

Managing Your Own Membership Site



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The Advantages Of Starting A Paid Membership Site

Membership websites have generated a good source of income for several entrepreneurs. This popular means of business helps you to provide content to the members for a cost. As the number of Internet browsers increase daily, you have thousands of people who are willing to pay for quality content. A paid membership website is unique to offer rare and correct information or articles. Other than content, you can also offer music and software and earn money. Today, anyone who is determined can run a paid membership site.

It is a myth that most people won't pay to view certain information. As per research, Americans alone spend more than 1.2 billions per year to seek information. Most websites offer dating services or useful content for members' professions. As they get information at their fingertips without having to keep searching on the engine, they are happy to pay and get access to the information. If you are able to provide the target audience, what they are looking for, you will always have thousands of members ready to pay a price.

Today, many people are taking advantage of membership sites, as there are several benefits attached to it. If you are still doubtful about coming up with your own membership website, read on to know its advantages.

- A membership website works as a fixed source of income. With members paying on a monthly or quarterly basis, you are assured of a good income every month. Also membership sites are known to be much stable and thus will keep you going a long way.
- You don't have any selling to do. Once you have marketed your website and have a decent number of members, you need not worry. You would only need to keep giving them the required information. There is no pressure to achieve targets and does not need heavy investments.
- Unlike other businesses that need to keep promoting their business time and again, you save a good amount of money, as advertising is not required. Once you have your members, you need to ensure you offer quality service and well maintain your site. This will automatically attract your target audiences.
- Even if the number of members does not increase, you still have a steady income coming in every month.
- There are no maintaining charges involved in membership sites. It is not the physical goods that need to be taken care of. You also save on transportation charges, as you don't need to deliver your product. Simply uploading your content on the website does not require money.
- There are no manufacturing costs involved. You are the creator of your own content and thus you need not pay anything. As there is no chain of people involved in this business, you get to keep the entire profit to yourself.

There is not much a person requires to do, when coming up with a paid membership website. All you need is to be aware about the needs of your target audience and give them what they require. Any person passionate about the service he or she is providing can do wonders in this business. As the expenses incurred are comparatively low as is so with other businesses, you need not worry for the finances. Paid membership websites are here to stay and you can make lots of money out of this paid membership website.

Simple Steps to Running a Membership Website

Running a membership website can be quite a profitable one especially if you have visitors signing in to your website all the time. This is perhaps the best way to run a steady income generating business online. These sites are the ones that attract a certain category of visitors interested in the specific topics discussed in your website and hence sign up for a membership fee. You have to keep this fact in mind that these visitors can remain the members of your membership website only if they pay a monthly or a yearly subscription fee. The success of your membership website would depend on the passion you share with the other visitors on any specific topic or an issue.

A well-known secret of the trade is that the more specialized your topics in the website, the more fees you can charge. You also have to make it obvious to your visitors that by signing up for your membership website, they will be getting more value than the fees that you're charging them on a monthly or a yearly basis. In order to ensure that you receive regular income in the form of subscription fees, you simply have to update your website by new content that's able to capture the attention of your members.

To get your membership website out and running, you simply have to follow some simple steps.

Step 1: Your initiation to get your membership website running is to choose a market. You have to see what you're interested in. It could be anything that makes a person tick, it could be religion, politics, entertainment news or simply something about the Internet itself. If you're promoting something like online marketing, you have to advise your members about the do's and don'ts, giving them tips about running a successful online business, etc.

Step 2: Then would be the step where you have to test the market conditions first hand. You can easily visit social networking sites like Orkut, Facebook, MySpace and Twitter and find out about the topics that people most often talk about. If the people on such sites are discussing about a common issue that has to deal something your website specializes in, try finding out a solution for it and incorporate in your website.

Step 3: Once you know what people are looking for, give them what they want on your membership website. Include some videos, images and even some concrete information from authorities to support your website content.

Step 4: This is perhaps one of the most crucial steps for a running a successful membership website. To run your website, you will be needing a reliable membership website program. A simple search on the Internet should help you find the perfect program according to your needs.

Your journey to run a membership website will be slow but gradual. Don't be disappointed by the growth because it will take time and a lot of efforts on your part to see more visitors signing up for your site.

Marketing Strategies For Your Membership Site

The Internet market keeps changing with time. Today membership websites are the most popular sites for generating income. There are several people interested in paying well when it comes to viewing quality content put across in a professional manner. You can make good business if you follow the right marketing strategies to spread your website across the masses. Being visible is the first important thing. If people are not aware of your website, you will never do good business despite the fact that you have quality content.

When you begin the membership website, you need to be sure of your target audience. To survive the competition it is important for you to know your niche market. Once you have decided what topic you need to write and sell products, you need to find a number of people with similar interests. For example if you chose to write about gardening and wish to sell gardening equipments, you need to find a market for the same. When it comes to marketing, you have to hit at the right place so that potential customers can view you.

It is good to know about our competitors, you may like to conduct a research and find out number of people in the same business like you are. If there are numerous people writing and selling gardening tools, you may want to consider another option as it leaves narrow scope for your business. Thus choose your market carefully. Also the service you plan to provide should have enough takers. If you chose to write on something that have no readers, this will put you in loss. Hence, you need to also check if there is enough demand for your website.

It is good to conduct a study of what the members expect and like to read at their age. You can browse the Internet and find out more information on the same. Also take guidance from professionals and pay heed to what they have to say. Having a good idea of what your members want will help you give them the same and thus retain them for long. Visit various forums and chat rooms to gather more information on your niche market. Forums are the best places where people discuss about the latest in the market.

Once you are sure about what you want to give, you can begin with the marketing of your website. Start letting the world knows about you way before your launch. Write good content and submit on popular directories and provide a link that will tell people about your up coming membership website. Advertise on well known websites and search engines. One of best ways to attract members is to offer them early bird discount or free goody bags on enrolling. Submit some good work on various directories so you can be viewed. Remember you need to be visible to be remembered.

Seek help from professional to get help on marketing strategies to attract potential customers. Think out of the box and be unique throughout to make the most from the membership website.

Make Your Membership Website Grow

Starting off your membership website is a popular way of creating additional income online. The first hurdle that you'll come across will be deciding on what exactly your membership site has to offer to its members. That's because you have to be sure that your idea clicks and the concept is profitable and in demand. If you're lucky enough to unveil a whole new market which is constantly in demand, it simply means that you've hit jackpot in order to grow your membership website. It is a wise decision if you decide to build up your membership website based on rich content.

