



# How To Start a Membership Site In 24 Hours!

Using WordPress  
and Mostly Free Software  
(For Less Than \$50)

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This manual is written in Georgia for easy reading. You are encouraged to print this manual for reading convenience.

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# Introduction

Firstly, let me say Thank you for purchasing this report. I hope you will find the content in this report helpful when you're creating your membership site.

The reason I have created this report is to help other people start up a membership site since, from the inside, this can seem like a daunting task. But fortunately, it's not as hard as it seems and running one or more membership sites is one of the most profitable steps you can take!

There is a lot of information on the web about how to create your own products but almost no one talks about membership sites – especially the gurus who are making thousands of dollars each month using this business model.

Now, I'm not a millionaire guru but I've recently had some success setting up membership sites for OFFLINE businesses. One thing I didn't have was a manual that I could give my clients so they could see exactly what needed to be done to create a profitable site.

That's where I started, the manual you're reading is where it all ended.

I'm confident if you follow the steps outlined in this manual you'll be able to create profitable membership sites that provide a nice, hassle free income for years to come.

To Your Success

Alex Major  
[NicheEmpires.com](http://NicheEmpires.com)

# Module 1

# OVERVIEW

## The Right Attitude Means Everything

I'm going to start this manual with something that really has nothing to do with membership sites per se, but is critical to your success.

There's an attitude in the internet community that making money on the internet is easy, instant, and doesn't require any knowledge or expertise. I'm not sure how you got interested in Internet Marketing but if you were like me you got seduced by all the websites, ebooks and "Special Reports" that promise untold riches for 5 minutes work.

I'm not saying that it can't happen, but it doesn't happen to people just getting started – unless they're really, REALLY lucky or very well connected. It can also happen to anybody once they've got a list of 3,000 responsive buyers that they can send out offers to. Yep, then you can make thousands of dollars in only a few days with very little work.

I don't know if that's you... but it's definitely not ME!

So, here's the deal. You've got to put in the time, the effort, and the work. You've got to create something interesting, unique, and special. Something that solves people's everyday problems – need cash, overweight, lonely, tired of the job. You've gotta give them a solution if you want them to hand over their hard-earned cash to you.

And that takes work. For some – the work is easy. For others (like me) creating products is really hard. But, easy or hard, it's going to take work. So, if you're not willing to put in the work, close this document and ask for your money back. NOW!

Still with me? Ready to go to work? Great. That's the attitude we're talking about.

## Down to Your Last Match

Now, there's one more bit of "attitude" that I need to address.

*"Since the purpose of a business is to create a customer, the most important functions of a business are marketing and innovation.  
EVERYTHING else is an expense."*

-- Peter Drucker --

That's a quote from the legendary management consultant Peter Drucker where he nets your business out to just two things – marketing and innovation (improving your business to meet customer needs).

What is a customer? You get a customer when someone buys your product or service. If someone buys, then you make a sale. Using the transitive property we learned in elementary school:

If            CREATE A CUSTOMER = SOMEONE BUYS  
and            SOMEONE BUYS = MAKE A SALE  
then        CREATE A CUSTOMER = MAKE A SALE

Now, lets re-visit Peter Drucker's quote:

*“Since the purpose of a business is to make a sale, the most important functions of a business are marketing and innovation. EVERYTHING else is an expense.”*

The purpose of business is to make a sale. If YOU are not starting your business to make sales, then you are NOT starting a business – you're running a charity. Now, I don't have anything against charity or charitable work... just don't fool yourself into thinking you're in business when you're running a charity.

So, here's the attitude you'll need while you're creating your new business... will this result in sales? I know that's a bit blunt – but to paraphrase Peter Drucker, if your business isn't making sales, it's costing you money.

