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Introduction

What is spiritual empowerment? What does it entail?

There are just too many questions relating to spiritual empowerment, which could well be one of the greatest enhancers of our life.

The most famous people of the world have attained various degrees of spiritual empowerment. The people whom the world follows today had spirituality of the highest order.

This eBook is a humble attempt at taking you there.

Chapter 1:

What Are Subscription Sites?

Summary

Understanding the concept of subscription sites.

What are Subscription Sites?

Businesses employ many ways to promote their websites. Because of the wide range of technology available today, there are limitless possibilities as to how one can make good use of the Internet and make a business grow and succeed. When you were looking for ways to promote a website, you may have come across terms like subscription sites.

What are Subscription Sites?

Back then, the Internet used to be free and knowledge was shared by everyone. However, people have realized how to monetize the technology, which is how subscription sites came up.

Subscription sites are just like an information databank. It can be run by a single person or a company and focused on a topic of their expertise. These sites are actually like the usual websites that have content in them but they often sell out their best tips, tricks, and guidelines to other people.

How Do They Work?

When a person realizes that a certain website has the right information to what they are seeking for, they start to visit it more often and read its contents. Subscription sites are much like this only you get to gain access to much more details and information when you opt to subscribe to their newsletters, webezines and the like. Often, only members get to see this exclusive content and a person has to pay a membership fee to receive it. In turn, the member does not have to go through all the hassle of having to visit the site to know any updates because it is already included in the newsletter sent to the mail on a regular basis. Aside from these, the member gets to have more information which is exclusive and gets to have access to freebies or other contests that the site may have.

Chapter 2:

3 Ways to Get People to Subscribe to Your Website

Summary

Here are five interesting tips on how to enrich the spirit.

3 Ways to Get People to Subscribe to Your Website

Now that you have known what subscription sites are, you might already want to start your own site and gain profits from it. However, you cannot just take action without making plans first. First, you will have to determine how you could entice people into subscribing to your website.

Choose a Good Topic

A person would like to have access to knowledge that is quite interesting and would probably help them in their own business, career or in life. For example, a hot trend right now is internet marketing. If you are knowledgeable in this niche, you could start write about it and give exclusive details to possible subscribers on how to go about internet marketing.

Offer Previews and Discounts on Membership

Of course, people would not readily invest their money for something that they are unsure. You cannot just say that the content in your newsletter have the best information. While some may fall into that, people are now wary because they are afraid of being scammed. If you want to make readers want to read more of what you have to offer, give them a preview on your newsletter but keep it a little hanging so they would want more.

While your readers may already be decided on signing up for subscription, they can be turned down when they see that it has to be paid – and at an expensive cost. If you still starting on this, you can provide your content at lower rates and place indications that there have been markdowns and discounts that will only be offered for a limited time.

Give Out Freebies and Other Promos

Nothing entices a customer more than a sight of discounts and privileges. Make it known to them that they can actually get exclusive content when they subscribe to your site and you can even give them bonus write-ups and some useful tips regarding the niche.

Chapter 3:

Quality over Quantity

Summary

It is important not to become a number freak. It is quantity that matters most of the time.

Quality over Quantity

You may already be rejoicing over the hits you got for your site but do not be too complacent just yet. Just because your subscription site is getting many visits does not necessarily mean that you are close to succeeding your goal.

Increasing Your Web Traffic

It is very important that you increase the traffic on your web. This would mean that more visitors are coming to your site and checking out its contents. It would also mean that your site could become a credible place in which advertisers can place in their advertisements.

Increasing Conversion Rates

While you already have many people visiting your site, it would be no use if they were only one-time visitors. Of course, you would want them to keep on coming back to your site repeatedly. Just because your subscription site has traffic, it does not mean that there are many people who are signing up as a subscriber to your site.

Why an Increased Conversion Rate Is Much Better than Increased Web Traffic

An increased conversion rate is better than having an increase in web traffic. Since you will be sending out paid newsletters, it is more important that you get more people sign up as subscribers.

Your newsletter or website may contain various advertisements or trial offers which, if clicked or viewed by a subscriber, could generate profits for you. If your goal is only to increase web traffic, you may have more profits for this month

from advertisements. However, if the traffic decreases, you could zero out on your profits. When you have a bigger conversion rate, it would mean that more people are regular visitors to your site. If this can be maintained then you should have a constant and regular flow of profits from the advertisements that are in your website.

Chapter 4:

Generating Leads and Getting Them to Subscribe

Summary

How to get people you have found to become subscribers.

Generating Leads and Getting Them to Subscribe

Now that you know is quality is more important than quantity – that is, increasing conversion rates are very important – then you must also know methods in order to achieve that goal.