A high content website will ensure that your members are paying a subscription fee for a website that is quite well worth it. If the content that you provide consists of pretty valuable information to the members, you can be rest assured that you've got a loyal subscriber base. Suppose your website deals with online marketing tips. Business owners will find your website pretty much useful if you've included some video interviews of reputed businessmen in that specific field providing insider tips on how to make it big in that business. This would act as one of the most successful tools in drawing out your website visitors to sign up for the paid membership accounts. You don't only have to use this idea for online business ideas. You can also use them if your site is an online sports advice oriented one with well known sports professionals giving advice and tips.

Most of your website visitors are looking for insider tips that could help them out with their business so that they can have an edge over their competitors. If you think that you know what they need, you can simply create a private access area for these members and charge them a subscription fee for that. These tips would include stock analysis, investment tips, tips on getting the best deals on vacations and even products for that matter. And if you're looking to play in the big leagues, well, social networking sites are the ones for you.

Sure, you've got major sites like Facebook and MySpace offering free membership. But what about social networking sites that store the private information of its members? This is where you come in and open up a whole new trend of social networking where business people can start networking with each other without being worried about the invasion of their privacy. This is the perfect idea that you can incorporate for a membership website and there are many membership website programs available for the same.

These were just some of the ideas that you can use in order to grow your membership website. One of the most difficult tasks that you will come across in this venture would be getting the first visitor to sign up for the paid membership. But when they realize that your website has the potential that you have promised to offer, you'll soon see your site membership building up in numbers.

Learn To Start, Run, Promote A Profitable Membership Website

Membership websites are booming with entrepreneurs being able to make profits by selling content. There are several takers for paid content. Millions of people browse the Internet to quench the thirst for information. If you are able to provide quality content and come up with a website that is unique and exclusive and dramatic, you can earn huge profits with membership websites. Almost anyone with a passion for a particular subject can start and run a membership site successfully.

Being a paid site, you need to take care to offer original and rare information. Also make sure the same information is not available on the websites for free. You need to be accurate and creative with your content. Apart from content, you can offer other services like software, music, and e-books. Starting a membership site is not very difficult. It hardly incurs any expenses, but in return will help you earn great profits.

To begin a membership website, first you would need to choose a topic or subject to write on. You also need to make a research to know, if there is a market for your subject. Also make sure what your target audience is expecting and will benefit from. Your members will pay you only, if they benefit from the content. When creating the membership site take a look at your competitors. If there are too many people writing on the same topic, there will be a hindrance for your business.

When designing your website, try to be unique and give better services. Unlike others, who offer content, you should try to interview people and upload the content, as well as the video file on your site. You can rope in some experts, who can give advice on a particular issue or topic. To get well known people to write for you will increase your credibility. Once you have come up with your website, you need to look out for subscribers. Start marketing about your site well, in advance of its launch. You can write good content and submit it on the popular search engines, to let people know about you. To attract members, you can offer early bird discount or free gifts.

The membership website will need promotion only at the initial stage. Later the subscribers will stick to you, if you well maintain your website. Try to give something better each time your member logs in. Keeping up the quality and uniqueness of your site, will help you hold on to your members and thus you need not promote about the site time and again. You only need to be focused with your content and keep gathering in depth knowledge about your subject to give the best to your members.

To run a membership website is exciting and a good source of income. You can always choose a topic of your interest that will help you keep doing better for your website. Just be focused and dedicated and enjoy the perks to write on your favorite topics. However, remember to be unique, exclusive and persuasive. That is what going to help you survive the competition. Create a niche market and give what you members want. Nothing can be as exciting as coming up with a membership website.

Keeping Your Membership Site Updated

Maintaining an entire membership site is no joke and needs efforts. With membership sites making news in the Internet world, several entrepreneurs want to try and engage in this, as a source of income. However, membership sites are not all about earning money, it is also about giving the latest and correct information to the members that will keep them coming back to you. To make your membership site a success, you need to constantly update it. Giving a new touch and experimenting every time the members log in is a good way to hold them for long.

To take charge of content on various topics is no fun. You need to keep offering your members the latest news in the market, before anyone else does. Members need fresh and quality content every time, they browse the website. Nothing can be as good as updating website daily, but if it is not possible, then at least every fortnight, you could well update your website. Today, with the competition being tough, you need to be unique, in the way you present yourself. Simply offering content to the subscribers will do you no good. You need to think and go beyond that.

Keep your eyes and ears open to any new information that enters the market. Also offer interesting videos and audios. You may want to interview a well-known personality and put up the video on the web page. Complementing the content along with good pictures will hold the interest of the viewers. Also provide with some links, if you think they can benefit members. Maintain consistency in your web pages and let it be simple, yet appealing.

When it comes to updating your website, it does not necessarily mean that you have to change the entire look of the website. Constantly changing the look of the web page can turn off the users. Make sure you do not cramp too much on the website, but keep it short, interesting and professional. Let there be an attractive title for every article. To highlight the important points, you may need to use bullets or different fonts. Keep the writing style the same throughout on the website.

Home page of your website is important. You need to display links to all other pages on your site. Let there be an index that will help the members know, what your entire website has to offer. It is good to have a feedback page, where your members can leave a comment and you get to know, how well you are doing. Also every time you undertake a major change ask the subscribers, if they like it. It is good to take advices and suggestions from subscribers, so you know what they want.

Other than good appearance, your website also needs good content. If you have an attractive website, but fail to offer quality and accurate content, it would be a big failure. Try to be original, when writing or hire experts, who can do that for you. Keep the members' viewpoint in mind, when creating content for them. Try to experiment; however, not at the cost of losing your members. Once you get adapt to create content and to design your web pages well, you will have no difficulty to maintain members to stay with you for a long time, keeping your membership site updated.

Increase Your Income With a Members-Only Membership Website

The Internet is the greatest informational resource due to the un-measurable amount of free information on practically any subject being available spread across thousands of websites. Despite this, if you try to quickly gain a substantial amount of cogent high value information on some specialized topic, especially a topic away from the mainstream or a niche topic you may find yourself struggling to get the desired information and wasting precious time in futile searches and many times fail to get any information at all. This is one of the important reasons why membership only websites are fast gaining popularity. People have come to realize the importance of a centralized information warehouse containing quality content suitable to their needs and are willing to pay a monthly/quarterly/annual fee to gain access to such information. You can take advantage of this trend and create a 'paid members only' website to provide useful content by way of exclusive and quality information on a specific topic.

