

Membership Pirates

www.Your-Domain-Here.com

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Getting Started

Continuity programs (or membership sites) are not only extremely profitable, as they generate **recurring income** from a single source, but they also put you in a valuable position of being able to directly communicate with your target audience.

The greatest thing about continuity websites is that you can literally create an entire site around simple information products.

Membership sites can be set up a number of different ways as well, including all sorts of different information formats, such as:

- ✓ Special Reports
- ✓ Ebooks
- ✓ Training Programs / Coaching
- ✓ Interviews with Experts
- ✓ Video Tutorials & Guides
- ✓ Webinars & Private Consulting
- ✓ Workbooks and Lesson Plans

Regardless if you're pursuing a business or niche based market, you can easily create a membership based website around hot, evergreen markets where people are satisfied paying for recurring access to your information.

The idea is to identify a market where there is a great demand for various information products, rather than a single product because with a single-product market, you're able to address

their problems or answer their questions quickly.

There's no need to continue to pay for access to information, if their problem is easily solvable.

Instead, focus on markets where customers are always in need of current, ongoing information.

For example, the weight loss market is a popular one for membership programs, because you can easily develop a series of information products designed to address a different area within someone's journey to losing weight.

For example, every month you could offer a series of weight loss reports, including articles, diet plans and healthy recipes. You could later create illustration guides that demonstrate work out routines, and offer printable progress reports that help members keep track of their overall progress.

You could later expand your membership program to offer additional upgrades, such as additional access to recipes, community support, fitness strategies and customized weight loss plans.

But even if you have a very limited budget, you can still create a 'starter' membership site that is simply designed to provide access to a small information package each month.

Then, as your community grows, you can expand your

membership offer, adjust prices according to the extra value, and begin extending your front-end offer with quality backend products.

When I created my very first membership website, it was within the work at home marketplace. I created a collection of short 'modules', each one designed to offer information and guidance on how to make money with a specific work at home job.

I then created 3 months worth of content before launching my site. That way, I could set it up on autopilot and focus on the marketing aspects of the site, in order to get it off of the ground.

When creating content, I focused on a specific segment of the work at home market for each month.

With one "core" product that was designed to cater to the entire telecommuting market, and one "lesson plan" focusing on a specific SEGMENT of that market, I was able to generate mass exposure, while still catering to a very targeted subscriber base.

The greatest thing about a system like this is that once you have a few months of content featured within your membership site, you can then adjust your membership model to offer upgrades, giving new members the option to pay for access to archive content or previous releases.

Or, you can create a compilation of all previous content updates and use it to create an upsell for new subscribers.

With membership sites, you'll not only be able to start generating revenue from month one, but you'll be able to leverage your information products so that you can maximize your profits from within the same community!

Your Membership Foundation

When you think “membership site”, what immediately comes to mind?

Monthly payments?.. Membership sites that are up to run until a subscriber cancels?..

Well, that’s one way to create a membership site and while it’s a very effective method, there are many other options available to you.

Here are just a few:

Fixed Term Memberships

eCourse Style Memberships

Coaching & Training Memberships

With fixed term membership sites, you are offering information or access for a specific amount of time. If a subscriber joins your program, they might receive training materials for 3-4 months before the program comes to an end.

With fixed term memberships, your members run through a cycle and when that sequence is finished, the membership is terminated.

Fixed term memberships can be set up a number of different ways, so you’re really given the flexibility of customizing your program based on your own preferences.

For example, with fixed term membership programs you aren't required to provide long-term updates. You can create a series of updates once, and then simply recycle that content as existing members complete the program and new ones join.

This means you create the content for the entire course once and then re-use that content indefinitely, only updating it as new information becomes available, or in the event you feel your content needs to be updated based on changes in the market.

You can set up a fixed term membership to run on any interval you choose.

For example, I run a fixed term freelance training program that runs for 12 weeks, before coming to an end. Each week, my subscribers receive a packet of information that includes training guides, lesson plans and video tutorials that guide them towards becoming a successful freelancer.

Choosing a 16-week fixed term program was intentional, as I knew from market research that my average subscriber remained with related membership program for an average of 4 months.

Fixed term membership programs are successful for another reason as well. Customers aren't always interested in joining a program where they end up paying for access indefinitely.

Many people simply can't afford an extra bill each month, but by creating your membership model on a fixed term basis, you can actually make

more money upfront, by charging a one-time payment for access to the entire course.

You've locked your members in, you're paid upfront, members aren't required to pay monthly, and everyone's happy.

If this is your first membership website, we recommend starting with a fixed-term program, because it's not only easier to manage but it actually requires less content upfront.

You could even create the first weeks content and launch your membership program, while creating the secondary (and all subsequent) updates every week thereafter.

That way, you can get your membership program off the ground quickly, while being paid for the content multiple times – while only creating it once!

Jumping back to the beginning of this module, the traditional month-to-month membership program is something that you'll want to look into once you've gained some experience with your fixed term program.

With a traditional monthly membership program, members pay every 30 days for access into a membership center, which is securely protected from unauthorized access.

In order for members to access this area of your site, they must enter in their username and password, which is given to them when they initially join your program.

Traditional membership sites can be as simple or complex as you want them to be, such as in offering access to multiple sections as an upgrade option to creating different levels (bronze, gold, platinum) where members are given access to additional features and material.

Monthly membership programs take a bit more work and careful planning because you'll want to create an entire website system, with a standard sales page as well as a members center, with download pages, interactive areas including a community forum, and perhaps optional enhancements or upgrades.

When it comes to choosing a price point for your membership site (and this applies to every format you use), your price should be reflective of your actual content, including the amount of material that members have access to, as well as the frequency in which you update your content.

You also need to consider whether your content is available through external offers or websites, or if it's proprietary content, exclusive to your website and available only to your members.

