# 5 Tips for Running a Successful Membership Site

If you own an online business, you’ve probably considered starting or converting your existing website into a membership site. There are a ton of advantages in running a membership site, especially if you are selling content. However, not all online membership site has to be limited to providing something digital to their members. Small businesses can link their website membership to a physical product or service, like a book club, gym contract, or mystery box subscription. Here are five tips to help you run a successful membership site.

**Tip #1 – Offer a Free Membership or Trial Offer**

When you offer a free membership or trial period for your premium membership, you provide potential members with a glimpse of what they can expect to get if they sign up for a premium membership. This is a great way to convert your visitors into paying customers.

**Tip #2 – Offer Several Membership Options**

Offering more than one membership option is great for your potential members and users. The number of membership options that you should offer will wholly depend on your business model and what you can provide members with. It is a smart idea to offer various options to match the needs of your target audience that will give them a choice that will not only match their needs but their budgets as well.

**Tip #3 – Find a Niche**

Don’t overcomplicate your online membership site by trying to offer your members everything that you can think of to try and reach a broader audience. If your membership site if for outdoor enthusiasts focus on that. You need to find what works for you and run with it. Not only will this help you build a solid membership community, but it will provide you with the credibility within the target market.

**Tip #4 – Reward Loyal Members**

All businesses should provide their loyal customers with rewards, like exclusive offers and bonuses. Not only is this something nice to receive when you use a product or service regularly, but it can also prompt users to upgrade to a specific membership level to receive the incentives.

**Tip #5 – Gather Feedback**

The success of a membership site is determined by the community that is built around them. Much of the time you spend on building and running your website is trial and error until you find that sweet spot for your members. To reach this spot quicker, reach out to your members and ask them for their feedback.

Membership sites are lovely because they bring like-minded people together, and they’re a great way to generate recurring revenue for your business. Keep these tips in mind as you start the process of building a membership site and reap the reward of generating recurring income for your business.