A membership only website furnishes content selectively to non-members who log onto its homepage. It restricts some or its entire valuable content only to members of the site. Members are people who register with the website and pay the required fees for accessing content. The nature and type of the content depends on what the site is about i.e. the topic of the site. For example, a website on cooking would have content related to various type of recipes, food items and other cooking related matter, a health benefit site may have tips and materials on nutrition, exercises, dietary supplements etc.

If you have in-depth knowledge about any topic do not let it go to waste. You can earn quite handsomely by putting in a little time and effort for developing that knowledge into content tailored to fit the requirements of a membership only website and then set up your own members' only membership site to 'sell' the informational content to members and start earning extra income right away.

The biggest advantage of a membership only website is its very low initial costs. No investment in purchasing and maintaining a physical inventory of saleable products is needed. All that is required for you to do is to convert knowledge related to a specific topic into some format through which it can be shared with others. As you proceed to do this and create e-books, articles, documents and blogs on your website topic you will certainly make inputs of your time and efforts but will not need to invest/spend any money. Because of this low start up cost of your membership only website your profit margins will be high.

As the products against which you are making profits are intangible they need no replenishment unlike physical products for sale. In case of intangible products the same ones can be bought time and again by different members over any period of time. One product bought by one member initially may appeal to another member months after it was first made available who may then buy it at that later point in time.

Once your site is properly set up with relevant content in place your membership starts growing. With increasing members you start receiving a regular stream of income.

How To Start A Membership Website

A membership website is the best way to sell content for a price. All you need to do is come up with a site that gives exclusive information. A membership website offers all latest information, news, articles, software, games and e-books. Unlike other websites, the membership's site is not open for all. One has to be a paid member to view content. As you expect money in return of your content, make sure that you offer the best possible articles and other stuff. Designing a membership website needs more creativity and quality to lure visitors to pay for reading your content.

Password protected websites are soon gaining popularity among the masses to earn money. This can be converted into a part time or a full time activity. To run a membership website you do not require huge finances. Also the website is not difficult to set up and can be done in a short span of time. Paid websites have many takers, as they are willing to read quality information. Other than information people are ready to pay for entertainment as you can also get music, e-books and other interesting software.

If all this interests and tempts you to start your very own membership website, here is how you can do it.

Before you begin the website, be sure of your target audience and the content that you wish to create. To make a membership website a hit, it is better you take up something of your interest. For instance, if you are a sports person and have good information on sports, you may want to provide it to the masses. Once you are sure about what you want to do, go about finding a niche market. Look out for communities, or people who want to take your information. Understand what they expect and are willing to pay for the service. When you have a greedy market, your website will do better.

Be different from the rest. Just as you charge money from your subscribers, your subscribers require appropriate and unique information. Make sure that the content you provide is not available elsewhere free of cost. Also the subscribers are going to pay you only if he feels he will benefit from the same. Thus see that the information you are giving is useful to your target audience. Try and make your website exclusive, get celebrities or experts to be interviewed and upload it on your web page. Create original, quality content that will hold your subscribers interest for long.

Let your website offer other tools and services than just the articles. Make it more interesting and let your member enjoy and feel the difference. Add some audio files, interesting software, music and e-books as well. Remember to be simple as you never know if the visitors are computer savvy.

Designing a membership website is easy and can help you earn loads of profits. You can always take up your hobby that can make you keep coming up with quality stuff. Market it well and you can enjoy more members. You are your membership site fun and exciting, and it will help you make money by exploring your creativity.

How To Promote Your Free Membership Website

You do not have to do anything different to promote your free membership website other than what is done for promoting any other website. Promoting your site is nevertheless important because when you create a website the very purpose is to make others visit your site, which they cannot do unless they are aware of your presence on the web. Without promotion you i.e. the website owner, is the only one who is aware of its existence on the web. Therefore, it becomes essential to let others know how to find you. You need to advertise and promote your site by which you will also build your credibility simultaneously. As you build credibility subscription to your free membership website will start growing.

There are many ways in which you can promote your website. Some can be done without incurring any expenditure while other may require investing some money in promotion. Let us first look at ways to promote your website for free.

Write short informative articles and include them in article banks for others to read. Articles should be well written and have a lucid presentation to engage the reader. A link to your free membership website should be included in your resource box. You can also use an e-book in the same way. Write short e-books of ten to fifteen pages and list them with e-book repositories so that anyone can read them. Just be sure to provide a link to your free membership website on each page of your e-books. If you do not have adequate writing skills take the help of an expert to write them for you.

Join other related websites and participate by putting your posts on blogs and forums on those sites. Make sure that you are not very loud in your attempts at promoting your site or else you may be kicked out from the site. Be subtle in your approach by posting information that is thoughtful and helping and include a link to your free membership site in your signature tag.

Look for link exchange partners. This will be easy as there is no selling involved. You will find many who will gladly post links to your site on their websites in exchange for placing links to their sites on yours. This is a mutually beneficial way of free advertising.

Now let us look at paid ways of advertising your free membership website.

One cost effective way to advertise your free membership website is to buy advertising in ezines. For a mere \$20 or so you will be able to have your advertisements sent directly to the very people you are targeting as members to your free site and for the products that you intend selling to them through your site.

Another way is to create a widget with a link to your website embedded in it. Offer some useful tool, an interesting game or other handy device people can place on their desktops. Make the tool in a manner that will appeal to other site owners and to people visiting their sites. However,

anyone who places your widget on their site should be made aware that the widget contains a link to your free membership site.

How To Profit From A Paid Membership Website

Paid membership websites use several avenues to generate income, which other than membership fees include ad space, product sales, development and sale of proprietary technology or its fee-based usage and by marketing services. To be successful you should be able to recognize member needs and capitalize by fulfilling that need for earning a steady stream of income.

Income generation from your paid membership website will come by running the site in a way to make your members keep returning. You can ensure this by giving them special offers against the many products you may have on sale on your website. There are many information products like e books that you can sell on your website that your members can buy and resell to generate income for themselves. Offering incentives such as coupons, discounts etc, will encourage your members to spend more and increase profits you earn from your website.

Income generation from paid membership sites is both from within the membership and from outside as well. Repeated income from memberships can come by creating several tiers of membership. Each tier has a successively higher value and corresponding higher rate of subscription. Joining at the free level a member can avail of the free content on the site to gain information having a certain value. It will allow the member to satisfy himself about the quality of information available in the site. He can then proceed to avail of higher value information by taking a paid subscription. Being satisfied with the content he can proceed to the next level and the next and you will get multiple income from the same member.