Proprietary content is the "*crème de la crème*" when it comes to membership sites, because if you can offer unique, and exclusive content that your members can ONLY get by being a part of your subscription program, not only will you be able to develop a USP, but you'll be able to increase your prices.

Resell Rights or private label content should only be used on the backend, not as your main source of content (unless they are used as bonus or auxiliary components).

Think about the different ways that you could create proprietary content for your membership site, including:

Webinars

Video Guides

Interviews (exclusive)

Reports & Ebooks

Training/Coaching

Software & Scripts

Also, be sure to record everything you do. If you give an interview, host a conference call, conduct a workshop, training, whatever it is – always record it. This material can be used as bonus products, or featured as an up sell or backend upgrade or even as your main product!

Tip: In order to maximize retention rates with traditional (monthly) membership websites, do your best to offer a sneak peek of what's in store in the next update.

You always want to keep your subscribers excited about future releases, showcasing how they will benefit by remaining an active subscriber.

With the e-course or autoresponder membership program, all content delivery and correspondence takes place via email. This allows you to set up your entire membership site so that it runs on complete autopilot, with content being distributed automatically through your autoresponder on regular intervals.

This is one of my favorite methods of setting up a membership program because not only is it a cost effective method, but it's also one of the easiest and fastest to set up.

In fact, all you really need is an autoresponder account and enough material to cover two full cycles.

You can then add additional content into the system as you go!

When it comes to choosing a reliable autoresponder provider to deliver your timed content, there are many to choose from including www.Aweber.com and www.GetResponse.com

If you are interested in pursuing this subscription model, you will want to begin by planning out the niche topic of your newsletter and writing down ideas that could be covered over the next few months.

This is important because the last thing you want to do is launch a subscription-based site on a topic that you have difficulty writing about, or coming up with fresh content in the months to come.

You will also want to determine a delivery schedule, making sure to send out the newsletters on the same day each week, for consistency.

I suggest choosing a day in the middle of the week, when people are most likely online, and for those working regular jobs, they are more likely able to find time to download and read your material.

Coaching websites offer clients consultation services for a set fee or on a recurring basis, depending on how you intend to set up your program (offering either a pre-set schedule or allocated time for personal consulting that your subscribers can use whenever they need it).

With a coaching membership site clients have access to either personal or group support, usually conducted through email, live chat sessions or webinars.

You could also set up a private 'students only' forum where your subscribers could post questions or requests for help on specific subjects.

Think of the profit potential for a moment:

If you had only 200 paying subscribers at \$50 a month for access into a private forum where they can post questions to you that you can answer publicly for the entire community to benefit from, you would earn \$10,000 a month just for spending a couple of hours a day answering questions and providing assistance.

You could then offer a higher priced coaching program that was open to only 25 of these students, for a flat rate of \$1,000 each, where they gain personal access to you for private coaching and consulting.

This would generate an additional \$25,000 from the same community!

The profit potential for a coaching style membership site is phenomenal.

If you have specialized knowledge in any industry or you simply have the experience needed to help newcomers in your market, you can easily set up a very profitable coaching based membership site with very little start up costs or time involved.

One easy way of choosing the topic for your coaching program is to simply evaluate the questions that are frequently asked by buyers in your niche market.

What are people looking for help with?

What are people constantly struggling to understand?

What do people require PERSONAL guidance with?

Just by evaluating an existing market demand for information and help on specific topics, you can come up with a coaching program that is sure to be a success.

Coaching membership sites can be set up on a Q&A basis, where your subscribers are permitted to ask a specific number of questions each month.

You can choose to have them submit their questions to you via a private email account, through a community forum or even by using direct communication services like Skype.com.

Question and Answer style coaching programs give you the opportunity to cater to a larger audience of subscribers than a more personalized coaching program because you are able to free up your time and resources by only having to answer a specific number of questions in any given week.

Injecting A Hook

A hook, just like when used in fishing terminology, reels you in. It sets your program apart. It tells potential subscribers why they benefit from becoming a subscriber.

It represents what you offer, why it's valuable, and sums up your entire program in a few words. It's visceral and compelling.

In songs and music, the "hook" is the chorus line. Repeated throughout the song, becoming part of your memory collection. If you can't get a song out of your head, the hook is the reason why.

In online business, you have a very short amount of time in which to capture attention, and even less time in which to keep it, and a hook can be a powerful tool in your marketing arsenal when used correctly.

Your hook provides a clear and direct focus for your business, and works at differentiating your program from your competitors.

Evaluate your programs strengths and weaknesses. How do you stand out? What is the greatest asset you offer to subscribers?

Your hook could involve everything from your content delivery schedule, to being able to offer proprietary content, right down to the material formats that you offer.

If your competitors are only offering ebook products, and you're able to incorporate video training, webinars, or other interactive training and information pieces, that could very well be your hook.

If you offer weekly content updates where your competition offers monthly updates, that's a hook.

If you provide personal training, or you give your subscribers access to a community forum where they can share experiences and gain a better understanding of the market from other members that could be your hook.

If your membership program is only available on a limited distribution basis, scarcity could be your hook.

You need to evaluate your membership program and pull out the juiciest, most valuable asset and present that to your audience as your primary hook. You can even incorporate multiple hooks into your marketing message as Kate does with her membership program.

Her continuity program offers 100% proprietary content. She produces fresh new website packages every month for her subscriber base.

Her competition offers access to Resell Rights and Private Label Rights packages.

Her unique and exclusive releases are her primary hook. It's what makes her stand out in the market, and motivates prospects into becoming subscribers. They know that they can only get this content from her.

But she implores a secondary hook. Rather than updating once a month with a single package like the majority of her competitors do, she offers two feature packages every 30 days.

Doubled up order for the same price = a very strong hook.

