
Membership Site Income Strategies



About Membership Sites

In this book you're going to be educated on all things membership sites and membership site income strategies in particular. Before I proceed on to the heart of the content which is income strategies, I want to talk about the membership model in a little detail.

We all know that there is a lot of money to be made on the Internet. There are a few different business models you can follow to earn a living from the Internet, but there is one model in particular that is quite appealing to both marketing newbies and the more experienced marketer.

And that is the membership model.

It's likely you already know the basics of a membership model, after all they're everywhere in both the online and offline world.

The membership model is quite popular, you only have to look at those DVD clubs to see that. You know the one's I'm talking about. You pay a monthly fee and you're able to rent a certain amount of DVD's in that time frame.

Well known computer stores are also increasing their revenue through

membership models. Quite a few computer stores will offer a computer repair service for a recurring monthly fee.

Offline businesses are doing it, and so are online businesses. It's a profitable model, no doubt about it.

How can an online business with no physical product to offer make money from a membership site? Easy. You offer information to your customers. People will always pay for information in nearly every niche.

Turn Your Passion Into Profits...

Some niches are more profitable than other niches, obviously. BUT there is money to be made in almost every niche imaginable. But don't get tricked in to picking the biggest and most profitable niche!

You NEED to start a membership site in a niche which you have a passion for. If you're not passionate about your niche, your customers will be able to tell simply because they are going to be enthusiasts.

You may already have a niche in mind, maybe you're already making money in a niche with a different business model and you want to increase your profits by starting a membership site. If you don't have a niche in

mind, you NEED to pick a niche that you're passionate about. You'll enjoy creating a membership site around it, your customers will be able to see that – so it's a win-win!

I always hear marketers saying that the niches they're interested in and passionate about, aren't profitable – which is laughable, since ALMOST every niche can be monetised in some way.

Not every niche can be monetised with a membership site though. But almost every niche can be monetised in some way. How can you find out if a membership site will work in your niche? TEST. Start a trial membership site for free, to see if there is any interest.

In some niches you may not need to do that though, because there may already be membership sites that exist in your niche. A simple Google search is needed to find out if there are other membership sites in your niche. If there is, and the owner is charging a fee – you can almost guarantee that there is money to be made with a membership site.

If there's already a product being sold in your niche, or if there is a print magazine being sold in your niche – then there is money to be made in your niche.

A lot of people get caught up in thinking if there isn't already a membership site in your niche, then there isn't any point in creating one. BUT there is. Like I said, if there is already products being sold in your niche then a membership site can work.

Back on to Membership Sites...

You could set up a website, blog or even a forum to give your information away. Of course, people will have to sign up to access the information. And you may want to charge a fee, or you could give away the information for free (you can still make money by giving it away for free... we'll discuss this later on in the report).

With memberships websites, customers will be happy to pay you a monthly fee for useful content. Useful content on a monthly basis, of course. Usually a membership site owner will provide their content on a weekly basis.

If you're going to charge \$30 a month for access to your membership site, you want to make sure you provide 30 dollars worth of value, and more to keep your customers happy.

Let's say you have a membership site in the dog training niche and you're charging each customer £30 a month... you should provide at least one detailed report each week along with a few articles. AND you could even provide a few videos or audio recordings.

What you could do is produce ALL of the content for a year before you launch your membership site! Then throughout the year you can concentrate your efforts on promoting your site and handling any customer issues etc.

Typically a membership site owner will provide their members with articles, short reports, podcasts and videos. As long as you're providing your members with QUALITY content then you'll be successful in running a membership site.

As long as you're providing them with enough content, that they can actually use, then you'll be successful. When you're providing them with more value than what they expect, you'll minimize the amount of people who unsubscribe.

Back on to the content... If you're unable to produce the content, then you could always outsource it. There are ghostwriters and other various content creation services out there on the web that will produce the content you need at reasonable prices.

Anyway let's get right into the content... let's look at how you could earn an income with the forum membership model.

A forum is a discussion board, where members can chat amongst themselves about various things. I'm sure you're already aware of how a discussion forum works, there are millions of them on all sorts of topics on the Internet. It's highly likely you're already a member of a forum, so I won't go into too much detail about how they work.