When you have your own paid membership site you can begin work without hiring any employees. This will save you quite a lot of money and also prevent hassles and legal problems employers have to face when they employ others to work for them. You can manage easily even when your business expands just by knowing where to outsource specific tasks and doing a bit of research to identify reliable service providers who can give you the required assistance at reasonable service charges when you need it.

Positioning yourself in the correct market niche is the right way to make money. Selecting the correct niche will let you make money without additional efforts needed to market your site because potential clients will already want what your website offers and you just need provide them with a way to give their money to you. You will also be projecting yourself as an expert in your target market and people will be glad to join as members of your website to get your guidance and recommendations on the topic of their interest.

A properly built website requires very low maintenance and can generate good income for you. In a brick and mortar business you have to have an inventory of goods to sell whereas having your own website will allow you to store a digital inventory in a secure environment so that only paying members can have access to it.

How To Earn High Profile Publicity For Your Membership Site

If you have designed and uploaded your own membership site on the Internet, then the only way, you will start raking in clients is to let them know that you exist among all the other membership sites that would be vying to do the same. In order to stand out from the rest of the other membership sites, you will need to employ some high profile publicity, in order to stay ahead of the rest of the pack. Here are some valuable tips, on how to earn high publicity for your membership site.

Enter In An Affiliate Program With Other Websites: You should enter into this arrangement with well-established Websites, since they would already be registering a high volume of traffic and this will enable their visitors to know about your existence and visit your site. This will also be profitable for your affiliate partners in the long run, since as your Website gains publicity and enables visitors to visit from other sources, they too will benefit from such a move. Whether your membership site offers free or paid memberships, you can still tie up with other Websites to promote yourselves.

Offer Freebies: Everybody around the world loves freebies. You can offer free e-books, e-articles or even other products or services related to your line of business, if you can afford it. This is one such expense that can pay back handsomely in the form of new clients that also inform other potential clients about your offer and tempt them to visit your site. You can keep your offer for a limited period and can also introduce similar offers from time-to-time to keep your visitors intrigued and compel them to frequently visit your site for future offers.

Write Articles And Blogs: You can also write articles and blogs regarding your interests or anything related to your site and post them on other sites that are ready to host them. You should mention the link to your site in these articles or blogs. Do not push your site aggressively, since that might only end up irritating readers and in turn might also get you rejected from the host sites. Although this might not sound very high profile, it will definitely help to build up your reputation and once new visitors are happy with the level of service that you can provide from your site, the circle to build up your credibility will be complete.

Insert Paid Advertisements In Other Websites And Related Media: You can also advertise in other high-traffic Websites, where the chances to get noticed are high. You can also advertise in other related media, such as trade magazines related to promoting various Websites. This will let people know that you are a cut above the rest of the scrawny Websites that might not have allocated any budget to promote their site.

Therefore, even if you have an excellently designed and executed membership site in place, you will still need the world to not only know of your existence, but to also visit your site, to happily sign in and also inform others as to the virtues of your site. If you can manage to create a buzz surrounding your site, you will surely be able to attract the attention and business of many visitors towards it.

How To Choose A Topic For Your Membership Website

Starting a membership website has become a popular online business option. It provides a good opportunity to earn a recurring income with substantial profits. To make a membership website popular, it needs to be well designed and a major role lies in the selection of a good topic. Selecting the right topic with a larger motive to bring in more customers is of top priority.

Tips to choose a topic

Choose according to your interest and expertise: While choosing a topic, a major consideration has to be your interest and expertise in any area. If you pick up a topic that you enjoy and are passionate about, you can design and develop it with great care and interest. With your expertise in your topic, you would not make undue errors in what you provide to your members. The content that you provide should be unique and exclusive.

Choose those from the niche market: If you want your venture to be profitable, find something with a niche market. You can undertake keyword searches and find out, which are the most popular ones in use. From those you can also search, if your product has a niche market and if it would gain popularity. You can visit sites like eBay and Amazon to see what people prefer to buy. If you are offering such things to your members, you can have substantial income on regular basis. Choosing something that attracts considerable number of audience can get you more members, if you provide reliable and interesting information.

Choose that, which have credibility amongst members: Your members pay you, if you provide credible information. You should be able to convince your members that your information is credible and from reliable and well researched sources. This credibility helps to ensure that you have long lasting members for your website.

Choose that, which have material for updates: A major factor that you have to consider is that you should be able to provide information for a very long time. Select a topic for which you can provide and generate material for regular updates. Unless you provide updated content, members may start losing interest and may even discontinue subscription. Also when choosing, remember that the topic should have a never-ending subscription. In other words, if you select a topic, which has benefits for a limited period, e.g. wedding arrangements, party themes etc, these members may last only for that period and then leave. Thus take up topics that will help people stay for a longer period, with regular updates.

Allow members interaction: When you select a topic, you ought to ensure that it also allows members interaction. It is not just about interaction amongst members, but if your site allows members to interact with editors and writers, a stronger bonding and loyalty towards your site is

created.

Increases gain: The increase in gains is not only restricted to you. If you are able to find a topic that will benefit your members well, then you can be sure to get many loyal members. This in turn helps to bring in more members and existing members can get many more benefits from it.

So, once you decide to go ahead and select a topic for your membership website, you ought to consider these points. If you have something interesting in mind, what are you waiting for? . Start your membership website today and enjoy profits from it.

How To Attract More Customers to A Paid Membership Website

One of the best ways to generate a steady income online is to start a membership website. The main motive of a membership website is to start off with an online business and to spread it over to as many members possible. Your membership website could be regarding anything, be it politics, social issues, religion, online marketing, games, jokes, greeting cards, online storage of files, etc., anything that could arouse the interests of your website visitors. Most of the websites that you may come across may offer their members an option for free membership. But they also include an option of getting upgraded to a paid membership so that they could enjoy certain privileges that other members cannot.

In order to attract your existing members who have signed up under free membership, you could offer them a limited trial period showing them certain facilities that only a paid member can enjoy. Most often these members are enticed by the offer and sign up to be paid members immediately. One of the advantages of offering a free trial period is that the members are able to see the potential of your website and accordingly make up their minds for signing up. To get more visitors sign up for the paid membership, it is important that you know what you're passionate about and incorporate your interest in your website. However, you also have to make sure that your visitors are like minded who are as much interested in the content of your website as you are.

Since Internet marketing has more of a global appeal, you can include any subject in your website. One of the fastest growing areas are health and fitness, online marketing and of course, games. Providing the targeted audience with what they want, they'd be more than happy for signing up as paid members. Internet marketing tools and techniques is something that has been going around on many of the paid membership websites. But you really don't have to "follow the flock" because if you aren't interested in something like this, all your efforts will go down the drain.