So, for your new membership site business, you're like The Man in the story:

- You're lost in the freezing wilderness (trying to get your product noticed among all the other distractions)
- You must start a fire to survive (you need to make sales and make money)
- You're down to your last match (your resources are limited – you've got to make this work)

That's why I love membership sites – and that's exactly why I created Micro-Membership software. Let me explain just what I mean. I bet you're asking yourself:

- **“Is this going to work?”** - I'm not going to guarantee your success – nobody can. But membership sites are the BEST platform to create a dependable, ongoing income. Why? Because membership sites force you to do the very things a successful business MUST do to survive – create a product that people want, build a list of paying customers, and forming great relationships and communities with and for your customers. I won't go into detail about these here. I've put it all in the BONUS area at the end of this manual where you'll find the [Top 10 Reasons Why You Should Start a Membership Site](#). Read trough those and I think you'll agree that membership sites are a proven business model that has worked before, is working now, and will work for you.
- **“Is all this work worth it?”** - When millionaire internet entrepreneurs start switching their business over to the membership site business model, you can be

- **“Will my product sell?”** - It's got to. Remember The Man in the “Fire” story? You've got to build a fire with your very last match... or you'll die. Your business **MUST** make sales, must make money, must be successful... **THIS TIME**. So, let's not worry about **IF** your site will be successful but **HOW** to make it successful.

This manual is designed to get you there. Follow the steps in this guide you'll see that building a successful membership site doesn't require some **SECRET** formula – just the adherence to good business and marketing principles.

BTW: The 24 hours doesn't mean you have to do this in just one day. It may take you a weekend, a week, or maybe more. But whether it takes you 2 days or 2 weeks if you follow the steps through to the end your membership site **WILL** make money!

So let's get started!

# Module 2

# Gather the Driest Tinder

You can start a fire with a single spark, but only if you begin with the material *most likely* to light. You start a successful marketing campaign the same way, with the people most likely to buy. They are the driest tinder. The driest tinder are so inclined toward your product or service that the slightest application of heat from your marketing moves them past their ignition temperature and sets them alight.

Greg Stielstra – *PyroMarketing*

## Hour #2: Choosing a Topic for Your Membership Site

The driest tinder, the thirsty crowd, the hungry niche. No matter what you call it, this is one of the most talked about subjects in marketing. Find the driest tinder, the thirsty crowd, or the hungry niche – provide them with a spark, a glass of water, or the right nourishment, and you've got a sale and a happy customer.

The good news is it's not that difficult to find hungry niches. You've just got to think creatively. This step is the exact method I – and many other online marketers – use to find hungry niches.

The best way to start out is to begin with you.

Just think of things that you enjoy doing like cooking, playing computer games, fishing, DIY home improvement, Ebay-ing, collecting stamps, etc...

Can't think of anything? Here's a trick... grab a note pad and make five (5) lists:

1. 5 or more Things I'm Passionate About
2. My hobbies
3. 5 or more Skills I've Developed
4. 5 or more Things I Do Better than most people I know
5. 5 or more Things I Know More About than most people I know

Now, take the lists and cross off anything that you just can't see yourself spending the time and effort to create a product around.

Next, look over the list and place a check mark next to the three topics that jump off the page – that give you a little jolt when you think about them. Those are the 3 we'll start with.

Take these three topics and head over to the Google Keyword Tool just to see if people are looking for that subject online.

<b>How would you like to generate keyword ideas?</b>	Enter one keyword or phrase per line:	<b>Selected Keywords:</b> To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign. <i>No keywords added yet</i> <a href="#">+ Add your own keywords</a>  <a href="#">Sign up for AdWords</a>
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="photography"/>	
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms Type the characters you see in the picture below. <a href="#">?</a>  <input type="text" value="fdsot"/> <small>Letters are not case-sensitive</small> <a href="#">Filter my results</a> <input type="button" value="Get keyword ideas"/>	

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

One of my hobbies is photography. So I placed that in the “Enter one keyword or phrase per line” box (see above), keyed the CAPTCHA letters, and pressed the “Get keyword ideas” button which gave me:

Results are tailored to **English, United States** [Edit](#)

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:  
photography

Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

**Selected Keywords:**

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

No keywords added yet

[+ Add your own keywords](#)

[Sign up for AdWords](#)

Choose columns to display: [?](#)  
Show/hide columns

Keywords	Advertiser Competition <a href="#">?</a>	Local Search Volume: September <a href="#">?</a>	Global Monthly Search Volume <a href="#">?</a>	Match Type: <a href="#">?</a>
<b>Keywords related to term(s) entered - sorted by relevance <a href="#">?</a></b>				
commercial photography		40,500	60,500	<a href="#">Add</a>
portrait photography		165,000	165,000	<a href="#">Add</a>
senior photography		49,500	33,100	<a href="#">Add</a>
photography		30,400,000	30,400,000	<a href="#">Add</a>
professional photography		135,000	135,000	<a href="#">Add</a>
photography studios		74,000	74,000	<a href="#">Add</a>
nature photography		74,000	110,000	<a href="#">Add</a>
landscape photography		74,000	90,500	<a href="#">Add</a>
photography studio		201,000	301,000	<a href="#">Add</a>
wedding photography		673,000	673,000	<a href="#">Add</a>

