

Membership Site Magic

# Membership Site Magic

The key to recurring income



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<http://www.membershipsite123.com>

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## Membership Site Magic

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# Membership Site Magic

## Introduction

The Internet has made it easier than ever for enterprising individuals to earn a living working from home. In the past, self-employment might require a large capital investment, along with a place of business, employees and a good knowledge of how to conduct business.

The explosive growth of the Internet over the past decade has introduced a number of ways that anyone can make money by working from home.

Some of the more popular means of earning money from home are:

- Selling things on eBay
- Creating Websites that generate ad revenue from Google AdSense or other pay per click advertising
- Selling merchandise directly via a Website
- Affiliate marketing
- Selling information products

All of these methods work well, and so do hybrid methods. Ebay has affiliates who send traffic to their site who earn more than a million dollars per year. That's right; some people earn a lot of money from eBay without actually selling anything there!

The introduction of online retailers such as Clickbank has made it possible for individuals to make money promoting downloadable products. You can create a Website and review ebooks and earn a commission when someone clicks on a link on your site and buys the product in question.

You can also earn money by creating such products and selling them on your own Website and through a network of affiliates that work *for you*.

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More than a few millionaires have been created this way. Selling information is a proven method of earning money on the Internet, and many successful online marketers are able to work from home.

There are thousands of products sold through Clickbank and more than 100,000 affiliates who promote these products. Clickbank makes money, the authors make money, and the affiliates make money.

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### The Problem

Selling information products, either directly or as an affiliate can be a great way to make money.

There are a couple of things that make this method of earning a living somewhat less than ideal:

- Information products have a shelf life
- You continually have to find products to sell
- Refunds can hurt you

The market for information products is a fickle one. Some products have a long life; [The Rich Jerk](#) has been selling his ebook online for several years. Other products tend to flame out quickly as buyers search for "the next big thing."

If you are selling information products, either as an affiliate or as a product creator, you know that sales of products quickly "spike" when they hit the market. Sales are hot for a few weeks or even a few months, and then they slow down, sometimes to nearly nothing.

If you want to continue earning money, you will have to constantly look for new products to sell in order to keep your income stream steady. Each time a product stops selling for you, you'll have to replace it with something else. You'll also have to hope that whatever product you replace it with will be just as successful.

Otherwise, you're back to Square One - looking for something to sell.

Just as product sales can be fickle, so can the buyers themselves. [Clickbank](#) and other online retailers tend to have a rather generous refund policy. That means a lot of people return products for refunds. If they do that, then you lose your commission for that sale.

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In my experience, Clickbank refunds over a broad range of products average about 18%. That means that for every \$100 in commissions you earn, you will eventually see a check from Clickbank for only \$82 due to sales of products that were ultimately returned for refunds.

You work just as hard to make sales that turn into refunds as you do to make sales that create happy customers, but you will have nothing to show for it.

Don't get me wrong; selling products through Clickbank can be quite lucrative. That's why 100,000 people do it.

But what if there was a way to generate income from the sale of information that didn't involve potential refunds?

What if there was a way to generate income from the sale of information that didn't require you to constantly find new products to sell?

What if there was a way to generate income from the sale of information that didn't result in "product burnout?"

There is such a way. It's called a membership Website.

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### The Solution

A membership Website is a site that offers content for sale, but that content is only available to *subscribers*.

In order to access the contents of the Website, subscribers must pay a monthly fee. The payment of this fee gives them access to the *members area* where the content is located.

It's easy to see the benefits of creating a membership site vs. creating an ebook:

- Instead of making money once from a single sale, you get paid every month.
- You can add new content to the site periodically in order to avoid "information burnout."
- Your occasional updates mean that the product remains fresh, so signups of new subscribers should stay steady.

The membership site business model is probably the fastest-growing business model in the Internet marketing world.

There's a good reason for that. It pays you *over and over again*.

The market for information is a lucrative one, but it's also a competitive one. It's tough enough to make a sale, so why not try to turn the sale into one with recurring income instead of settling for a one-shot deal?