Now suppose you are into gaming, and are passionate about it, so to say. Your website can consist of an online role-playing game wherein you can offer your visitors an option for signing up as a free member or a paid member. The free member can surely play the game, but he won't be able to enjoy certain facilities like weapon upgrade, new monsters or even more playable characters. With respect to the paid members, well, they can enjoy it all. This fact itself

acts as an enticement for the free members to upgrade their membership accounts to a paid membership account.

You can also put on your marketing hat and build a referral program where the existing members can get others to sign up for your membership website and in return, you can offer them freebies. Updating the website content is something that you should do on a regular basis proving your visitors that the website is quite worth a membership fee.

Great reasons why you ought to start a membership website

One simple search on the Internet and you will be amazed to find the number of membership websites that the online communities have to offer. This observation simply points out to the fact there are many people who are ready to pay for some good and concrete information. This money is paid in the form of a monthly or a subscription fee. It is evident that it is becoming increasingly difficult for the free websites to make huge profits. So a change has been taking place wherein many of the free websites too are giving their members an option to enjoy the benefits of paid membership accounts. This could mean extra e-mail storage, more download limits, etc.

Starting a membership website could perhaps be the best business decision that you might have ever made. The initial investment in starting off a membership website is quite low which makes this quite a profitable and promising online venture. So, if you're looking for a reason on why you ought to start a membership website, there are many. As mentioned earlier, the start up cost is pretty low when compared to any other business venture. As far as the knowledge is concerned, all you need to have is a bit of HTML skills and some knowledge about search engine optimization. Generally, you can easily have your membership website up and running with a few hundred dollars.

You can be the boss of your company and after spending some dollars on the membership software and web hosting, you will find yourself with a profit margin of 50% to 80% which is really good. It is pretty obvious that if the members keep signing up for the paid membership of your website, you are assured with a steady income online. One of the best things about starting a membership website is that once the visitors sign up, you will quickly be awarded your return in investment. Suppose you've spent about \$350 on starting up your membership website, which includes the membership website software as well as money needed in maintaining it. If you charge \$19.95 a month, you will soon cover the costs of your start up expenses with 20 customers. Now if your customer base increases to 50 and over, you can simply imagine about the profit that you will be making there on.

The trick is that anyone can start off his own membership website. All he needs to have is some knowledge and expertise in any particular subject that he can build his website on. This is one venture that even allows you to work from the comfort of your own home. The start up process can be a bit confusing which is why you need to do some research before you get your feet wet. Updating the website content is surely a forte for your business and to make things easier, you

can easily invest in some software's like auto responders to which would take care of member newsletters and sign up forms.

Great Ideas For Your New Membership Website

Membership websites are gaining popularity as a good medium to earn a very handsome, residual income. Many people develop membership websites that offer good content to its members. There are various types of membership websites, which are either paid or free membership websites. If you are thinking of a good opportunity to make substantial profits in the Internet business, then you may find some of these ideas very useful.

When you develop your own new membership website, it should provide information that is not available so easily to all. This means that you need to find some cliché market for your content. What you offer should have some uniqueness, dramatic as well as credibility. Such websites are generally composed under some common issue or theme. When you have a website e.g. relating to finance, it should provide members with unique information. This could be interviews with experienced investors, entrepreneurs, audio and video messages of high profile members in the industry etc. It may provide some exclusive tips or insider view of different matters exclusively to its members.

You can also have a content based website. This may be exclusively for some specific topics or areas of specialization. Members from the related fields would be ready to subscribe to your site, if you provide considerable amount and reliable information for the relevant field. They would prefer to use such information, which is available just a click or a sign in away. For such content related websites, you may have a few areas where you could have paid memberships and provide extremely high quality information. These can be made popular with blogs, forums, message boards etc. You can make it interesting by having quizzes, puzzles, and online games and so on, where people may find participating very interesting. You can always make your content interesting by inserting some images or videos. If you have a website for teaching pattern painting on clothing, you may have some patterns displayed or have a video giving a quick glimpse of beautiful design patterns.

If you are selling some product, then you can have your website related to your product. You can provide varied products for their subscription as gifts initially and then provide some special benefits later on for the paid members. You may also provide some special offers or provide members access to insider information. This can be useful for the members, which in turn is useful to popularize your website.

Membership websites like MySpace, Facebook etc are social networking sites and with free membership. Some also utilize these sites for the purpose of Internet marketing. The owners of these sites earn lots of money from advertisements. They provide the members with free services to connect to other people.

Remember that as much as the monetary benefits you receive, when you choose to develop a

website you should have the expertise. This would give you great satisfaction as well as enjoyment in servicing your members. It is equally necessary that you provide the members reliable information, as they depend on your information for their own purposes. Consider all factors and then develop a new membership website for substantial and continuous profits.

Developing Your Membership Website

Membership websites are among the most popular ways to offer content and other services to the masses. The concept of membership site has been running successfully to tempt several others to set up their own businesses. Though membership site is making good business, it is not all that easy to run one. You need to be aware about what your members expect from you or they are never going to pay you a single penny. The success of paid membership site depends on the quality of content, and of course the marketing strategies.

In this highly competitive market, not everyone is able to survive with the membership site, as they fail to understand the truth behind having a successful run. If you are one of those who are willing to set up a membership site, you need to be well prepared. When developing a website, you never know what your members are expecting out of you. To understand the members in a better way, it is good to be a member first of any membership website. This will give you an insight of what a subscriber has to go through and what he gets in return. Understanding the difficulty of being a member will help you give the best to your subscribers.

Being a part of several membership sites will help you understand what others are offering and how you can be different from them. When it comes to developing a membership site, you need to be unique and provide quality services to lure the members to stay with you. Once you have come up with a topic to write on and offer good content, you can figure out what browsers are actually looking for, and what will benefit them. Thus, you would know, why they would wish to be a member of your site.

If you are novice in running a membership website, it is best to take advice from the experts or professionals. You would also need to decide on the various features your website can come up with. Pay attention to the colour scheme that you use. The text size should be readable and needs accurate space between the characters. Come up with the best designs and use the right money- processing tool, if it is a paid site. Make every page interesting and appealing and offer rare and correct information.

Developing a membership site does not end with simply creating one. You need to let the world know about your existence. Thus, you need to opt for good marketing strategies. Being visible is the best way to let people know about you. To attract potential subscribers, place your ad on popular websites and search engines. Come up with attractive offers to encourage people to enrol. You can offer some early bird discount or free goody bags that can tempt browsers to be a part of your membership website.