So, spend some time devising your own hook that truly sets your membership program apart from others in the market. Feature your strongest benefit, your unique flavor of content, and connect with your market in a big way.

Looking Ahead: Maximizing Profits

When creating your membership program, you need to start thinking of ways to maximize income – right from the get go.

The reason it's so important to carefully plan out your system, is because even a slight change or shift in your memberships structure can significantly affect your overall profits (either in a good way, or a negative way).

This means that you need to think about how you plan to expand and grow your membership community right from the beginning phase of development:

- ✓ Are you planning on incorporating upsell offers?
- ✓ Will your membership program offer additional upgrades, levels, enhancements?
- ✓ Will you offer a lower front end (entry fee) to build a massive community, focusing on generating profits from back-end offers?

For example, one very popular method of maximizing the profits of a monthly membership program is by offering a lower introductory rate, designed to get the prospect into the membership program.

This could be set up to where your subscriber pays a low trial fee, with the full price of \$47 per month, payable 7 days later.

This is a great way to motivate visitors into becoming active members of your continuity program, while lowering resistance since customers are given the opportunity to «sample» your content before committing to the full monthly subscription fee.

You can also offer various levels, where a subscriber joins as a basic member for \$19.97 per month and can upgrade their account to access additional areas of your members' center for an additional \$39.97 per month.

By implementing a multi-level membership site, you can consistently generate income from the same community of subscribers as they pay for access to extended material or areas on your site.

This also gives you the opportunity to set up 'specialized' areas that cater to specific segments of your market.

For example, I run a membership program dedicated to work at home moms. My entire subscriber base is interested in receiving my monthly newsletter that features the top work at home opportunities online, but a smaller segment of my community is interested in a specific opportunity, "Niche Blogging".

So, what I did was create a sub-section of my membership program providing those members with the opportunity to upgrade their accounts to receive access to the standard newsletter while receiving additional access to my "Niche Raiders Blogging Program".

Some members are paying \$17 per month for access to just the newsletter, while others are paying \$17 + \$27 to access the full site.

You could even create a membership website that offers one level of access that charges on a recurring basis (ex; \$27 monthly) with additional areas of the site available at a flat rate fee.

That way, you only have to focus on updating one area of your website while still maximizing your income from every subscriber.

Certain membership sites will charge their customers a one-time access fee, and then a monthly fee thereafter. For example, \$99.97 to join then only \$29.95 per month.

If going with this kind of set up, you'll need to provide at least three times the value of the initial payment, in this case \$99.97 - and then update your content regularly enough to justify an ongoing fee.

Determine your Level of resistance in regards to pricing by starting off with a mid-entry price and increasing as your membership grows.

A huge benefit to charging a higher front-end entry fee is in your ability to maximize subscriber retention.

Your cancellation rate will be much lower since people don't want to have to pay the initial registration fee all over again, should they cancel their subscription and re-join at a later date.

Another effective strategy is to offer '*chartered membership plans*' when your membership program is just getting off the ground. Offer them special bonuses, downloads - just to jump-start your website.

It will provide immediate relief of that initial start up phase and allow you to determine what your members think about your content, with a soft launch before you go all out.

This is also a great way to beta test the system for bugs, errors, broken links or problems with navigation or downloading products and content.

In addition, you could offer annual membership plans by providing subscribers with a significant discount if they pay for a full year of access upfront.

A good way to determine a fair price is to calculate 8 or 9 months and charge them that price, giving them two or three months free.

You want to focus on yearly memberships because that way your members are locked in.

The only downfall is that people tend to forget that they joined and when you re-bill them yearly, they may end up challenging the charge with their credit card companies, simply because they can not remember where they signed up.

This is why it isn't recommended to automatically re-bill your customers if they join for a year at a time. Instead, when their yearly fee is coming due again, email them with a reminder and offer a special discount if they renew by a certain date.

Creating A Content Delivery System

Regardless of what foundation you choose when developing your membership website, you need to create a “*content delivery schedule*”.

A content delivery schedule tells your subscribers upfront, exactly when they can expect to receive the next update or sequence in your delivery cycle, and when the program ends (if you choose fixed term).

Your subscribers will demand consistency, and you want to be clear on your update schedule, so that they know what to expect and aren't confused or concerned over when they can expect new material.

If you do have to change the frequency or delivery system, make sure to your subscriber base ahead of time and let them know of any changes to the program.

A content plan also helps you expand coverage on a variety of topics so that you don't get fixated on one subject or topic for any length of time. You don't want to entirely abandon topics, but you want to offer coverage on a variety of subjects so you are catering to your entire community.

Your membership site is going to be focused around one specific market, but within that market there are going to be people looking for all types of different things, based on their experience level, skills or personal experiences, so by creating a simple content plan that outlines what you plan to cover or include each month, you'll be able to come up with fresh ideas that target what the majority of your subscriber base really wants.

It's extremely easy to generate fresh content if you have a manageable system in place that will help you maintain your membership and it will also help you recycle your content throughout your membership site as new members join your program, so you're able to really leverage your content.

Regardless of the membership format you choose, your content needs to be relevant, comprehensive and useful material.

Identify the line between your existing knowledge and how much effort you need to put into researching your topic in order to create high quality material that your subscriber base will gladly pay for.

Creating your content begins with inventorying your subscribers.

- Who are they, why did they sign up?
- What do they want to accomplish?
- What challenges are they facing?
- What do they need help with?

Make sure you spend time evaluating your market before creating your membership site.

You want to create a collective listing of commonly asked questions, concerns and get a good idea as to the overall interest in markets you're considering.

Spend time on forums, sift through magazines, become active within social media circuits focusing on your market, and develop a mailing list of targeted subscribers by offering free reports and information through your squeeze page system.

