# 4 Things People Don’t Tell You About Starting a Membership Site

Over the last several years, more and more membership sites have started to pop up on the Internet. The idea of launching a membership site is growing more popular among online business owners because of the recurring revenue they can generate. If you are thinking about starting a membership site, it is essential to understand that they take a lot of work to get off the ground. Here are five things that people don't tell you about starting a membership site.

**You Need a Carefully Defined Niche**

While this might seem obvious, there are still a lot of people that make the mistake of not having a carefully defined niche. Competition online is fierce, and you have to be able to offer something that can’t be found anywhere else. To accomplish this, you need to look at your own knowledge and strengths as well as determine what is missing in the membership space. Rather than trying to attract millions of people who might be interested in your general topic, you need to keep drilling down until you reach the sweet spot.

**Build Your Community First**

You can't expect to nurture a community of members after the fact. You need to take the time before you create your membership site to get your community on board before you launch. Doing this will ensure that you have a good arsenal of supporters already available. This could take as much as a year to accomplish depending on the kind of network you have in place already, but it will be well worth it when you launch your site.

**Have Enough Content for Your Launch**

Many people get turned off a potentially brilliant membership site because it didn't have enough content when it was launched. You can't start an online course membership site with one course completed and a promise of more. After you've launched your website, you won't have time for a couple of months to develop new content.

**Have a Detailed Pre-Publicity Plan**

While it would be really nice if people were able to find you themselves and signup for your site in droves the day you launch. Unfortunately, this isn’t how it goes. Make sure you spend time to think about your pre-launch promotion and create a landing page to sign up for the details. Your goal is to get people curious about your site and anticipating the launch.

Creating and running a membership site is a lot of work and not for the faint of heart. Keep these things into consideration as you start your journey to becoming the next successful membership site owner.