Here's what you'll be looking for:

- whether or not the topic has results
- whether or not the topic has a number of valid “sub topics” with more than 10,000 searches per month

So, “photography” has potential. This is a VERY popular topic with lots of people typing in some very profitable search phrases. If your topic is similar, give the topic a check.

While you're here, look for 5-10 phrases that you think you could provide information and training about. You want the phrases to be as specific as possible but still have a monthly search volume greater than 5,000.

From “photography” I chose (in no special order):

- photography studio
- photography prints
- black and white photography
- interior photography
- model photography

If your topics have are only 1 or 2 word phrases – like 4 of my photography ones are – then enter the phrase into the “Enter one keyword or phrase per line” box. Select a new topic from the resulting list that interests you, that you think you could teach a “course” on, that has at least 3 words, and that has a Search Volume of at least 5,000.

In my photography example, I took my terms and ran a second search on each :

- *photography studio* becomes **photography studio lighting**
- *photography prints* fell off the list (no interesting phrases with enough searches)
- **black and white photography** already 3 words
- *interior photography* fell off the list (no interesting phrases with enough searches)
- *model photography* fell off the list (no interesting phrases with enough searches)
- *photography studio* becomes **photography studio equipment**
- *photography studio* becomes **professional photography studio**
- *photography studio* becomes **home photography studio** (this one doesn't quite meet the 5,000 search volume number but I know from personal experience that there's plenty of interest among amateur photographers)

Notice that I “lost” 3 phrases (photography prints, interior photography, and model photography) so I added 3 phrases from “photography studio” that met the criteria.

Once you've got your five, 3+ word topics, write them down and move on. Do this for each of the three “finalist” topics on your list.

Once you've got them all, let's see if the topics you've picked are qualify as truly “dry tender”, the stuff that will really catch fire – the online clientele that will make you money.

### **Hour #3: Give Your Site the Best Chance to Make Money**

Ok, so you have your 15 potential topics that people are searching the internet to find information about and solutions for.

The next thing we need to find out is if any of the topics will make money! Will this process guarantee that you'll make money with your product? Nope. But, if you follow this step you'll know for sure that there is a market for the taking!

It'll help you keep things in order if you make a folder on your Desktop to keep all your work together. Just call it your “topic name” product for example “Photography Studio Product”.

How do you find out if you will make money from your product? Easy. We just need to figure out if the people searching for your topics are buying “stuff” as well.

There are many different ways to do this but this is the way I like best:

First of all go to <http://www.google.com> and type in your top phrase (the one with the most searches) for instance I would type in “photography studio lighting”.

This is what Google bought up for me:

<p><b>Product Photography Kits</b> ✓  <a href="#">TabletopStudio.com/Kits_Table.htm</a> Compare all product <b>photo</b> kits. Side-by-Side comparison</p> <p><b>Used photography</b> ✓   <a href="#">www.Adorama.com</a> Adorama Buys &amp; Sells Used <b>Photo Equipment</b>. <input type="button" value="Google Checkout"/></p> <p><b>Pro Photo Studio Lighting</b> ✓  <a href="#">www.skaeser.com</a> Enjoy Wholesale Prices On Quality <b>Photo Studio</b> Lighting. Order Today!</p> <p><b>Pro Studio Supply - Online Photographer's Discount Store</b> ✓  <b>Photographic Equipment.</b> &gt; Inkjet Papers &amp; Accessories ... Free advertising template download to help you boost your <b>studio photography</b> business. ...  <a href="#">Backdrop Materials - Folders, Folios, Albums - Albums &amp; Proof Books</a>  <a href="#">www.prostudiouisa.com/</a> - <a href="#">Cached</a> - <a href="#">Similar</a> - </p> <p><b>Photography Studio Equipment, Photography Equipment, Photo Lighting</b> ✓  Photography studio equipment, photo lights, photography lighting equipment. Photo lighting, photography equipment, photographic lighting, photo studio ...  <a href="#">www.photographystudioequipment.net/</a> - <a href="#">Cached</a> - <a href="#">Similar</a> - </p> <p><b>Studio Photography guide and tips from Photo.net</b> ✓  Feb 3, 2009 ... Find our guide to <b>studio photography</b> with tips and equipment ... Note for high speed <b>photography</b>: <b>Studio</b> flash systems generally take ...  <a href="#">photo.net/learn/studio/primer</a> - <a href="#">Cached</a> - <a href="#">Similar</a> - </p> <p><b>Image results for photography studio equipment</b> - <a href="#">Report images</a></p>	<p>Sponsored Links</p> <p><b>Cover Model Quality Pics</b> ?  Free \$50 Gift Card to Kidstop Toys with purchase of Portrait Package  <a href="#">www.JustKidsStudio.com</a>  Phoenix, AZ</p> <p><b>Purple Nickel Studio</b> ✓  Specializing in Modern Portrait <b>Photography</b> in Tucson, Arizona  <a href="#">www.purplenickel.com</a>  Phoenix, AZ</p> <p><b>Shop SmithGear.com</b> ✓  Get Small Biz, Home Office Products On Our Website-Purchase Today!  <a href="#">www.SmithGear.com</a></p> <p><b>JC Studios LLC, PHX, AZ</b> ✓  Valley's Premier Automotive Fashion <b>Photography</b> Video <b>Studio</b> Rental  <a href="#">www.jcstudiosllc.com</a>  Phoenix, AZ</p> <p><b>Photo Studio</b> ✓  Large <b>Photo Studio</b> In A Box. Great Quality-Low Price-Ship Today!  <a href="#">www.TheAtlasStore.com</a></p> <p><b>Lighting Kit from \$33.99</b> ✓  Continuous, Strobe, Video, Cool Flo</p>
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Look at your results and take note of the number of search results the query has.

In the example above I have highlighted the search results and there are 15,800,000 results for the phrase “photography studio equipment”.

This is a lot of results and that normally means there is a market there.

The next thing you should note is the number of adwords advertisements the phrase has.

I have highlighted the Adwords on the page. Adwords are small advertisements people place on Google for certain phrases. What we're interested in is how many advertisers there are and what sort of price they are paying to be there because the more profitable a market is the more people will bid to place their ads.

So all you need to do now is type each one of the five phrases you picked earlier and make a note of:

1. The number of search results
2. How many people are paying to be their on Google Adwords

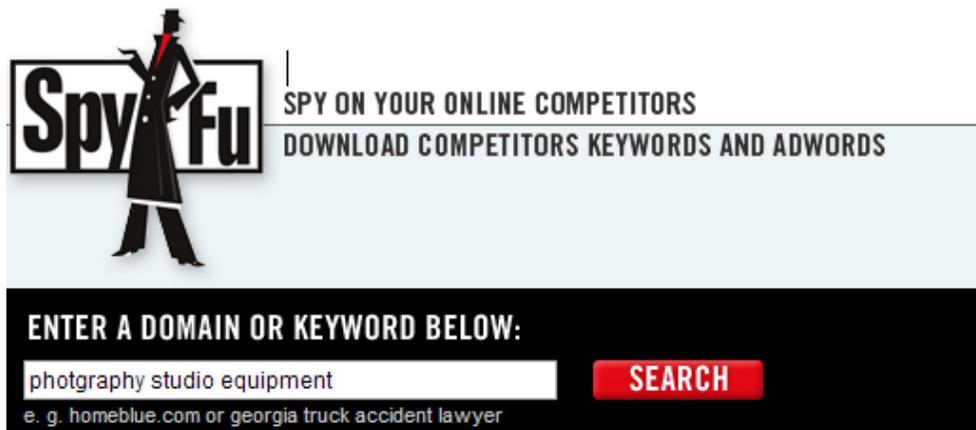
Next we need to get a rough idea of how much people are willing to pay to be there on Google Adwords as this is a good indicator of how much money is in a niche.

Also make a note of what the Adwords are selling as this is a good indicator of **WHAT** people are buying in the niche and this can help you with your product creation.