Many businesses employ various lead generation methods:-

1) Internet Marketing and Advertising

Most businesses are into putting up advertisements in other websites and search engines. Each time a person searches for a topic similar to the one being discussed in your site or when there is an article in another site that is similar, the ads that are displayed are also related to the topic and may include your site.

The great thing about it is that it does not cost much. Usually, advertisers such as Google charge business owners only for the times when the advertisement is clicked. Therefore, it is very cost-efficient and you do not have to pay for the times when the ad is not generating traffic to your site.

2) Email Marketing

Another way to do lead generation is to send email messages to individuals. Of course, the email must have content that are related to what your site offers. You could also do the same for your sales pages. At the end of the message, you can place in an invitation to subscribe to your site, what it has to offer, and then place a link to your site. It is a non-costly way in which you can entice more readers to become members of your site.

Why Lead Generation Methods?

The reason why people would want to click on your advertisements, whether in search engines, other websites or in email messages, is that they are looking for the information, which you may have on your site. Thus, you will have to look for these people while they are also doing the same.

It is a win-win situation. The person finds the information needed and you get the subscribers you want to gain. It also does not cost much – it is only charged on a per click basis and usually in bulk or per thousand clicks.

Chapter 5:

How to 'Speak' with Your Subscribers

Summary

The right approach with your subscribers takes you the longest way.

How to ‘Speak’ with Your Subscribers

When you already have some subscribers to your site, how do you manage them? It may still be simple to email each one of them with confirmations and updates the first time they subscribe, but what if the numbers grow bigger? Remember that you also have to write your content, too.

For this task, you will have to use those various tools for internet marketing to make it a lot easier. There is a tool called an auto-responder that you can use to automatically reply to subscription requests, answers to subscriber requests and sending of news and updates to the subscribers.

It is very important that you always maintain contact with your subscribers. This way they do not feel left alone and it would not make them feel that you only need them for monetization purposes. Having constant communication with your subscribers would also let you know what they need and what they would want to read from your newsletters.

With the auto-responder tool, you can send a simple survey to all people included in your subscription list and ask them a few things about your site. You might want to gauge their level of interest on your site and the topics and you could even ask them if they feel that they are getting better news and content from other websites. It would then be from these results that you could take action.

See, it does not take so much time nor effort to be able to reach out to your hundreds, thousands, or millions of subscribers. If you are just able to use the right tools to do the job, it would not be such a hard task and you would be able to talk with your subscribers without having to go through each one of them for a chat or conversation.

Chapter 6:

Giving the Subscribers What They Are Looking for

Summary

Give your subscribers what they want and they will be eating out of your palm.

Giving Your Subscribers What They Are Looking for

You have used all the best and flowery words in your sales page and even promised heaven and earth – but be careful. Your sales page is what entices people into subscribing to your site. If you promise them things, they will surely be looking for it and if you are unsure or are incapable of giving, you will pay for what you have promised.

What You Should Be Promising Your Subscribers

When you are making a website that offers to give details about internet marketing, be sure that you give that out. However, just indicate in your sales page that you would give your would-be subscribers tips, tricks, and guidelines about the topics. Do not give specific themes and subject matters unless you are sure that you can make content for it. If you are not, give the reader hints about what you will be discussing in the future newsletters.

Keeping That Promise

What is written in your sales page is why your readers are converted into subscribers. So, be sure to fulfill those promises or you could end up having disgruntled subscribers. If they are not pleased with what you are giving them, it could give a negative feedback to your subscription site. For sure, they will discontinue their membership and they might even tell other people that what you are promising in the sales page is bogus.

Giving Them More

Now, if you are running out of topics to give, you could actually ask your subscribers for opinions and pieces of advice on what they want to know. This way, you are sure to hit the right spot because you are giving them exactly what

they want to get from you. This ensures that your members will always stay on and come back to look for what you have to offer.

Chapter 7:

Giving Away Freebies and Incentives

Summary

One of the oldest marketing ploys, and still works well.

Giving Away Freebies and Incentives

Your subscribers will not only be excited about the things that you have to offer them such as the tips and tricks and other write-ups. If you offer bonuses and other privileges for being a member, it will surely make them want to come back for more. Offering these things in your sales page would also entice people to sign up as a subscriber. This is especially true if the value of what they may possibly get is much greater than what they will be paying for subscribing into your site.

What You Can Offer to Your Subscribers

Money is not always everything. To offer something greater than the value of what your subscribers pay you does not only mean expensive material things – but, of course, you are free to give them out every once in a while. For less expensive freebies, you may actually offer your members for additional information in the form of a new subscription to another newsletter. You can give this out free of or a discounted price, since they are members. You could also do the same for eBooks. If you want, you could also send them exclusive demonstration products that will help them succeed in what you are teaching them in your newsletters.