But what I am going to tell you is how YOU can turn a forum into a profitable membership site.

Before you begin, you're going to need some readily-made content that you can use to post on the forum. So when a member does join they're encouraged to join in and participate in discussion on the various posts.

If there is no content already up on the forum, your members won't be encouraged to post and they'll most likely exit and never return.

It might be a good idea to hire a few moderators for the forum too. These moderators can post content and look after the forum and in return you can give them some kind of cash reward, or give them free access to the forum provided you're going to charge members a recurring fee.

Whatever route you take, you need to make sure you have a fair amount of content posted up on your forum already.

Once you have the content and you've uploaded a forum to some hosting space and all that, you need to decide if you're going to charge users on a monthly basis to access the content. Or if you're going to allow members to register for free, giving them free access to the information.

Don't be fooled, you can still make a lot of money if you do decide to give away some content for free. You can add links to products you're selling as an affiliate, you could put some kind of ads up on your forum, where you get paid a few cents per click.

You could even have a free section and then a paid section. Provide them with a load of mediocre content in the free section and then entice them to pay a monthly fee to join the paid section where all of your advanced content is.

The possibilities are endless.

If you do decide to go down the free and paid section route, then you could eventually concentrate all your efforts on the paid section simply because your members will be posting their information in the free section.

With the forum model membership participation is greater than any other model, so eventually when you gain a good following of members, they'll be providing a lot of the information because the more they put in the more they get out of it.

Membership Math

How successful can the forum membership model be?

Well that all depends on what niche you're marketing in, but if you know that your niche is profitable then you can definitely earn a lot of money by using this model.

Let's do some quick math to work out what kind of money can be made with the forum membership model...

For this example let's say you're charging customers \$10 per month for access to your membership site.

If you could get one new member every single day (which is easily achievable if you've already produced your content and you focus all your efforts on promotion) then at the end of the first month you would have around 30 members which would equal \$300 for your first month, which isn't too bad at all.

Now, if you could carry on recruiting one member every single day then 6 months later you'd be earning roughly \$1800 a month. Some customers will quit their membership though, no matter how good your content is, so take that into account.

Also, take into account that \$10 a month for regular quality content is quite low. In some markets you will actually have more success when charging a higher amount. Sometimes a \$30 a month membership site will work just as well as the \$10 one.

So it's worth taking a lot of time to think about how you're going to price your membership site. Maybe you want to charge a lot more, because you think your content is worth much more. Or maybe you want to charge a low fee because you want to recruit as many members as possible so you can add them to your list and promote other products to them.

If you do decide to charge \$30 per month and you recruited a member every single day, at the end of the year you'd have a MONTHLY income of roughly \$10,500. That's mind-blowing, I'm sure you'll agree. And even though it's mind-blowing it's possible for even an internet marketing newbie to achieve.

Just to let you know... conversion rates will generally be lower when you're prices are higher. If you're pricing your membership site at \$10 a month, your conversions will be higher than if you were pricing your site at \$30 a month.

With the \$10 pricing strategy, you may convert at 5%. With the \$30 pricing strategy, you may convert at 4%. And if that's the case you'll earn

much more by charging \$30.

Lower isn't always better. Don't assume you'll earn more simply because you'll get more customers charging at a lower price point. You may decide to charge at a higher price, and you may find that the conversion rate is only a little lower – so it's worth keeping that in mind.

Imagine if you kept that membership running for 3 years, with one member being recruited every single day... you'd be earning around \$31,000 every single month! Right now, that probably seems impossible to achieve but with some hard work and determination you could achieve that figure every single month from just one membership site.

How many members would you need for one membership site to quit your job?

“Don't put all of your eggs in one basket.” You might want to have more than one membership site in different niches – it's a great idea simply because if something did happen to one of your sites you still have others earning you money.

The bottom line is that membership sites can be extremely profitable!

Membership Models

Which One is Right For You?

We've looked at the forum model in some detail and how much success you can achieve with that model, but there are other models and strategies that you need to know about. The forum model is a great one, because of the community aspect and the fact that your members will create a lot of the content for you. But that model might not be right for you. So, in this section we'll look at some different membership models and strategies and we'll hopefully find one that is right for you!