It's easy to see why membership sites are so popular when you take a minute to do that math. The monthly fees that are charged for information membership sites can vary dramatically. Some sites charge as little as \$9.97 per month. Others charge as much as \$795.

If you have just 500 subscribers at \$9.97 per month, you're looking at \$4985 *in monthly income*. If you were charging \$795 per month, you'd be taking in \$397,500!

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Every. Single. Month.

And membership sites are scalable. What if you had 1000 subscribers instead of 500? Or 2500?

The amount of money that can potentially be earned by running a membership site is staggering.

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## What It Takes

So now that you see just how profitable it can be to have a membership site of your own, how do you go about it?

There are basically four parts to creating a membership Website:

- The sales page
- The software
- The content
- Promotion

## The Sales Page

The sales page is a small Web page where you tell potential subscribers what you're offering for them. A good sales page will concentrate on benefits of the product, rather than features.

If you're creating a membership site that features terrific recipes, you want to emphasize how much the subscriber's family will enjoy eating terrific meals, rather than emphasizing how many recipes you will offer on your site.

Make sure that the focus of your sales page is all about *what you are going to do for the subscriber*. The sales page should answer any questions potential subscribers might have about *why* they should subscribe to your membership site.

Emphasize the benefits, rather than the features. Make sure that your subscribers know that you are providing this service *for them*.

Your sales page will also mention how much a membership in your site will cost expressed in terms of a monthly or annual fee.

You'll also need an order form of some sort.

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## The Software

In order to run a successful membership Website, you will need some specialized software. Unlike a regular site, a membership site will have a special section, a "members area", that is off limits to anyone except subscribers.

That means that your software will need to do the following:

- Allow new subscribers to sign up
- Create user accounts and keep track of usernames and passwords
- Create and maintain a members area that is accessible only by members
- Handle recurring billing

The pricing of such software is all over the map. You can spend as little or as much as you care to, depending on the list of features you would like to have.

Here are a few of the better-known software programs for operating membership sites:

[Instant Membership Site Creator](#) - This may be the most affordable membership site script on the market. Prices vary, but I've frequently seen this script offered for sale for \$27. If you shop around, you may find it for less. Don't be fooled by the price; it's got quite an array of features for a budget-priced product.

For a *really* good price, you might [look here](#). ;)

[aMember Professional](#) - A mid-grade membership script. This one offers quite an array of payment options: PayPal, BeanStream, 2Checkout, NoChex, VeriSign PayFlow, Authorize.Net, PaySystems, Probilling, Multicards, E-Gold and Clickbank payment systems are all supported. Your purchase includes free installation. As I write, it's priced at an affordable \$179.95.

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[Butterfly Marketing](#) - This very popular program was created by marketing legend Mike Filsaime. It's not the cheapest product on the market, but the price includes Mike's amazing [Butterfly Marketing Manuscript](#) as well as thousands of dollars in useful bonuses. This isn't just a membership site script; it's a complete marketing course and system in a box. I've encountered quite a number of sites that use Mike's software, and for good reason - it's a great product.

[EasyMemberPro](#) - EasyMemberPro is a surprisingly powerful membership site script that includes:

- WYSIWYG Editor - No HTML or PHP skills needed
- Automatic signups/cancellations - Hands off operation
- Powerful affiliate system - Others promote your site for you
- Content management system prevents "grab and unsubscribe"
- Lots more

For the price, EasyMemberPro is one of the most powerful membership site scripts on the market

[Membergate](#) - Want a product that does everything? Membergate might be the product for you. The feature list is too long to list here. It's probably the most powerful membership program on the market.

Which membership site script is best for you is a function of your specific needs. If you think you're going to have 10,000 members, then the Instant Membership Site Creator is probably not for you, for instance.

I've found that the Butterfly Marketing script or aMember Professional both work very well for most applications. If your site grows quickly, you can always upgrade to Membergate at a later date.

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### The Content

The main reason anyone subscribes to a membership site is to gain access to information that they otherwise might not be able to easily obtain.

The sort of content you offer on your site will vary dramatically, depending on the sort of site that you create. Many membership sites provide ebooks, tutorials, or even instructional video to their members. If you're running a site about cooking, the occasional video showing how to prepare certain dishes might be useful.

