

MEMBERSHIP SITE **FORMULA**



CHECKLIST

Getting Started with a Membership Site

- Many Benefits
 - Fewer opt-outs
 - Improved security
 - Increased traffic
 - Easier bonus delivery
 - Passive income
 - Pricing
- It's a Team Sport
 - Almost impossible to do it alone
- Basic Steps of Starting a Membership Site
 - Choose a topic
 - Must be of interest to your target audience
 - Browse the magazine section at bookstore
 - Choose something you're passionate about
 - Register a domain name
 - Must accurately reflect the topic
 - Should contain keywords related to topic
 - Consider unique name
 - Obtain Web Hosting
 - Hosting is critical for membership sites
 - Wide variety of plans with different price points
 - Consider if it will allow you to grow
 - Membership Site Software
 - Find one that can handle a variety of tasks
 - Should be able to provide assistance with tasks
 - Membership fees
 - Managing site content
 - Choose a payment system
 - Clickbank
 - PayPal
 - Manually process your payments
 - Gather Content
 - Write yourself
 - Hire a freelancer
 - Have members provide content

Understanding the Pre-Launch Phase

- Getting people interested
 - billboards
 - advertisements
 - radio plugs
 - television commercials
 - social media
- Know your target audience
 - Must know who you are marketing too
 - Everything you do should have a purpose
- Attracting a wider audience
 - Focus on creating a broader appeal
 - Use press releases
 - Utilize social media

Getting Ready to Launch Your Membership Site

- Building buzz
 - Incorporate a competition
 - Work with affiliates
 - Incentivize your target audience
- Importance of having everything in place
 - Must spend the time to test your site
 - Make sure everything is working
 - Have a backup plan
 - Payment solutions
 - Web hosting providers
 - Software
 - Testing your server and hosting platform
 - Vital to ensure you site won't go down
 - Must monitor it during the launch
- Lining everything up
 - Try to have support help lined up
 - Can't handle everything yourself
- Developing incentives
 - Want people to take action right away
 - Build in some bonuses and incentives
 - Place a time limit on the signup bonuses and incentives

What to Do Post Launch

- Be available for customer service and support
 - Issue refunds promptly
 - Build relationships with customers
 - Send out a survey
 - How they like the product
 - Can you do anything to help them
 - Don't send them more offers
 - Makes it easier to establish repeat customers
 - You make your profits from repeat customers

Ensuring Long-Term Success with Your Membership Site

- Develop a newsletter
 - Entices traffic to return to your site
 - Can increase traffic to your blog
- Utilize Google AdSense
 - Helps you further monetize your site
 - Strategies to increase revenue with AdSense
 - Incorporate banners into your site
 - Remove the borders from the ad
 - Change the color of the links to match your site links
- Utilize Joint Ventures
 - Partner with another company to share contacts
 - Stick with companies around the same size
 - Look for companies with similar traffic rankings
- Use Affiliates
 - Can be the lifeblood of your site
 - Provide them with a decent commission