For instance what is the top Adword Ad? For the photography studio topic it is “Product Photography Kits”. This isn't necessarily the best product to copy but it will give you an idea of what people are selling for that topic.

When you're finished checking out the search results for each one of your phrases and the competing ads, we next need to know how much people are paying for those ads. For this we'll use Spyfu.

<http://www.spyfu.com/>



Spyfu lets you see what people are spending on Google Adwords for specific phrases.

Type your main phrase into the Spyfu search bar, click search, and Spyfu will display the information we want. You will need to do this with each of your phrases but first, I'll go through the process with my example phrase “photography studio equipment”.

This is the info that SpyFu bought up for the phrase “photography studio equipment”:



ENTER A DOMAIN OR KEYWORD BELOW:



e. g. [superiorbath.com](#) or [paul taylor dance](#) [Advanced Search](#)

DATA FROM OTHER REGIONS: USA  UK 

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**Stats For:** **photography studio equipment** [view cached page >>](#)

<a href="#">Cost/Click:</a> <b>\$0.98 - \$5.10</b> 	<a href="#">Advertisers:</a> 20 
<a href="#">Clicks/Day:</a> 0.79 - 1.00 	<a href="#">Search Results:</a> 13,500,000 +800,000 (4.85%) 
<a href="#">Cost/Day:</a> \$0.77 - \$4.00 \$0.00 (0.00%) 	<a href="#">Search Volume:</a> 4,500 

Let me explain what this data means and how it is relevant:

**Cost/Click:** This tells us the average cost to the advertiser per click, so you can see that the average advertiser is spending between \$0.98 and \$5.10 per each click. The higher the number the better. \$5.10 per click is a pretty good figure since if an advertiser is spending \$5 per click they're probably making sales.

**Clicks/Day:** This shows us the average amount of clicks per day an advertiser is getting for that phrase. Again, higher is better.

**Advertisers:** This shows the number of advertisers bidding on this phrase. This number will never go above 21 because SpyFu doesn't drill down past the second page of ads.

**Cost/Day:** This reflects the total daily cost to all advertisers that bought this keyword/phrase this just shows you how much an advertiser is prepared to pay to stay at the top. Normally the more the better, as if the advertiser is willing to pay more than they must think the keyword is profitable!

**Search Results/Search Volume:** These both come directly from Google. The Search Results number is the total number of pages that satisfy the search criteria. The Search Volume is the number of searches for the particular phrase in the last month. Ideally, you're looking for a high Search Volume with a low number of Search Results. But, at this point in the game, the Search Results aren't too relevant.

So all you need to do is go through each of your 5 keywords and see the results using this

tool.

Ideally you will be looking for all the figures to be high and the competition low (lower than 10 competing ads can be a goldmine!). However as long as people are spending money and there is a market there you will make money 99% of the time.

You should find a niche this way that tells people how to solve a problem or offer some solution.

Now, don't get too caught up on analyzing the numbers. Just take each of your topics, type them into Spyfu and note the results and see how much people are spending to be there.

The next step will show you how to get started creating your product.

# Module 3

# Collecting Ideas

## Hour #4: Yahoo Answers

By now you should have at least 1 topic that you know can be profitable. What we'll focus on now is how to create your final product – your membership site.

To do that, you'll need to know what people want answers to as it relates to your topic. There are any number of ways to figure this out. The first one we'll cover is Yahoo Answers.

<http://answers.yahoo.com/>

Yahoo Answers is an excellent resource to see what people are looking for answers to. That makes it an awesome tool to find out what the chapters or sections of your membership site should be.

So, type in the topic you have decided on into the search bar. For example, when I enter my “photography studio equipment” topic, here is what comes up for me:

The screenshot shows a Yahoo! Answers search results page. At the top, there are navigation links for 'New User? Sign Up', 'Sign In', and 'Help'. Below that is the 'YAHOO! ANSWERS' logo and a search bar containing the text 'photography studio equipment'. To the right of the search bar is a 'Web Search' button. Below the search bar are three buttons: 'ask.' with a question mark icon, 'answer.' with a smiley face icon, and 'discover.' with an exclamation mark icon. Below these buttons is a search bar with the text 'photography studio equipment' and buttons for 'Search', 'Advanced', and 'My Profile'. The main content area shows search results for 'photography studio equipment' with a total of 178 results. The first result is 'Where's the best photography shop to buy studio equipment?' followed by 'Tips on starting a Photography Studio. What equipment, besides a camera, would I need?' and 'Where can I rent photography studio equipment?'. On the right side, there are 'SPONSOR RESULTS' including 'Photography Equipment', 'Photo Studio Props -Huge Variety', 'Photo Studio Props', '3 Light Studio Kits \$399', and 'Online Photography School-Free Catalog'.