From my experience, there is 3 basic types of membership models excluding the forum model and one model that combines all the basic models together. They can all be extremely profitable when done effectively. You may choose to go with just one of the models, or you could combine a number of them to create a more advanced membership site.

A lot of it comes down to what niche you're marketing to... one model may work extremely well in one niche and it may not do as well in another niche. You have to understand that every niche is different, and you need to cater your site towards your niche by testing. You need to test different models, strategies, prices and other factors to do with membership sites, to see how you can increase your revenue and create a better experience for your members.

Here are the 3 other membership models that you can use to make profit...

The Newsletter Model

This model is one of the more popular models amongst Internet marketers, simply because it's quite easy to set-up. It's based on the print newsletter model and every single month you provide your members with fresh content. It really is as simple as it sounds.

The process:

- Visitors arrives at your website and signs up.
- They confirm their subscription, allowing them to receive the emails.
- They receive content straight to their email inbox on a weekly basis.

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- They pay the monthly recurring fee.

It really is that SIMPLE.

If you use this type of model it's best to get 12 months of content created before you launch your website... that way you can concentrate on promotion as the running of the membership site will be completely hands off for a year.

All you need to set-up this newsletter membership model is a domain and hosting account, an auto responder account, sales page, payment processor and of course some content.

Your members will be paying you a monthly fee to receive emails from you straight to their inbox... and the auto responder will do that automatically for you. You can set up your emails to be sent at certain intervals, automatically!

The GREAT thing about this membership model is the fact that no real technical knowledge is required. You'll obviously need a simple web page containing your offer for people to see. But that's the only part of the process that requires a LITTLE technical knowledge. You could use a blog

for your landing page, which is quite straight forward to set up. Or you could outsource the creation of the web page. And that should only cost you around \$50...

Then, of course, you need to write up the offer which needs to be quite persuading. You might want to hire a copywriter to write your offer for you. You can write it yourself, but if you have no experience in this area, you may find your conversion rates will be quite low or even non existent. A professional copywriter will be able to write a high converting sales page for you.

Anyway back to the model itself... Typically a marketer who is running the newsletter membership site will send two or three emails per week, so that's about 12 emails per month. These emails need to contain QUALITY content that will educate the customer on your topic.

You can also send your customers a promotional email every now and again... offering them a product that you promote as an affiliate. Just make sure you don't scrape on the content and turn your membership site into a spam fest!

You could also implement a free newsletter and then a premium one. On

the free newsletter you offer them some basic content and then try to upsell them to premium newsletter at every opportunity. Just make sure all of your best information and bonuses are going out to your premium members!

The Lesson Model

This model is quite similar to the newsletter model. You deliver emails to your members over a certain period of time. The only thing that's different is that there is a deadline date set. So if a member signs up in June, their membership might come to an end in December. This works extremely well for Internet marketing coaches and for people who want to provide members with a how-to course with a limited amount of content.

The process is the same as the newsletter model. The only difference is that the content you provide will be of a how-to variety. And your course will be limited, of course. It's not going to be a never ending course. For example, you have 3 months of content so when each member signs up they receive the content for 3 months and then you upsell them to a forum membership site or something.

The lesson model is often used by Internet marketing coaches... it's similar to individual coaching except that you'll be coaching more than one person at one time and it's all automated.

Also, with the lesson model you can automatically send out homework to your members after each lesson. You can provide them with content and ask them to perform a task related to the content, they can then send the homework back to you for you to check. The good thing about this is that it keeps the member accountable for their own learning.

When using the lesson model it's a good idea to offer content in various other forms. Multimedia lessons are the way to go when it comes to this model. It's really easy for you to turn your content into video or audio format and the majority of Internet users seem to love those formats too.

Another advantage of using audio and video is that they have a higher perceived value, so you can charge more. You can increase your income with little effort as it's quite easy to create audio and video with all the

latest software packages out there.

Even if you can't create these forms of multimedia, you can outsource them to someone who can for a small fee. There are thousands of people on the Internet who provide this service, so if you do decide to outsource then you shouldn't have any problems finding someone who offers this service for a low price.

The perfect membership site will provide members with content in a number of different formats. Whilst the majority of users love audio and video, some members will still prefer to read articles and e-books, so it's a good idea to use all forms of content.