A targeted mailing list could be the driving force behind developing your membership site, because there's no easier way to survey and communicate with your market than by sending out a quick email directly asking them what they are most interested in.

Then, create your continuity website around that topic.

When it comes to developing fresh content for your continuity program, take advantage of any opportunity you have to “pre load” content into your system.

For example, with the majority of Wordpress based membership scripts, you can create content that is scheduled to appear on specific dates in the future.

That way, if you have extra time one month, you could create the next months content and set it up to publish on complete autopilot, when your membership site is due for its next update.

Membership Site Creation

Depending on how you plan to structure your membership program, you will probably want to invest in a membership script or software.

Membership software will power your entire membership program, handling everything from subscription fees, renewals, cancellations to helping you develop and manage a content delivery schedule.

There are many different membership scripts on the market, and depending on whether you plan to create a simple membership program where you only need a secure members center, or if you're interested in running a full-scale membership program where you are able to set up multiple levels, upsell offers and an extended back-end system, you'll want to carefully evaluate the different options on the market to find the software that works best for you.

Here are a few established membership scripts:

<http://www.amember.com>

<http://www.RapidActionProfits.com>

<http://www.LaunchFormulaMarketing.com>

<http://www.memberwing.com>

Make sure that you test out any available demo scripts, ensuring that you feel comfortable with the overall software's structure prior to purchase.

You'll want to consider drip feed, which is releasing your content in portions rather than all at once each month.

For example, if you are offering 4 different ebooks to subscribers every single month, rather than releasing them all at once, consider offering one a week.

That way, your subscribers who join in the middle of the month aren't able to access all of your content at once, and are forced to remain a subscriber in order to access new releases.

If you aren't sure how to develop or design a membership website, consider using Wordpress as the CMS (Content Management System) to organize and manage your entire website.

With amember.com, you can purchase an add-on module that will seamlessly integrate a membership script within a Wordpress blog, forming a bridge between the main (guest) area and the subscribers only content categories.

Another great reason to use Wordpress as the CMS for your membership website is it's built in timed release content option, where you can write up posts and pages and assign specific dates to each one. Your content will appear only on those pre-determined dates.

One very important element of a successful membership website is in integrating an autoresponder into your community's structure.

This way, each time someone becomes a subscriber of your website, they also become a subscriber of your newsletter. This will allow you to build a massive list of prospects so that even if a current member unsubscribes from your membership site, you are still able to communicate with them, while sending out free content and promotional based broadcasts.

To better manage your membership website, you will want to be able to assign your members into groups, especially if you intend on offering multiple upgrades or levels.

By grouping your members into specific categories, you can effectively manage the entire website by offering specific content to certain groups and preventing access to others who have not yet upgraded.

If you are considering running your membership site using the Wordpress platform, there are a few turnkey solutions to help you get your site up and running quickly, including:

www.MemberWing.com

Member Wing is very easy to integrate and use, and seems to have been created for Internet Marketers, as it comes with the ability to offer “Teaser Copy” (partial content displayed with the option to upgrade to review the remaining content).

It also features “Gradual Content Delivery”, a functionality that allows

webmasters to create content that is released automatically on scheduled dates and times, encouraging members to stay subscribed to the site.

www.WPWishList.com

Features unlimited membership levels, flexible options, sequential content delivery, control viewed content, shopping cart integration and more.

100% Free Membership Set Up

If you can't afford to invest in membership software, you can still set up a dynamic, feature laden continuity program by using a variety of free online tools and resources.

To begin, you'll want to grab a copy of Joomla, from <http://www.joomla.org>

Joomla is a powerful content management system that offers everything you'll need to create an interactive membership site, complete with all of the bells & whistles.

While setting up Joomla does involve a bit of a learning curve, they provide a lot of great documentation, including step-by-step guides that will show you exactly how to install Joomla on your web host.

Once Joomla is installed, the next step is to define your members' center. You could use Joomla to power up your backend members' community, or you could use Joomla to create a front AND back end, it's entirely up to you.

If you struggle with installing Joomla, there are some good walk through videos available at <http://www.joomlatutorials.com/>

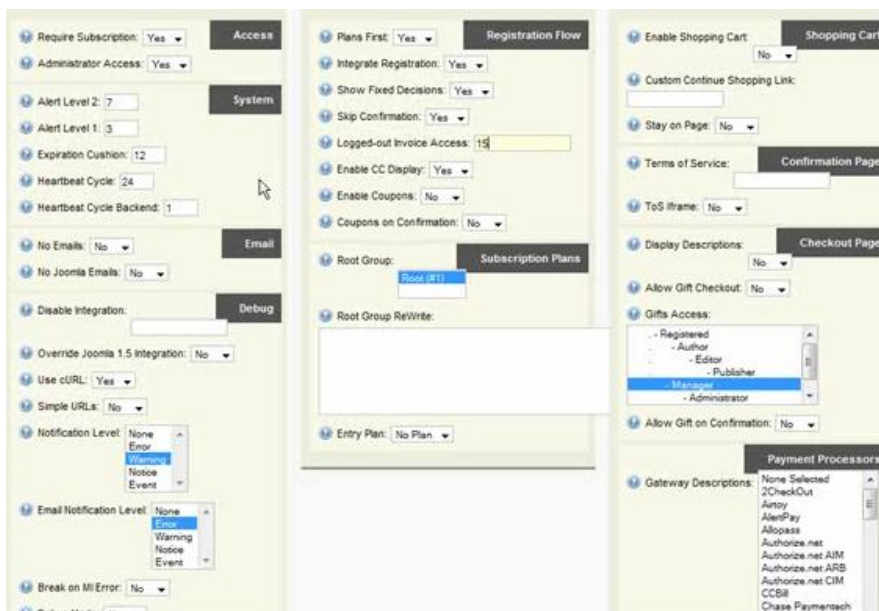
In order to protect your members center and streamline the subscription and entry process, you'll want to download the "AEC" plugin (Account

Expiration Control) from: <http://extensions.joomla.org/extensions/10723>

Account Expiration Control will manage all subscriptions, including expirations, rebilling and cancellations, and allows you to set up multiple levels (paid, free, lifetime, trials), and works with all of the major payment processors including Paypal, Authorize.net, 2Checkout and even Worldpay.