To keep the website going, make sure you provide the members with a great experience and information, they wish to have. Giving the subscribers what they want will help them stay with you and thus make your website a success.

Create A Viral Movie to Promote Your Membership Site

By creating a viral movie to promote your membership site, you can ensure that your visitors do the marketing for your site, instead of you spending a large amount of money to promote your site through newspapers, magazine or even by advertising over the Internet. A viral movie can spread like a virus and increase your presence in the virtual world.

Many people create a movie to promote their membership site and load it with the hope that it might spread like a virus on the Internet. However, this plan might not succeed, if the movie was boring and only concentrated to promote the Website. Viral movies need to be dramatic, funny, eye-catching or even shocking, in order to catch the eye of any visitor. Your viral movie should evoke emotions, when seen by any visitor and should compel the visitor to visit your site and invoke him or her to become a member. Your movie may or may not be related to your site, but if it is strong enough to attract visitors to check out your site, then you can be assured that your viral marketing movie is doing its job.

Once you have created a visually stunning movie and added a link to your site on it, then you can post your video on any of the highly trafficked social networking Websites, where the chances of it being seen and distributed increase dramatically. You can also create a blog and infuse it with a video or videos that you feel are interesting enough for visitors to view, download and share. Encourage your viewers to share your movie, as much as possible, so that it reaches out to a wider audience. If possible, try to encourage your visitors to leave their comments on your site. This will provide you with a feedback regarding your movies and also provide a degree of interactivity with your visitors. Even as your free or paid membership site might require your visitors to register to become members, ensure that your viral movie do not place any restrictions, when your visitors need to view, download or share it with others. This would instantly put-off your visitors.

Once you realize that your viral movies are attracting new visitors to your membership site, and then you can also create sequels to your movie, in order to carry forward the theme and ensure that your visitors stay connected to your site. However, ensure that your sequel is much better than your original movie, since your visitors might have higher expectations, if they have viewed your first movie. Maintain a high emotional level in your movies, since that is one single factor that will attract new visitors to check your movie once the viral effect starts to get a life of its own and begins multiplying furiously.

Thus, by creating and encouraging your visitors to freely distribute your viral movie, you can lay the seeds of a self-sustaining advertisement campaign and if your movie is loved and distributed by your visitors, then you can expect a lot of visitors to check out your membership site. With a

little effort and with hardly any expense, as compared to a traditional advertising campaign, a good viral movie can easily lure your viewers towards your membership site.

Your Secret Guide To Making Cash With A Membership Website

Membership websites are making a buzz in the Internet world with numerous people showing interest in it. Membership sites are not only beneficial to subscribers, but also as an owner, you get to make a good amount of money. These websites work as a constant source of income with members paying the subscription monthly, quarterly or yearly. There are thousands of people, who browse the Internet to seek information daily. There are people who are ready to pay to view quality content written in great style.

The secret guide to making cash with a membership website is to keep it unique and updated. It is always good to brand your website and create a good image in the market. There is a notion that only branded goods and services are genuine. Creating an image for yourself will help you find a place in today's market. The recognition that you have achieved will only make people trust in your work and services. This will initiate people to become a member of your site as well as recommend it to others.

To keep the members hold on to your website for long, make sure you offer them innovated and experienced stuff like they have never seen or read before. Offer them the latest information. Every time the members log in, make sure they have something new to read. Your content is the main attraction. If you fail to provide good articles, your website will fail and fade away fast. Members log in to view information they would benefit from. So, offer accurate and fresh news.

To make the members loyal to you, you need to establish a relationship with them. By offering better services, you can win them over. Find out different ways to hold their interest. Providing them with videos and audios is the best way to give them the latest in the market. You may want to put up interviews of celebrities or professionals on the video that will benefit members. As per research, the traffic of a website seems to increase when you offer a combination of both video and written content. People love to watch their favorites and hear to what they have to say.

Let's face it. Many members chose to move on after a certain period of time. Thus, the best way to retain them is by offering them some content to sell. Helping them get some more benefits, after being member of your website for long will make them stick to you. When the member gets to make money and keeps the entire profit that will impact them to be members of your site. Other than content, try to offer them e-books, DVDs, videos and other value added features.

Do not write something odd or offensive, which could lead a member away. Each day work hard to make your membership website interesting and exciting. Initiate members to participate in the web pages. You can always leave a page for members where they can display their skills. Stay connected with them and offer the best you can.

Your Membership Website Starter's Checklist

Membership websites, though relatively new in the market, are gaining popularity. Audiences are ready to pay good amounts just to get information on their favourite topic. Companies like Wall Street Journal, New York Times and celebrities are doing well with paid membership websites. It is easy to start such a website and convert it in your full time business. There are millions of people across the world that daily browse the Internet to get information and news. You need to be exclusive with your website in order to attract several people who will pay to view your content.

A paid membership website offers quality articles, news, information, software, e-books and music as well. Choose any topic of your choice to write good content. However, make sure that the content you offer is unique and not found elsewhere, free of charge. If you wish to make profits with your website, you can consider joining a membership site yourself to understand how it is done. Before designing your website, it is good to have a checklist to ensure you have done all the needful.

Here is the starter's checklist to begin a membership website.

- Before you begin anything, it is always good to conduct research on the subject. After you have chosen your topic or subject, you need to be sure that it has a market. Make sure there are not many people writing on the same topic. Before you begin any business, it is good to know your competitors, and know what your readers would like to read, and expect from the paid website. Remember a person will only pay you if he benefits from it. Understand how you can make your website beneficial for them.
- Know your target audience, and create a market for yourself. For example, if you are writing on golf, your target group will be the elite or from corporate.
- See that you get your domain name. A domain name is the address of your website. Try to keep it short and sweet, so that people easily remember it.
- Consider what you would like to offer your members. Make a list of sub topics on which would create content. In addition, you need to know the number of pages you wish to upload.
- Design of your website. To make your website attractive and appealing, however, it should be well organized. It is good to keep the website simple making it easy for the members to browse through.
- Market your website. Days before you launch your website, create a buzz. Make people aware about your existence and the service you plan to provide. Give a press release, or spread the word among friends. To attract members initially, you could upload your content on popular directories and offer discount or gifts to early members.
- Look out for affiliates, you may need them to promote and market your membership website.

- Before uploading your website, check if it works well and is adaptable in every browser.

This checklist will help you make sure all the needful is done before the launch of your membership website.