You don't have to create all forms of content for every single email you send though. One day you could just send some reading material, and then other days you can provide videos and audio. BUT it might be a good idea to let your members know that they can request certain material in different formats.

For instance, one user might not have speakers, so they won't be able to

hear the video or audio file. So when you do provide those forms of multimedia you can offer an ebook alternative upon request.

The Blog Model

This model is quite similar to the forum model in terms of a community. Quite often on blogs you can allow visitors to register so they can post comments on different blog posts, which gives the membership site a community feel.

If you're looking to use a blog to build a membership site, you should use the Wordpress platform which is quite diverse. You can download a membership site plugin for a Wordpress blog and when activated regular visitors won't be able to access any blog posts. Only when they register can they access the content. And of course, you can charge them a monthly fee for registration access.

And then with every blog post you make you provide them with quality content. Typically you won't need to post every single day, unless you stated otherwise in your sales copy. But updating three times a week is the

norm with these blog type membership sites.

The process is quite different to that of the blog and forum model...

- The visitors reaches your static landing page and signs up.
- They pay first months fee and agree to pay a recurring fee, each month.
- They get full access to all areas of the blog. (It's up to them to come and look at the content, since you can't tell them via email contact, unless you have obtained their email, of course).

And as I just mentioned, the fact that comments are allowed on blogs gives your membership a community feel. They can ask questions and give feedback, and you can answer them!

With the blog membership model it makes it easy for you to include affiliate links and other advertisements as well. And your members can't really complain about them being there, since it's standard for every blog to contain advertisements.

Including affiliate links and other advertisements will give you the ability to earn extra income. If you reward your member with extraordinary content, they'll reward you back by buying anything you recommend to them.

There are plenty of affiliate networks on the Internet that will allow you to promote products related to your niche. Let's say your membership site is about dog training, you can find a dog accessory affiliate program selling dog bowls, leads, combs, shampoo etc.

The Hybrid Model

Those are the most popular types of membership models... they're quite basic, so if you want more of an advanced membership site you could combine them together to form the hybrid model.

If you do combine a few of the models together you could actually charge your customers more since there is going to be more content. If you want a community feel to your membership site, you could combine the forum and blog model together. You could use the blog as your main site, and have a private forum for your users to discuss the content.

And if you're using the lesson model, then after that has finished you could entice your members to join a private forum for a small recurring fee. That way they can learn everything in your lessons, and then continue their education by participating in the forum.

There are so many possibilities – it's unreal. Membership sites truly are one of the best business models to implement on the Internet.

If you do decide to combine a few of the basic models together to create the hybrid model, then you should expect a lot of work. You may want to consider outsourcing some of the work, especially if you're not familiar with coding and you don't possess technical skills.

You can outsource both setting up the whole membership site and content creation, even though it'll cost you a few hundred dollars, you can concentrate your efforts on what marketers do best... promoting your website.

Free vs Paid

Instead of creating a paid membership website you could create a free one. I know what you're thinking... how on earth can I make money by giving content away for free via a membership site?

Listen. A free membership website can be just as profitable as a paid one, despite what you might think.

You can use one of the models that you learned about previously in this ebook and instead of charging a recurring fee you could give away the content for free. And then you could monetize it with advertisements and links to products that you're affiliated with.

This could be used if you're just testing if a niche is profitable, or if a membership site is something of interest to the members.

You can just use this as a main business model, of course. Because it can be extremely profitable when used in the right markets.

These free membership sites can be run by using free software, like a blog or some forum software or something of that nature. You can even incorporate a paid function in the free model. You can have a free membership forum, but then have a paid members only section for a small recurring fee!

The great thing about a free membership site is that it's FREE and people love FREE stuff. That's the hook you see. You'll have a higher sign-up rate

because you're offering content for FREE, and then if the content is good enough they'll be convinced to join the paid members area (if you're going to provide that).

If you're not offering a paid members area, they'll be convinced to buy stuff that you're promoting as an affiliate.

Can you now see how the free model can be just as profitable as the paid model?

Membership Site Tactics & Strategies

When it comes to membership sites there are a few things to keep in mind, and a few tactics you can implement to produce more income from your membership site.