More Incentive Programs that Will Benefit Both Sides

You may offer your privileges free or for a discounted price. However, you could also find other ways in which you can give these incentives to your members. For example, you can give them bonuses and free things if they are able to bring in more people to subscribe to your site. This trick does not only entice your readers to take action, it also helps you increase your subscription list with less effort – a win-win situation. Of course, be sure that your incentives are tempting enough and that you will truly be able to give them out to the people who have fulfilled the task.

Chapter 8:

Ensuring Viral Marketing for Your Membership Site

Summary

Thought creates results.

Ensuring Viral Marketing for Your Membership Site

How else will you find way to entice more readers to your site? What methods do you employ to get more of them to sign up as subscribers?

Using Existing Members to Get More Members

Yes, you may actually use the people who have signed up in your site to get more people who may be interested. When they sign up, you can actually ask them to invite more members before moving on with the membership process. You could also do this as a contest and, in turn, they can even stand to get rewards points and other bonuses.

Viral Marketing

This process is actually called viral marketing. From the word, it works much like a virus, being transmitted from one person to another. However, through the Internet, this virus spreads more easily and in various ways also. You do not just have to place links at the bottom of your email messages, other form of media may also be used.

You can use videos, pictures and other graphics to promote your site and attract readers to subscribe. You can also make use of other files that are easy to transfer. Just make sure that you place in attractive one-liners (keep them short so that they are easily read) and use strong words to attract people to take action.

If you are able to give out free stuff over the Internet, such as simple software or a trial version of a more complicated one, or maybe an eBook related to what you are having on your subscription site, you can do the same with the emails and attach the link of your site. Once the person who gets this freebie finds that there

are interesting stuff in your site, then you should gain profit from it when they already subscribe to your site.

Like the virus, using viral marketing can easily be spread from a single person to multitudes of them, letting you gain more profits easily and quickly.

Chapter 9:

Sell More than They Have Come For

Summary

Upselling is a great concept; use it well.

Sell More than They Have Come for

Now that the people are coming to you and your site, it is already your time to work. The people who chose to subscribe to your site decided to do so because they are interested in what you have to offer them. While they are more likely to continue their own subscriptions if you give them for than they have expected to get, selling them things that may actually help them could have the same effect. If you are wise in marketing, then you should be doing this strategy, too.

Selling Them What They Need Plus More

Since the members have already chosen to invest some of their money to subscribe to your site, they would surely want to purchase things from you (as they find you a reliable source) which they believe would help them achieve what strategies you are teaching them.

For example, if your site is offering to give tips and tricks about internet marketing, they may also be interested in getting software that could help them in their marketing needs. If you recommend them a product, they would surely be interested in checking out what it is and, possibly, purchasing it. You can take advantage of it by placing links to a trial version of the product or a full version that would be offered at a very low price, an added benefit for being a member to your site.

This strategy may work a little like suggestive selling. If you are a business selling cell phones, you would like to offer those that buy your product with a screen guard, a new phone casing, free games or ringtone downloads and so on.

Although this method does not always get you more sales and profits, it is always a good thing to try because they could possibly be turned into one and you can gain something from it.

Chapter 10:

Getting Subscribers to Go for Repeat Subscriptions

Summary

Getting them once is easy. It is getting them for a second time that needs some special doing.

Getting Subscribers to Go for Repeat Subscriptions

It is not enough to have an increase in web traffic and in conversion rates. You should also want to make sure that the existing members of your site keep on coming back and not back out from their subscriptions. What methods do you use for your purposes?

Keeping Them Pleased

Most people would keep on coming back to a site if they are interested with what it contains. They will do this whether they are subscribed to the site or not.

Giving Them More

What attracts more people to a site, or to subscribing, are the freebies they can get out of it. Of course, you have to make sure that what you offer them are worth more than what they are paying you. Otherwise, it is likely that they discontinue their membership the next time it expires.

Constant Communication

Even in real life, people who feel that they are more pampered at a certain place keep on coming back there. To make sure that you always serve what they want to give, you can make your site and content interactive by placing comments box so that you can hear out their opinions and have hints on what they might want to read. If you want, you could also do surveys to everyone in your subscription list and ask them what other things they want to know about that are related to the topics in your site.

There are many other ways to keep your readers coming back for more and renewing their memberships over again. It is also a matter of tweaking the layout

of your site so that they are able to read more content that they may be interested about. You can also place “Subscribe” buttons strategically so that they do not forget to do that action.

When you follow these simple methods, you will be sure to have a regular flow of profits from your subscription site.

Conclusion

Making money from subscription sites is not as difficult as you think. Use these methods and you will see how.

All the best to you!!!