You'll be able to configure your membership settings from within the AEC control center after you've uploaded the Joomla plugin.

Here is a screenshot of the administration panel:



You can customize every aspect of your membership site with AEC, including setting up email notifications, multi-level platforms, while being able to manage all areas of your membership site from within a single administration panel.

You can grab a free copy of AEI and explore their on-site tour at:

<http://valanx.org>

Enhancing Your Website & Maximizing Profits

Smart membership webmasters rarely rely on the subscription income alone when focusing on the membership model as a way of making money online.

Instead, they integrate a handful of extended options that will funnel in additional cash, from the same subscriber base.

For starters, adding in upsells, special offers or upgrade packages are great ways of enhancing your membership site while maximizing profit potential.

For example, you could consider setting up a membership site that offered various levels, starting with Bronze, then upgrading to Silver and finally Gold. Each level would gain access to extended content, special downloads or exclusive offers.

Another method of thoroughly monetizing membership websites is that rather than offer a front end system that is based on a recurring fee, you could instead, offer a flat rate access fee with upgrade options.

For example, your membership site could be priced at \$97 entry fee (one time charge) with a monthly rate of \$67. What this does is help in customer retention, because if a subscriber cancels their account, they would then have to resubscribe, paying \$97 again before being given the monthly discount rate.

You should also consider using pressure tactics, such as time sensitive offers, or limited quantities or spots left within your membership community.

You could also consider offering coupon codes, with only a specific number available before expiring. This will motivate your visitors to take action and subscribe before the offer ends.

Here are some other ways to further enhance your membership site:

Feature An Affiliate Program

You will also want to incorporate an affiliate program into your membership website, so that both visitors and subscribers are able to generate commissions from every referred sale they make.

When structuring your affiliate program, focus on offering a very appealing commission percentage; in order to recruit active affiliates who will help you jump-start your marketing campaigns.

Different companies pay different percentages and amounts for leads and sales. The differences paid for a sale can range from 75% down to 1% depending on the company and the product.

What you decide to pay your affiliates will depend entirely upon what you are selling and to whom you are selling it. A good idea would be to check what other companies selling a product comparable to yours is paying their affiliates.

However, how much you pay your Affiliates really depends on how much your product/service costs, its profit margin, how much you're willing to give up and what action you want to take place.

When running an affiliate program, you will want to make sure that your current membership script or software is able to effectively track all sales and leads, as well as provide detailed information to affiliates (including overall earnings, stats, payment dates, etc).

You could also actively join affiliate programs that are focused on your niche market yourself, and incorporate your affiliate links into a “Recommended Websites” page, so that you are able to maximize earnings by promoting third party products and related websites.

For example, if you run a membership based website focusing on golf training, you could feature affiliate products that include golf gear, advanced lessons, physical books and even video tutorials.

This way, you can maximize your income by featuring affiliate based tools, resources and materials that you are not offering yourself, without having to advertise competing membership websites.

Just make sure that the products or services you are recommending are relevant to your overall theme.

Sell Ad Space Within Your Members Center:

You could also consider offering advertising space within your members center, once your subscribers base has grown.

This way, you could monetize “un-used” space within your members center by allowing third party merchants to promote their products and services to your community.

If you run a members forum, you could also consider integrating promotional banners and allocated ad spaces that feature affiliate based products.

If you run a newsletter (and you should), you could also offer solo ad campaigns to advertisers who are interested in gaining exposure at affordable rates.

Just be sure to adjust your advertising prices as your community grows and your overall ad campaigns become more valuable.

List / Email Promotions:

Apart from allowing advertisers to purchase email based advertisements, you could also monetize your subscriber mailing list by sending out promotional emails that showcase affiliate products, as well as your own special offers.

Consider creating a special bundle that features new content, relevant to your membership site, and making it available as an upgrade only to existing members.

Renewals: Recurring income is one of the best parts of running a membership website, and something that many other types of online businesses lack.

Just remember, while first time subscribers certainly breathe life into a membership website, renewals keep it alive.

Make sure to consistently remain active within your community and to do your best to provide high quality, exclusive material to your subscriber base on a regular basis.

Quick Launch Strategies

Strategy #1: Article Marketing & Content Syndication

To start, we'll begin with the traditional article marketing strategy. While you may think that article marketing is time consuming, I'm about to show you a VERY simple way of jump starting the traffic to your membership site with very little work involved.

We'll begin with 5-10 articles, and if you aren't interested in writing them yourself, you can easily outsource the content to qualified freelancers.

Check out: <http://www.Fiverr.com> - <http://forums.digitalpoint.com> or www.WarriorForum.com (see WSO section or Warriors For Hire for affordable writers).

These articles should be unique, so you will want to outsource a batch of articles if possible, or write them yourself. You can always take existing private label article content and spin it, just make sure that the content is readable and that the quality is retained.

On Digital Point scroll down until you see the "Buy, Sell or Trade" category and click on the "Content" sub link to access current article packages that are available for purchase. You can easily grab as much unique content as you need at affordable prices just from Digital Point alone.

With the Warrior Forum, you can find pre-written article packages in the "Warrior Special Offer" section although the majority of the article

packages sold there will be private label content.

If you are interested in only unique content, check out the “Warriors For Hire” category to find affordable freelance writers who can create your article packages quickly.