Exploiting Exclusiveness

An exclusive membership site can earn you A LOT of money. Why? Because you limit the amount of people who will be able to join. A limited membership site will perform better than an unlimited one.

For instance, let's say someone arrives at your membership site sales page and they find out there is an unlimited amount of spaces available... sometimes they'll just disregard the page with the intention of coming back another time to sign up.

With a exclusive membership with a limited amount of space, they'll be persuaded to join then and there because they'll be worried about not getting spot if they sign up at a later date. It's a persuasion tactic that is used by a lot of Internet marketers. Some marketers abuse the tactic by not limiting the amount of spaces, even though they state that the membership site is limited on their sales page.

If you do decide to create an exclusive membership site, then do stand by your word of the amount of spaces you're going to limit.

What you could do is one section that isn't limited, and then create an exclusive section for a higher fee. The members of the free section will be enticed to sign up because people like to be apart of a clique. They don't like to miss out on anything.

As long as you're providing GOOD content in the unlimited section, then people will want to join the exclusive section simply because that's where you'll give away your QUALITY content.

Building Your List

Every Internet marketer needs a list of customers to market to in the future. I can't stress how important it is to build a list for the future. Sure, you can make a load of money now from membership sites, but in a few years time wouldn't you like to have those people on a list so you can continue to market to them?

A list of customers is the life and soul of your business.

When you use the lesson or newsletter membership model, you'll be collecting your members names and email addresses because it's required. But with the forum and blog membership sites you 're not required to build a list on an auto responder system – but you should.

When you run a membership site it's quite easy to build a list of customers. Simply because your members hang on your every word. They trust you. They listen to every thing you say. They see YOU as the expert in your industry. So it's not that hard to persuade them to join a list.

What you could do is provide content via the forum model for FREE, and then upsell them to a paid newsletter membership site.

This is one tactic that you NEED to implement if you want to build your business in the future.

Build a Community

When you build a membership site around a specific niche like dog

training, the member you attract will be dog enthusiasts so it's vital that you are passionate about that topic, otherwise they'll see right through you and will probably end up dropping out of the membership.

If you want to create a sense of community amongst your members they first have to see that you're passionate about your niche.

Once they trust you, they'll start getting involved more. So even if you've gone with the newsletter model or the lesson model it's a good idea to add a members only forum so the members can chat amongst themselves.

And in the niches outside of Internet marketing like dog training or acne, you'll find that the people are much more open and will tend to share their experiences.

Once you've built a solid community you should consider different levels of membership preferably in newsletter format. For instance, you could have bronze, silver and gold levels. The bronze level could be free, whilst the silver level would be for a small fee and then the gold level for an even higher fee.

What's Popular?

This strategy needs to be implement before you even start your membership site. Actually, it's all about picking a niche that is popular.

We all know about web 2.0 websites, and how they've gained in popularity over recent years. Well, Internet marketers have only just started taking advantage of their popularity.

Let's take Twitter as an example. It's been around for a few years, but in the last 6 months or so it's become a household name. The majority of Internet users are aware of it. So Internet marketers have decided to take advantage of that and create products surrounding the Twitter service.

There are membership sites, ebooks, workshops being run and graphic artists creating backgrounds... for Twitter! They're making the most of how popular Twitter is at the moment.

Twitter isn't the only web 2.0 service that Internet marketers are taking advantage of. Marketers are creating courses and all other forms of

products on services such as; Youtube, Facebook, Myspace and even Digg.

These web 2.0 websites are popping up all the time. They're like trends.

Will you be ready for the next popular web 2.0 service?

PLR Membership Sites

If you're struggling to pick a niche for your membership site, then you should consider creating one on private label rights articles and products.

These PLR membership sites are proving to be HUGE money makers.

For a recurring monthly fee, your members will be provided with both articles and ebooks on certain topics. Obviously, you don't have to provide new content on a daily basis because that would be too much work.

When you launch the membership site, you're probably going to need content on around 20 of the biggest and most popular niches. And then once a week you can add a few new articles and ebooks for the different topics.

You have to understand that Internet marketers do market outside of their own niche. Popular markets include; acne, weight loss, pets, tinnitus,

gambling etc.