From the example it may be hard to see, but there are 178 results for the phrase “photography studio equipment”. Not as many as there are for some topics, but the number is less relevant than the variety of questions. Scroll through the list to find out what problems people are looking for solutions to.

In my example, one of the topics that comes up a lot within “photography studio equipment” is the question “What equipment do I need to start a photography studio?” So, maybe I would think about labeling one of my modules “The 10 Pieces of Equipment You Must Have in Your Photography Studio”.

Actually, based on what I already know about photography, this could easily end up being 12 modules:

- an overview module that talks about all 10 pieces of equipment in detail
- 10 detail modules – 1 for each piece of equipment – that not only talks about why the equipment is essential but includes video demonstrating how to select good equipment and how to best utilize it.
- At least 1 follow-up or “bonus” module that discusses 1 – 3 pieces of equipment that, while not absolutely essential, can make a studio run more efficiently and profitably.

*I could almost be done!*

(The number of modules you'll create for your site depends on how much information

you plan to deliver and how long (months) you'd like to keep your members occupied. A good starting number for the number of modules is 15. 15 weeks gives you about 3 months of content with a plus a 2 week initial trial period. More on this later.)

So, what you're looking for here are “problems” that people are having... problems that you can address and provide solutions to through the information and training you'll make available on your membership site.

## Hour #4: Amazon

Check to see if books have been written on your topic. If they have been written, they can be used as sources of content for your membership site. If they've been written and **are selling**, then you know your site's chance of making money using that topic is pretty good.

How do you tell if a book is selling? Actually, Amazon makes that kind of tough. You can use the Amazon.com Sales Rank but you must keep in mind that the number doesn't accurately reflect actual book sales – especially for books with rankings over 100,000.

Look for books that cover the same information you'll be providing on your site. Check the Amazon.com Sales Rank for the book. If it has a rank of less than 200,000, you know that it's making sales. If the rank is less than 100,000, the book is making frequent sales. If the ranking is less than 10,000 – then sales for the book are pretty hot.

To find the Amazon.com Sales Rank, open up the listing for the book you're interested in, then scroll down the page until you find the Product Details section which looks like:

### Product Details

**Paperback:** 128 pages

**Publisher:** Amherst Media, Inc.; 3rd edition (September 1, 2007)

**Language:** English

**ISBN-10:** 1584282126

**ISBN-13:** 978-1584282129

**Product Dimensions:** 10.8 x 8.4 x 0.4 inches

**Shipping Weight:** 1.2 pounds ([View shipping rates and policies](#))

**Average Customer Review:** ★★★★★  (23 customer reviews)

**Amazon.com Sales Rank:** #64,312 in Books (See [Bestsellers in Books](#))

Popular in this category: ([What's this?](#))

#9 in [Books](#) > [Arts & Photography](#) > [Photography](#) > [Subjects](#) > [Children](#)

Would you like to [update product info](#) or [give feedback on images](#)?

Near the bottom of this section you can see that this book has an Amazon.com Sales Rank of 64,312 which means the book selling fairly well.

Use Amazon to not only find out if the information is selling, but also to get some great ideas for your membership site.

## Hour #4: ClickBank

The ClickBank Marketplace is the last of the 3 places you'll go to find out if people are buying the kind of information you're planning for your membership site. What's great about ClickBank is that it deals only in digital products – products that are delivered electronically. So, if ClickBank products are being sold for your topic, it's a good indicator that your membership site will sell as well.

<http://www.ClickBank.com/marketplace.html>

Here's the downside of using ClickBank – since it's a resource created primarily for people to RESELL digital products, the results you'll find often reflect the current digital product “fads”. Take for example Magniwork. It's a “free energy” device that seems to be selling like hotcakes. It's also a SCAM – the thing doesn't work – but affiliates are selling it like it's the solution to global warming.