Your Guide to Setting up A Money Making Membership Website

Membership websites are booming and can help you earn good profits. Though it is a relatively new market concept, it has become a popular mode of business on the Internet. Several entrepreneurs make good business with the help of membership websites. Millions of people browse the Internet in search of quality content and are willing to pay a price for the same. Anybody can start up money making membership website and run it successfully. It is good to pick up your own hobby and convert a good content out of the same.

While creating a membership website, be exclusive and different from the rest. Make sure the information that you provide has quality, and always take up a topic about which you are passionate. This helps you give your members interesting stuff.

Here are a few tips that can help you set up a money making membership website.

- The most important step towards building a membership site is to consider and evaluate topics that you intend to write. At the same time, you should be sure that there is a market for your content, because you must be careful on the topic you have chosen; you cannot just write on any topic. Once you are sure about the subject, conduct a research to help you know your target audience and understand what they expect from the content.
- Be original with your content. Research will help you come up with good content. To be original, write stuff yourself or pull in an expert to do so.
- Remember that since members are paying you, they expect unique content on your website. Make sure you provide correct and beneficial information. Other than articles, offer them software, e-books and music. To keep members hooked on to your website, give them a better and different experience every time they log in.
- Register a domain name for your website. Remember, a domain name should describe your website and be brief. Visit the web hosting website to get your domain name registered and also get web hosting package to put up your membership site on the internet.
- You need a membership management script to upload your website. To find them you need to research on the Internet.
- It is good to be in touch with your members. You may want to come up with a help desk where the members can clear their doubts and communicate with you otherwise.
- As this will be the money making membership website, set up a payment processor. This will help you accept payments from your members. Pay pal and click bank are

popular modes used for money transactions.

Moneymaking membership websites are exciting and fun. Designing it in a proper manner helps you attract many members. This is a good way to make huge profits on the Internet provided you offer unique services. So wake up your creative cells and get going to build a membership website.

Your Fast Track Guide To Creating A Membership Website

Creating a website with so much value that people are ready to pay a monthly subscription/fee for accessing information available on the site can be a very impressive way of earning money through the Internet. Such a site is usually referred to as a membership website because it requires people to subscribe for becoming a member of the site and pay a periodical membership fee. This is becoming one of the biggest online businesses these days.

Setting up a membership site is quite easy with several good softwares and programs now becoming available for creating a membership site. You must, however, devise a good business plan that incorporates novel methods to regularly provide fresh valuable content in the site to make it successful. Membership sites are an excellent way to earn handsome profits by charging for providing content and knowledge based materials to its members.

Depending on your market and individual goals you can choose to create a membership website that proves to be popular in the niche you are targeting. You do not have to provide the content yourself every time. You can use the content provided by other members of the site. Potential membership sites are those that provide means for members to interact with each other through audio/video chat rooms, forums, blogs, messaging etc. for example MySpace, Twitter, Facebook to name a few.

On paid membership sites you either charge a recurring periodical fee or a one-time fee upfront from members to enable them to access content on your web site. When you charge a fee for joining your website you have to ensure that there is no stale content in the site. People do not want to read what they have already read and so you have to keep updating regularly by providing fresh content to keep your members interested, which will make them keep returning to the site. You have to make sure that you offer interesting, unique and informative content that is of benefit to people and that which they will not be able to find for free elsewhere.

You can also set your site up for free initial membership, which a member can later upgrade to a paid one if he so wishes. This can bring in people who are usually not interested in paid signups because they are not sure of the value they would receive in the end. Having gone through the content available freely on the site, they will happily convert to paid memberships if the free content quality appeals to them.

The requisites for running a successful membership site would include among other things:

Passion and dedication: - If you are interested in the product you are offering it is easier for you to provide valuable information to others. You will be able to put in more time for maintaining and running your site which might otherwise lead to many disgruntled members.

A good domain:- A well structured and catchy domain name that is connected and relevant to what your site is about can work wonders. For example, if you custom fit gold clubs a name like 'ClubFit.com' or 'Custom Club.com' can be appropriate.

Using various software now available for just \$10 to \$20, you can set up a membership website within minutes.

Why A Free Membership Site Will Work

Membership sites are becoming a hot trend among several entrepreneurs. Membership sites are one of the booming businesses on the Internet and have managed to attract good traffic. You may be aware of paid membership site, which is restricted only to few numbers of people. However, Internet holds many such free membership sites that allow people to log in and view content on various topics. Although paid sites offer you a fixed income on a regular basis, free membership sites also help you to make great earnings.

For any business, restricting the number of people is not really good. With paid membership websites, you have limited number of people to hold on. On the other hand, the free site has a large market and is there for all. Its promotional activities are not restricted to just a few. As you have a large market to attract browsers, you still prefer to make good profits with a free membership site rather than with paid sites.

If you conduct a research, you would notice that there are various age groups browsing the Internet to seek information. Not everyone will be in a position to pay the subscription amount regularly. If your website is generally meant for youngsters and college going kids, they will surely not wish to pay out of their pocket to view a website. Thus a free website works for them. Depending upon your target audience, you may want to plan for a free membership website.

When it is time to renew a membership, you may find some people taking a back step and not prepared to pay a penny. On the other hand being a member of free membership site, you need not worry about renewal. Once you register to become a member, you stay there as long as you wish. You will always find people that love to take anything that comes for free. For a paid membership site, the owner has to worry about finding new members, when the rest leave and move on. This can be taxing, as you never know when you would find your next member.

With free membership websites, you will hardly find people taking back their membership. Also it is not difficult to find new members. As your marketing activity is not limited to a particular group of people, you can take the advantage and promote your site on a large scale. Unlike a paid membership site, running and uploading a free site is cheap and easy. It will also help you acquire names and addresses of people visiting your site and thus you can mail them the promotional letters with their consent.

Unlike paid membership websites, the free site promises you array of potential customers. You also get to explore with numerous people. When it comes to marketing, you need to reach large number of masses. A free site helps you to let the world know about your existence. Once you have been successful to let the members know you well, you may want to set up a paid account. Not everyone, who logs on the free site, is a genuine person. Thus, you may wish to let the new comers first explore your services and then pay for further assistance. The success by setting up paid or free membership site completely depends on your target audience.

Tips On Creating Membership Websites

Online businesses are becoming popular these days and offer enough opportunities to earn a substantial income. There are new ideas and techniques developed every other day. One of the latest in Internet businesses that is finding recognition is creation of your own membership websites. It is a highly profitable proposition and a satisfying way to share knowledge and information with the people around us. It is a good business opportunity to earn with recurring income and consistent profits every month.