Marketers are always looking for new content to add to their websites, so PLR fits perfect with their needs. The more fresh content that they upload to their website, the better their search engine rankings... so every website owner is looking for content.

The majority of website users create the content themselves, but a good chunk of the users look for PLR... and that's where you come in.

If you have provide a membership site with weekly PLR content, then your members will love you. Just make sure you keep on top of things, and keep the following things in mind:

- Produce content on the popular niches.
- Take requests from your customers. If there a large demand for articles on a certain topic, then provide material on that topic.
- Limit the amount of members that you let in to your membership site. There is a greater demand for PLR products that are limited,

since the products are more valuable when less people have them.

You can even charge more for an exclusive membership site too!

If you implement some of these tactics, you can't go far wrong.

Keeping Your Members Happy

You're membership site is done. You've got content lined up for a few months. You're promotional efforts are going well and you're recruiting new members on a daily basis. How do you keep your members happy, so they continue to pay the recurring fee?

That's a good question and one that can be answered quite easily.

You keep your members by providing more value than what they're paying for.

If they're paying \$10 a month for weekly how-to videos, then you provide 20 dollars worth. Always provide more than what you should have to. From doing so, you will keep your members happy, and those happy members will recommend your membership site to their friends and family.

Internet marketers who run membership sites have come out and said that the average member will last 4 months before quitting their subscription... Now in the Internet marketing niche itself that may well be true. But niches outside of Internet marketer, members generally stay with the membership for much longer, as long as you're providing them with value.

Internet marketers are known for jumping around from course to course, always looking for something better so that probably explains the reason why they don't stay signed up to a membership site for a long time.

With niches outside of Internet marketing like dog training, those members generally stick to one program at a time, as long as there is a community aspect... within the dog training niche the people don't need to be

professional, as they are not business people, so they are more likely to communicate openly amongst members in the membership site.

Apart from providing A LOT of value in your content, and providing more value than what they're paying for there are a few simple things you can do to improve your members experience.

*If you're running the newsletter model membership site, then DO NOT make every contact with them a sales pitch. Meaning don't get in touch with them for the sole purpose of promoting a product.

*If you're running the blog or forum model, then create some interaction between members. Obviously they'll be communicating amongst themselves, but every now and then you could create a poll. Ask them what they would like to see introduced into the membership site. Ask questions about your niche. Communication is powerful, don't overlook it's potential.

*Depending on what blog or forum software you're using, you may be able to download a plugin that allows you to create member profiles. You know the social networking profiles, where users can list their favorite things as well as add pictures and videos. This is a great idea, and will only benefit your membership site community.

*Run competitions on a regular basis. Ask them to write an article related to your niche, pick the best one and publish the article somewhere on your website and offer the winner some other incentive like a free bonus, or a cash reward.

*Show off your personality. Your members don't want to be dealing with strictly professional web master who only has their best interests in mind. Interact with your members, joke around, make friends and show off your personality. Don't show that you're a robot.

If you want to keep your members happy in the long term you generally need to provide value, show off your personality to create an emotional connection with your members.

What You Need to Build a Membership Site

If you're a complete beginner and you've never built a membership site

before, then you're probably thinking that it's HARD to build one. You're probably assuming that you need a big budget and technical skills – but that's not the case at all. Far from it actually.

You don't need to possess any special technical skills, although it would help. Also, you can get started with just a few hundred dollars. Sometimes you won't even need that much, but it helps out a lot.

If you're thinking that a few hundred dollars is a lot of invest in a membership site, then you're in the wrong business. You have to treat Internet businesses the same way as you would treat regular offline businesses. You need to put money in, to get money out.

Anyway, here's what you're going to need to build a membership site...

#1 Hosting Account and Domain name. These two are essentials. You could go down the free route, but that looks extremely professional. You can get a hosting account for as little as \$9 per month, which is a bargain.

As for the domain name, well, you want to think carefully before registering one. There are some many factors that make up a good domain name. You want to pick a domain that describes what you're offering.

A visitors needs to know exactly what you're offering just by looking at the domain name. If you've got a website about cat training.... then the welovecats.com domain doesn't actually go into that much detail. Something like cat-trainers.com would look much better and would tell the visitor exactly what the site is about.

