commonly creating online text is an article. The original intention is to create an article that affiliates can place in article directories. However, there are only so many articles directories, so the articles are likely to end up elsewhere as well.

Another useful tool to provide is blog posts or a small series of blog posts (3 to 5). The difference between an article and blog post is that blog posts tend to be more casual. Plus, they tend to be written in the first person, whereas articles are written in the third person. If you really want to all out for your affiliates, you can create a few articles and a blog post series that are entirely composed of spinnable text. Spinnable text will allow a single article to spun hundreds of times to create unique content.

Product reviews are another type of online text that can prove useful. There are a number of websites dedicated solely to product reviews. These types of websites are always looking for new offers to promote, which gives you an automatic in with them.

A few short classified ad copies would benefit your affiliates greatly as well. Classified ad sites have been growing in popularity for some time and affiliate marketers have become very adept at leveraging them for excellent profits. The ad copies don't need to be long. Some could be as short as a few sentences, while other may be a hundred words or so.

The final type of online text, and possibly the most valuable is a brandable report. The report doesn't need to be long, maybe 10 – 15 pages at most. A report is brandable when each affiliate can insert their own affiliate code into the report. Most of the time these reports will be in PDF form so that the actual content will not be altered. Plus, because it is a downloadable report, your affiliates will have a much easier time giving them away, which will again boost your brand awareness considerably, as well as increase your profits.

4. Banners

If there is one place not to save money it is on your banner design. Many affiliates will judge an affiliate program based upon the banners available alone. This is because many affiliates will not do much outside of adding a few banners to their website.

When creating banners for your affiliates, make sure that you provide a wide range of designs. This will help affiliates find a banner that will best resonate with their particular audience. Along with different text, you should use different pictures and background images as well. You should also think about creating different action triggers as well. For

example, one could say "Save 20% Today", while another says "Only $29.99", even though they are both really advertising the same thing.

Another critical element of creating effective banners is size. There is nothing worse for an affiliate that finding a banner that they like, but not finding a size that fits their needs. At minimum, you should offer 5 or more different sizes of banners. The most popular tend to be leader boards, horizontal banners, text banners, 300x250 and squares (125x125 and 250x250). The more options you give your affiliates in terms of banners, the happier they will be.

While flash banner ads are not the most popular ads around, some affiliates still prefer them, so it might be beneficial to create at least a few flash banners ads of varying sizes.

5. Miscellaneous Advertising Tools

Outside of online text, there are a number of additional tools that you can provide to your affiliates as well. Along the same lines as text ad copies, you can provide audio and video as well.

You can also include things like pop up and pop under codes that be added to websites, as well as prewritten HTML text for text ads, email signatures, and forum signatures.

Keeping Your Affiliates Focused and Motivated

One of the biggest problems that you will face once your affiliate program is up and running is trying to keep your affiliates focused and motivated. Many affiliate marketers have a bad habit of jumping from one affiliate program to the next. Fortunately, if you have provided them will a variety of quality tools and resources, they will likely give your membership program more attention than others. However, there are some additional tricks to keeping your affiliate promoting your membership site above all of the other affiliate programs they are involved with.

1. Pay Them Well

The easiest way to keep your affiliates attention on your program is to pay them well. The more money they make, the harder they will work for you. In the end, that means that you will make more money as well.

There are two different ways to approach this. The first is to simply give them a higher front end commission. For example, you could give them a 40% recurring commission. This may sound like a lot, but remember that you are monetizing your membership site in many ways, not just subscription fees. The other way is offer a lower initial commission, but also include a solid back-end commission. This means that if you have a lot of up-sells or down-sells in

your sales funnel, you not only give your affiliates a piece of the subscription profits, but also the back-end profits as well.

Both of these methods are effective because they both will catch the attention of quality affiliates who know what to look for.

2. Running Contests

The other way to keep your affiliates motivated is by running monthly contests. These contests give your affiliates a reason to promote your membership site today. Some affiliates may create a large amount of recurring income off of your membership site, which will give them a second to think about moving on. However, if you are offering monthly contests, they have a good reason for sticking around and sticking with your membership site.

The two common options is to either give away a physical item like a laptop, television, or even a pre-determined amount of cash. The other option, and the one that will generate the most attention from your affiliates is a one-time boost in commissions.

For example, let's say that you set up a contest where the top 3 affiliates all win something. If you choose physical prizes then there are several possible outcomes. The first is that everything goes great. The second is that affiliates don't really want your prizes so they don't promote very hard. This creates an opportunity for a low performing affiliate to win the monthly contest simply because they were the only ones really trying. You could actually end up losing money in that situation.

On the other hand, if you offer additional commissions you can't lose. All of your affiliates will be promoting hard because it could mean the difference between getting paid 45% and 60% on all new sign ups for that month. Plus, since you are only paying out additional commissions, you will still be guaranteed a share of the total profits.

Chapter 5: Conclusion

As you can see, there are a lot of different ways that you can generate a substantial income from membership sites. The overall strategy is fairly straightforward: find a niche, building membership site using the right tools, outsource and automate as much as possible, and promote effectively.

The key is finding a specific set of steps that works for you. The key to creating successful membership site after successful membership site is having a process for success. Everyone has a process that is a little different from everyone else, but they are effective because they have been tested over and over again. Once something proves to be effective, you don't deviate from the plan, you only continue improving it.

Below are some of the most important tools discussed in this book as well as links to where you can find them online.

1. Wordpress

As discussed earlier, Wordpress is going to be your best option in terms of a content management system. It is extremely flexible and easy to use, plus it is open sourced and completely free to use.

2. Magic Members Plugin

The Magic Members Plugin has consistently proven to be the absolute best solution for creating and managing a Wordpress membership site.

3. Magic Affiliate Plugin

If you are planning on creating your own affiliate program (which you should), then the Magic Affiliate Plugin will seamlessly integrate both with Wordpress and the Magic Members Plugin