Before you decide to launch a membership website, you ought to research and analyze the potential demand for the type of information and content that you have in hand. It is unlike selling a product for a onetime fee, but you can sell information in a niche market, which could roll down residual income every month. To find a niche market, you can undertake a keyword search and using free keyword research tools you would find good keywords to start such a membership website. You can search via a search engine to see which products are target related in the niche market for your membership website. Moreover, if there are many pay per click ads selling products related to that, then it means there is money to be made from that information. You may also check out the sites like Amazon and EBay to study, which products are being sold in the niche market and what people are really bidding for.

Once you decide the market to target, you need to create the content like articles, e-books, video messages, audio recordings etc. You should be able to provide exclusive content to your members. This is necessary to build up a strong and loyal subscriber base. You can have exclusive recordings, video messages related to your market that may be for a special segment too. You can provide exclusive information to your members. People are also interested in knowing the inside tips and secrets. You may have a paid membership site, which can have password-protected information. This helps to get paid memberships, which can be useful for recurring incomes. Moreover, it provides exclusive benefits to your members.

For your membership website you should preferably have features, which are automatically done like member's instant sign up, welcome mail or messages, recurring billing, daily reports and so on. You may create public as well as private areas in your site. You can also put in different subscription options like monthly, quarterly, yearly etc. Even free trial memberships can be a good idea to get in more prospective members. You can have blogs and forums where members can meet and have a good exchange of ideas and information. Putting in a shopping cart can be provided to sell additional items. You can also have some affiliate programs for your

membership site. Similarly, if you allow members content syndication, they can publish it onto their sites, which can help bring in more traffic to your website.

You may also develop some private social networking sites like Facebook and MySpace and get paying members for any specific market. People can also find sharing information and networking with other members, but in a secure and private network to be even more beneficial. It also provides them with a sense of exclusivity.

The membership websites are profitable and provide many learning opportunities for you too. They are a good business idea for recurring incomes and profits. Building them with due thought and attention to details, you can make it very popular and thus profitable.

The Importance Of A Paid Membership Website

Today, when the Internet is being used extensively for accessing information on various subjects, people are more than willing to pay for fast and easy access to specific online content. According to the Online Publishers Association the 'pay for content' model is becoming more and more popular with each passing day which has lead to its becoming an excellent source of high revenue generation. Any one with the ability to provide high value content on any topic whether related to his/her hobby, technical vocation or profession can use it for earning handsome extra income by sharing it with others through a paid membership website.

Looking more closely at the issue you will find that the following would constitute some of the main reasons why starting a paid membership is important.

It is a source of residual income - The site allows you to earn income month after month, quarter after quarter or year after year through renewal subscriptions after once having sold membership subscriptions to the site, provided however, that you manage to keep your members satisfied by regularly updating your website's content with fresh high value niche information that is of interest and benefit to your members and which is not freely available to the public in general.

The demand is huge - If you carefully choose an exclusive topic you may find that there is a huge market for the product or service you offer through your website. The main trick is to identify the type of information people are starving to get. Once you do this and offer content of high value on what they are looking for all that is left for you to do is to collect their checks.

It is a low cost way of earning high income - If you build a membership site correctly it will involve very low costs to set up and maintain. You need not maintain any physical inventory of products to sell as in the case of a brick and mortar business. So you have to bear no packing and shipping costs or hire employees to carryout packing and shipping work. Your products will be digital that can be stored securely in massive amounts for long periods without deteriorating or degrading. Your site members are allowed paid access to this information warehouse. Low costs will enhance your level of income. When you ensure providing valuable and interesting

content to your members they will remain loyal to your website providing you with continued income as long as you continue to fulfill their needs.

Lesser legal hassles - When you do not hire employees you are spared the usual headaches of maintaining records and ensuring compliance to a plethora of statutory provisions related to employees. In case you need help, outsourcing certain tasks as and when needed could solve your problem. You just need to locate maintain a record of reliable service providers who can provide assistance when needed.

Less marketing efforts required - By choosing the right market niche, people who need what you have to offer will find you as they search for information on the net. You just need to ensure that you have a properly designed website that is search engine friendly.

The Do's And Don'ts of Setting Up A Membership Website

If you want to build up a database of your online visitors or even want to sell your products online, then setting up a membership Website is the right way to attract visitors into your virtual fold. You can create a free or paid membership Website. But, there are several dos and don'ts that will determine, if your membership Website attains success or just crashes out.

Do's

Do make sure that your site is easy to create and maintain by yourself or your team and easy to understand and navigate for your visitors. The images should be sharp and clear and the content precise and easy to understand. This will enable even the novice visitors to comprehend and easily sign up or sign in. Whether your site offers free or paid membership, ensure that your visitors are well aware of all your terms and conditions regarding their membership. If you have started a paid membership, then you will also need to tie up with an efficient and trusted online company to accept remuneration through cheques or credit cards. Do ensure that all the information provided by your visitors remains secure, since your reputation and your visitors' finances could be in grave danger, if any hacker manages to get access to vital data from your site. Do ensure that your Website is sufficiently automated, so that your visitors' queries, orders and payments are handled at the earliest. Functions such as automatic invoicing, cancellations, and auto-responders should ensure that your visitors are not ignored, once they visit your site. Do make sure that you have tracking software installed that warns you of any suspicious activity taking place in your Website. Do remember to send all the promised articles, e-books or any other products that you might have promised to your visitors and inform them immediately, in case of any delay or any other problem.

Don'ts

If you are a half-baked programmer, then do not try to create your own Website. You might just end up crashing your site or worse still might not be able to prevent hackers from stealing all your valuable data from your site. Do not hire any programmer without crosschecking the sites done up by them and without asking for references. Do not assume that people will flock to your

site, once you have created it, but instead use various viral marketing techniques to attract visitors to your site. If you want to attract a wider range of visitors, do not forget to offer various levels of services such as silver, gold and platinum, so that even visitors that do not want to spend more money can still become members and even upgrade themselves in the future. Do not forget to post the positive comments of your visitors, especially with their complete name and email addresses. This will inspire confidence amongst other visitors to sign up. Do not let any query or problem lay unattended for a long time, but instead take pains to address them as soon as possible. Do not forget to update the content of your site on a regular basis, especially if you run a paid membership site.

These dos and don'ts should help you, not only to attract new visitors, but also to retain them over a long period. If you can satisfy your visitors, then they in turn will make sure to lead many more visitors into your membership website.