You also want to try and include some search terms in your domain. It will help you rank higher in the search engines. In the next section of the article you'll discover different keyword tools where you can unearth some search terms that you can use in your domain.

You can set up an hosting account and register a domain at www.hostgator.com.

#2 Keyword Research Tools. There are a number of these tools available on the Internet for free most of them do a good enough job at obtaining keywords that are regularly searched in the popular search engines.

If you want to perfect the art of keyword research then you're better off getting a paid tool. These tools are a little more advanced than the free ones, but if I'm honest the more expensive ones aren't worth it.

You can use Google's own keyword tool to obtain the data that you need. And better yet, it's free. And who knows how many times a certain phrase is searched exactly? No one. Except Google, of course.

You can access this tool at

<https://adwords.google.com/select/KeywordToolExternal>

Why do you need a keyword tool? To find out how many times phrases are being searched. If you're in the dog training niche, you might want to know how many times the phrase “train my boxer dog” is searched. The keyword tool will tell you.

You can then put up an article based on these keywords, and get it ranked in the search engines, which will bring you traffic to your site.

It's worth knowing how many times a phrase is searched, before you put in the effort of creating an article etc. If the term is only searched 20 times a month, it won't be worth creating an article around that keyword, but if it's searched 500 times a month – it will be worth it, of course.

You can also use these keyword tools to discover phrase terms that you can

use in your domain name.

#3 Website Builder. If you're not going to outsource the creation of your website, then you're going to need to do it yourself. Depending on which model you're going to use, it's best to use Wordpress which is a blog platform. Even if you're not using the blog model, you can create a static site with Wordpress due to its diversity.

If you don't wish to use Wordpress, for whatever reason, then you're going to need a HTML builder. There are thousands of them available on the Internet, some cost up to \$400, some are free. So, which one you go for depends on your budget.

You can get a program called Dreamweaver which costs a few hundred dollars, but it's considered the best in the industry. You need some technical skills, of course. But there isn't a steep learning curve with Dreamweaver since it's WYSIWYG (what you see is what you get) editor, unlike other HTML editors.

If you want to get a free HTML editor, I highly recommend NVU (<http://net2.com/nvu/>). It's simple to use, and you'll achieve similar to

results to that of Dreamweaver.

Once you've built a website, you need to upload it to your hosting account. You can do that within your control panel at your hosting account. But if you need to upload a number of different files at one time, it's best to get an FTP program. With these programs you enter your hosting details and password and you can connect to your hosting account and upload a number files at one time.

FileZilla is the most popular FTP program and it's free... you can get it here: <http://filezilla-project.org/>

#4 Aweber (www.aweber.com). You may want to build yourself a customers list, depending on which membership model you're going to use. Aweber is the most popular auto responder service on the Internet, it allows the average web master to sign up and use their service to build a list of customers.

You can copy a code from your Aweber control panel and put it on your

website and it will automatically paste a sign-up box on your website.

From there you can offer your visitors an incentive for signing up. Then once their on your customer list, you can send them free articles and different forms of content to build their trust. From there, you can send them your own links for products you're promoting.

Aweber isn't the only auto responder service out there. There are a few other good ones out there, a simple Google search will prevail these services.

That's about it for the basic and essential tools. The above should only cost you up to \$30 per month. Which isn't bad at all.

But if you have the money you may want to outsource your content too. After all, people who specialise in content creation are generally going to be better than you. That's their job.

You can probably outsource a few ebooks and articles for your first 6 months content for around \$1000.

Conclusion

In this ebook you've discovered different membership models and strategies that you **SHOULD** put to good use. You need to take action on what you've learned. Don't worry if you get a few things wrong, as long as you're taking action you'll be just fine. After all, the best education comes from actually doing things and learning from your mistakes.

Just keep in mind that you need to pick a niche that you're passionate about. That way, you'll enjoy spending your time creating the content and promoting the website, and your customers will be able to see that you're passionate.

Also remember that there is no set income that you'll earn. So many people

ask how much they'll earn by starting a membership site. But there isn't a definite answer to that question, since it depends on so many factors. But, let me tell you, with some hard work and dedication there is no reason why you can't achieve over \$10,000 every single month from just one membership site.