	Warrior Special Offers Forum (827 Viewing) This section is for making Warrior members a Special Offer. A Special Offer means making Warriors a deal like no others get. Usually that comes in the form of a much lower price. No junk offers will be approved here.
	Warrior Products & Services (200 Viewing) Here you can find complete web sites for sale, classified ads and Warriors for hire. <ul style="list-style-type: none"> Complete Web Sites For Sale! (10014) Warrior Forum Classified Ads (13921) Warriors For Hire (25170)

You will need to register for a Warrior Forum account in order to post in the threads or private message potential freelancers.

Regardless of how or where you outsource your article content, your articles should **always be on par with the type of website you are promoting**. You want the article content to be relevant, so that you are able to filter in traffic that is interested in your website's focus, so in the case of promoting your membership site, you want your articles to be based around the **type of content you are offering**.

Think of articles as a way of warming up and PRESELLING potential buyers. You want your articles to push buttons and to trigger the RIGHT buyer responses that will instantly funnel readers through to your membership site.

One great thing about article marketing is that you can easily leverage the content by repurposing it a few different ways.

For example, I always submit my articles into the major article directories first but then I also use them to create slideshow presentations, reports, and even videos that can be submitted into the popular video sites like YouTube.com.

The easiest way to set up article marketing campaigns that will pump in traffic is by first submitting your articles to the major article marketing directories including:

www.EzineArticles.com

www.Buzzle.com

www.SearchWarp.com

www.GoArticles.com

www.ArticleAlley.com

www.Amazines.com

www.SearchWarp.com

www.ArticleBase.com

www.SelfGrowth.com

Now the thing about ArticleAlley and EzineArticles is that many autoblogging scripts out there will pull content from both of these article directories.

This means that your chances of having an article reprinted across hundreds of blogs and websites is very high if you submit content to these two directories first! Imagine having your article content reprinted on

thousands of relevant websites.

It wouldn't take a lot of articles to drive in an unstoppable amount of traffic from very little work. You submit your articles once and they continue to travel all over the Internet each time a webmaster publishes your content.

With reprinted content the publisher **MUST** keep your Author Resource Box intact.

Tip: You should always post your content on Ezine Articles first as they require that all content be original in order to be approved.

Once it's been approved there, you can repurpose the content by submitting it into alternative directories as well.

You can optimize your articles a number of different ways, including:

- 1)** Integrating keywords into the title of the article
- 2)** Integrating keywords into the body of your article content
- 3)** Using anchor text in your external links

When it comes to integrating keywords into the article titles, you want to make sure that it's readable and makes sense to your readers but will also attract the major search engines as well.

You also want to weave keywords into the content itself, again ensuring that it makes sense to readers and it's stuffed so much with keywords that it doesn't make sense to anyone but the search engines.

Hot Tip: The fastest way to distribute your articles and maximize your overall exposure is by using an article distribution service, including <http://www.SubmitYourArticle.com> , <http://www.ContentCrooner.com> and <http://www.isnare.com>

Submit Your Articles is an incredible service that will help distribute your articles and maximize exposure, quickly and easily.

All you have to do is plug your article content into your Submit Your Article account, and they will go to work distributing your content to all of the top article directories online!

Strategy #2: Press Releases

With press releases, you can begin to generate MASSIVE traffic within a few days and the cost of submitting a press release is very affordable, in fact, there are free press release distribution services online that you can use.

In order to create an effective press release, simply choose one of your articles and tweak it so that it's structured to sound more like news, rather than content.

The objective of a press release is to make an important announcement and so you need to modify your article just a bit so that it's properly formatted and appears to be news worthy.

Press Releases require a specific structure in order to be accepted as well and to help you get started; here is the basic anatomy of a proper press

release:

Who

What

When

Where

Why

Who: Who or what your press release is about? You need to include this information in the first segment of your press release.

What: What your press release is about.

When: When the product or service that you are promoting is being launched or made available.

Why: The benefits of the product or service and why your reader should purchase.

Make sure that your press release headline really captures attention. You need it to be strong and very focused on your target audience.

Your press release will be distributed to the major news media, including online communities, social networks and even the major news including CNN, Google and other major networks.

Better yet, your press release will become syndicated and will appear on thousands of websites through RSS news feeds!

Here are the top press release submission services where you should focus on submitting your content:

<http://www.PRFree.com>

<http://www.SBWire.com>

<http://www.PR.com>

<http://www.i-NewsWire.com>

<http://www.eReleases.com>

<http://www.WebWire.com>

<http://www.Free-Press-Release.com>

The most popular of all press release distribution services is available at <http://www.PRWeb.com> although it does cost money to submit your press release through them, they offer flexible payment options and also provide help in editing your press release ensuring it's approved and distributed quickly!

Another incredible press release resource is found at <http://www.WebWire.com>

Your press release also needs a CALL TO ACTION clearly visible above the fold (meaning that visitors can see the Call to Action in the upper half of the website after it loads).

This is VERY important because you want to make sure that you give readers a clear opportunity to click on your link and visit the site you are promoting.

Your call of action should offer a clickable link (and make sure to test the links before you submit your press release for approval).

Strategy #3: Social Marketing

The trick to generating traffic with information portals like Twitter is to be as active as possible and to post a mixture of both free and informative messages (referred to as 'tweets') as well as promotional messages that will send people through your affiliate links off to the merchants website.