If you have a site about stock market investing, special "members only" reports could be useful, as could tutorials in the form of MP3 files that your members can listen to at their leisure.

The type of content you provide is largely up to you; it can be nearly anything that can be encoded in viewable or downloadable format.

Keep in mind that if you want your members to continue to subscribe month after month, you will want to keep your content fresh. Failure to update content regularly is probably the primary reason that membership sites lose subscribers.

For that reason, it's probably best that you try to find a niche that interests you, rather than one that you think will make money. You'll be spending a lot of time with your membership site, so it is in your best interests to create a site about a topic that you're truly passionate about.

Not only will this help you create your content, but it will keep both you and your subscribers from "burning out."

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### Promotion

You can have the world's best membership site, but it's completely worthless if no one knows about it. In order to get subscribers, you're going to have to advertise.

Where do you do that? That depends on your niche. If you're in a market niche that is supported by a lot of print magazines, you might consider taking out ads in one or more of the publications devoted to your topic.

You might also consider one or more of the following:

- Pay per click advertising
- Article marketing
- Banner ads
- Offering memberships on eBay

Any of these are possibilities for letting people know about your site. You will know your niche best; any method that reaches people with your common interest will work as a mechanism for drawing subscribers.

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### Conclusion...And Membership Site 1-2-3

A membership Website is the hot new information product for the 21<sup>st</sup> Century, and for good reason - they make money. With the right market niche, the right membership script and the right marketing plan, you can get hundreds or even thousands of people to pay you each and every month for providing information to them.

Of course, there is a lot of work involved in creating a membership site. You will have to find a script, install it, and make sure that it works and remains secure. If you aren't particularly computer savvy, you may have to hire this part of the project out to a professional.

You'll also have to create your content and make sure that it remains up to date. Failure to keep your content fresh can result in a rash of subscription cancellations.

For some people, particularly those who are technically inclined, these are minor problems. For others, they are powerful obstacles that keep them from realizing their potential in the lucrative field of paid membership sites.

What do you do if you want to create a membership site but don't think you can install or maintain the software? What if you cannot afford the software in the first place? What if you can't come up with enough ideas on a regular basis to keep your content fresh?

Fortunately, for those problems, there's a solution:

### [Introducing Membership Site 1-2-3](#)

Membership Site 1-2-3 is a step-by-step model that you can use to quickly and easily set-up membership sites AND manage them in just a few hours a week. No headaches. No outrageous expenses. No need for Phd-level technical expertise.

Membership Site 1-2-3:

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- Makes setting up membership sites super simple and ridiculously easy - so you don't have to worry about anything!
- Allows you to get started with virtually no start-up capital - so you don't have to take out a small loan to get the ball rolling!
- Reveals the secret about where to find discounted sources - so you don't have to spend hours creating it yourself!
- Fully automated once set up - so you don't have to spend 24/7 monitoring your forums or your site!
- Requires practically no technical experience - so you can spend your time creating and earning instead of spending your time learning!
- Allow you to offer any type of content, text, audio, video, software, etc. - so you can give your customers exactly what they want and need!
- Demands only around 2 hours a week for maintenance - so you can make the HUGE profits without having to be chained to your computer 7 days a week!
- Builds an opt-in mailing list for you - so you can profit from and maintain a colossal e-mail list with no added effort!

With Membership Site 1-2-3 there is no software to install, there are no technical complications, and best of all you can get started for less than \$50!

Anyone, anywhere, no matter what skill level, can use Membership 1-2-3. With a few simple steps and a few days you could be running

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a membership site that generates all of the profit but has *none* of the headaches and hassles associated with the expensive and problematic traditional model.

**What are you waiting for???**

The longer you wait to start your own membership site, the likely someone else will create one in your niche. Don't let that happen!

You have the opportunity to truly make more money than you ever dreamed possible - quickly and easily, with virtually no start-up money and no technical skills.

Membership Site 1-2-3 could be the best investment you will make this year.

[Click here to learn more about Membership Site 1-2-3](#)



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