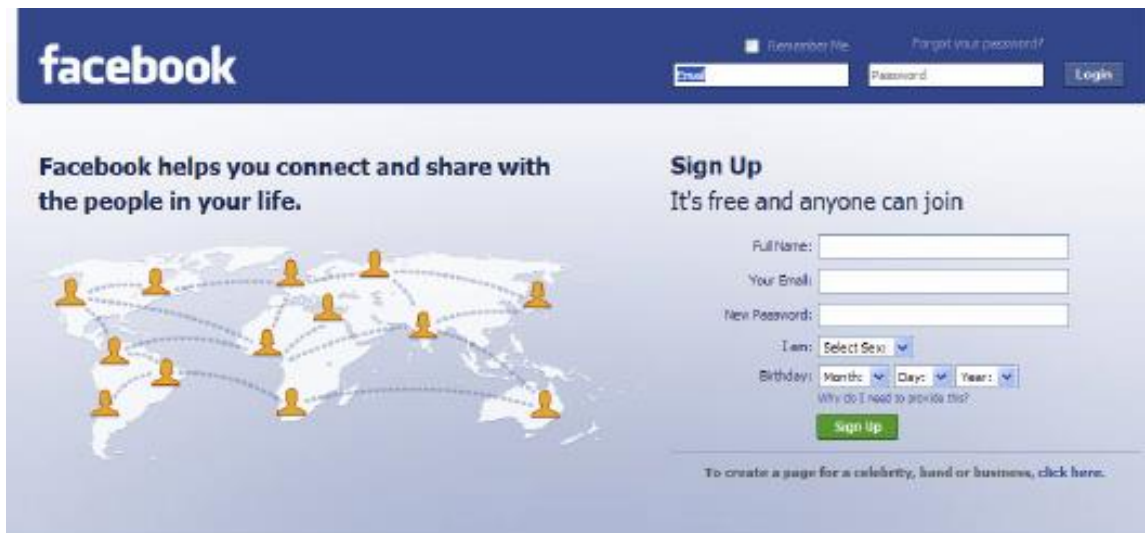
You will find it a lot easier to generate a response when you focus on an "indirect referral" system, which is based on sending people to a blog page or landing page that features useful, entertaining or important information rather than posting a link to a sales page.

Start off with completing your profile so that people viewing your page see you as an active part of the community.

This is important because the majority of people will check out a users profile before adding them as a contact to ensure that they are actually active.

Remember, you want to appear as a part of the community and as someone who has something of value to offer.

One very effective strategy is to create a Facebook Fan Page.



Facebook is one of the highest traffic social communities online and by creating a free account you can set up both a profile page and a Facebook fan page.

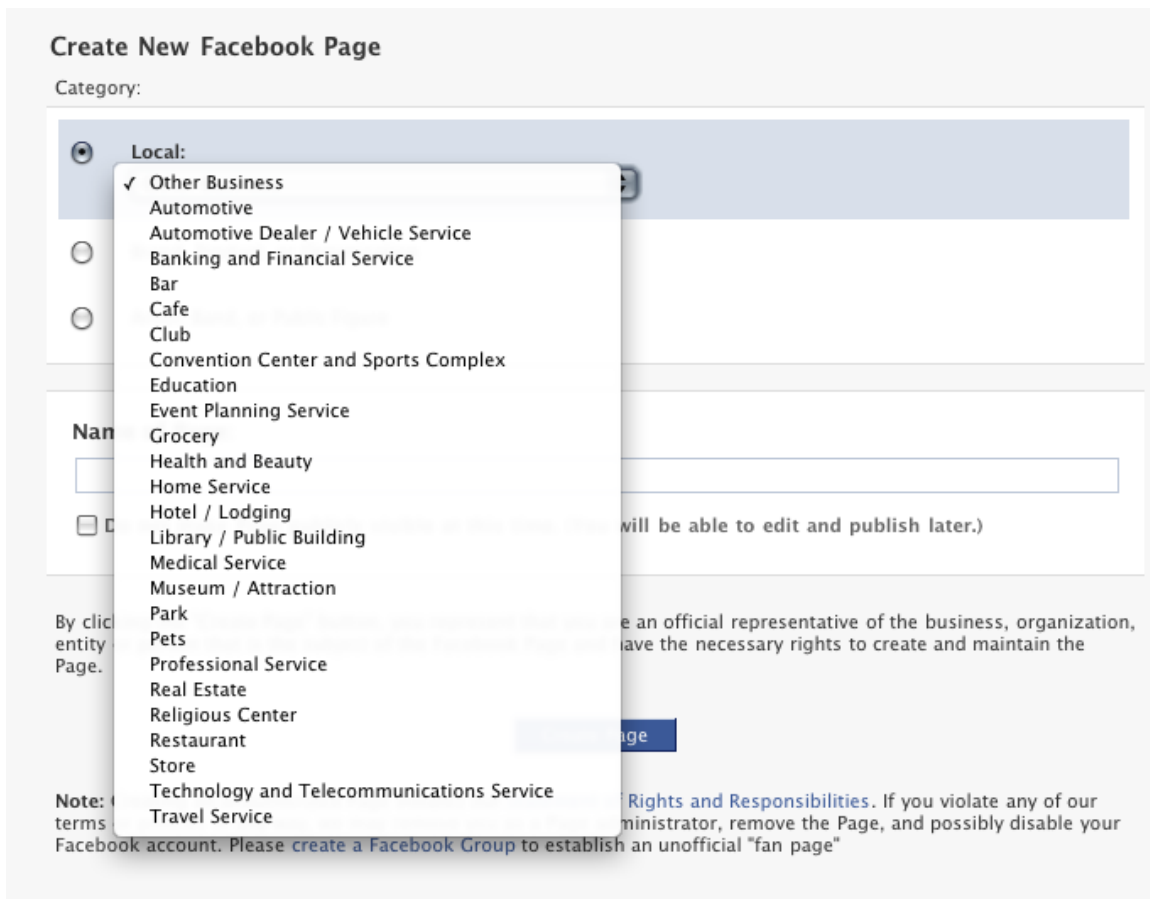
When you create a Facebook fan page you are essentially setting up a **CENTRALIZED TRAFFIC FUNNEL** for your entire marketing campaign. And since creating a Facebook fan page is **FREE**, you are able to start generating exposure at no cost at all!

PLUS – you can create as many Facebook fan pages you wish!

From inside of your Facebook account, click on “Create A Page” or subsequently, if you’re logged in, you can click the link below:

<http://www.facebook.com/pages/create.php>

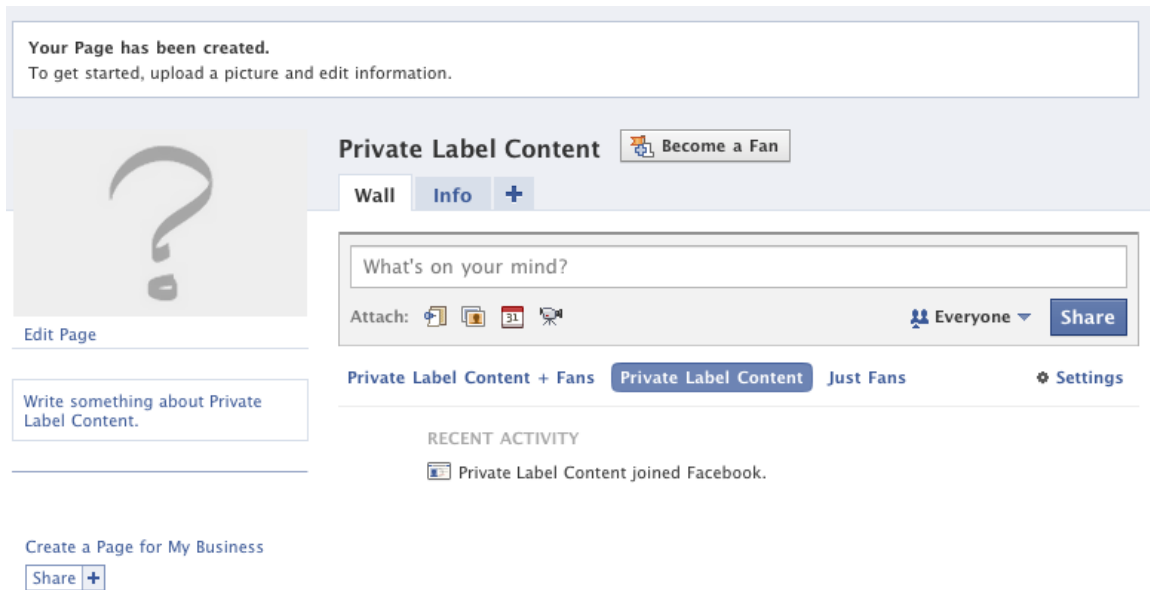
Begin by choosing a Local which is basically a category for your page:



Next, choose a name for your page. This should include relevant keywords relating to what your page is going to be about.

For example, if you are going to create a page that centers around a specific niche (like weight loss, acne, pets), you should include your primary niche keyword in the page title.

Click “Create Page”.



When your page is first created it will be relatively empty and you will want to spend some time filling out additional details, including adding a photo, image or avatar that represents your fan page, and adding a description so that people searching for specific pages can find yours.

Again, use keywords when creating a description for your fan page.

Make sure that you add your website URL into the text box as shown above. You NEED to enter in the FULL URL, otherwise the link won't be clickable.

So, <http://www.Your-Website.com> will work.

You want to do your best to offer enough information about your fan page to encourage other people to join the group.

Once you've created your fan page you will be able to choose contacts

from existing friends or from your email address book.

It won't take long to create a large community of fans, just start by inviting all of your existing Facebook friends, and then searching for new contacts using Facebook's built in search or by choosing contacts from your different email and social accounts.

You can also create as many different fan pages as you want, with each one focusing on a different niche market.

When you post updates make sure you use the status area so that you are able to generate maximum exposure from your messages.

Here are other popular social communities where you should begin building a profile and interacting with potential customers:

<http://www.Twitter.com>

<http://www.Linkedin.com>

<http://www.Tagged.com>

<http://www.Fixster.com>

<http://www.bebo.com>

<http://www.Cafemom.com>

<http://www.Reunion.com>

<http://www.Orkut.com>

Strategy #4: Video Marketing

An easy way of creating video presentations is by using the article content you've already created to create "article videos".

The best service for this is found at <http://www.ArticleVideoRobot.com>

This is not only the fastest way to create videos from existing content but it eliminates any learning curve, as you never have to create or edit videos yourself, this service will do everything for you through their online program (no download necessary).

You want to create videos for every article you have and distribute them to the top video sites.

The traffic you will be able to generate just by leveraging your article content this way will start generating traffic instantly!

Strategy #5: Forum & Social Marketing

The great thing about forums is that because they are constantly updated with fresh content and new posts, the search engines are consistently crawling the websites looking to index the latest content.

Of course there are rules to follow with every forum and it's important that you read over their guidelines prior to posting so that all of your efforts pay off, and your posts aren't removed or your account banned.

Many forums are built on the backend of popular scripts like vBulletin or Simple Machines, and all of these forums allow users to set up profile areas, that can include your photo, a short bio and of course, your website links! You want to focus on being active within relevant forums relating to the type of products you are promoting.

Try to spend some time interacting on the board by offering help whenever possible and truly offering value to the community. It will go a long way in being able to build credibility and convince people to click your links and explore your websites.

When searching for relevant forums, you can find countless boards a number of different ways including by searching through one of the largest forum directories online <http://www.big-boards.com> or by visiting www.Google.com and entering in search strings that include keywords like “forum” or “board”.

Example:

Your-Niche-Keyword+Forum

Your-Niche-Keyword+Community

Your-Niche-Keyword+Boards

To your success!