On the other end of the scale is a book you'll find on Amazon titled “*How to Shit in the Woods*”. It's a very specific title that you'd think only a small number of people would be interested in. Check it's Amazon.com Sales Rank, though, and you'll find it's at 33,250 (very good) and has sold over 1.5 Million copies (a number I uncovered elsewhere). This is obviously information people are interested in and paying for – but you won't find anything like it on ClickBank.

So, if you find products in your topic area on ClickBank with good numbers – that's great. If you don't find many products on ClickBank or the ones that are there have less than stellar numbers – that's not necessarily an indicator that your product won't succeed. If the information from Google, Yahoo, and Amazon is favorable, that overrides any disappointing ClickBank results.

**NOTE:** *The numbers for my “photography studio equipment” topic that we uncovered this hours are just Ok. They're not bad... but they are not stellar either.*

*I would be much happier if the SpyFu Clicks/Day figure was higher and there were more varied questions in Yahoo Answers. And, of course, there wasn't much in ClickBank*

*So, if I were doing this for real (instead of as an illustration) and I wanted to make sure my topic would be an instant money maker, I might consider ditching the “photography studio equipment” for one with stronger numbers.*

## Hour #5: EzineArticles (and other article directories)

I bet you'd like know the secret to creating content for your own membership site super fast, right? Then, how about a bit of really good news...

## ALL THE RESEARCH HAS BEEN DONE FOR YOU!

You just need to know where to find it and the first place I go looking is EzineArticles.

<http://www.ezinearticles.com>

EzineArticles has thousands of articles that can provide content for your product.

We're not talking about copying other people's work (that's illegal) but you can by all means take the main points from an article and re-work them as you create your own content.

Lets start out with the EzineArticles homepage. Scroll down to the bottom of the left sidebar until you find the search box with "Advanced Search" link.



I'm certain that, to boost revenue, EzineArticles wants people to use the Google search box that is strategically placed at top center of the page. Unfortunately, that's not the search box we need. To use EzineArticles' Advanced Search, you'll have to scroll about halfway down the page.

Once you're there, you should see a box on the side of the page about halfway down that has a search feature.

Click on the "Advanced Search" feature and it will take you to a screen like this:

### **EzineArticles.com Advanced Search Options**

**Enter Your Search Term Here:**

Match Exact Phrase  
 Match All of These Words  
 Match Any of These Words

**Search these fields**

**Which Category do you want to search in ?**

Limit Word Count To    Words

All you have to do then is type in your search term in the box and it will return all the articles in the EzineArticles database.

Try to use the exact phrase of your main keyword for instance I typed in "photography studio equipment" and received 286 results.

## Search Results for: photography studio equipment

Showing results 1 - 25 of 286 - (0.045 seconds)



photography studio equip Search

[Advanced Search](#)

### [Simplified Studio Lighting for Elegant Portraits](#) by Steve Barnes

You may read ten different books on studio lighting by the "experts," and quite likely you will get ten totally different opinions about what constitutes proper lighting. Ninety nine times out of a hundred, clients who come into your studio do not care about the

Now, you don't have to read every article, but here's what you're looking for:

1. **an interesting headline** – I found one that read “Photography Equipment – Five Key Pieces You Can't Do Without”. That sounds like a headline I can use with modifications
2. **an effective headline** – What's the difference? #1 is what's interesting to ME. An effective headline is one that's interesting to EzineArticle readers. You can tell what headlines interest viewers by scrolling down to the bottom of any article and you'll find: “This article has been viewed XXX time(s).”

The “Photography Equipment – Five Key Pieces You Can't Do Without” article was posted on December 10, 2008 and has been viewed 333 times (as of this writing). Which means this headline is interesting enough to draw viewers in at a rate of roughly 1 a day – pretty good in my book.

When I'm using this method, what I'll do is:

1. click on an interesting headline
2. skim through the article
3. if I like the content, I'll print the article (or bookmark it in a special folder)
4. if the content doesn't excite me, I'll just copy the headline and paste it into a word document that will become my “headline swipe file”

If you want more ideas than you get from EzineArticles, you can do the same research using other article directories like:

<http://www.goarticles.com>

<http://www.articledashboard.com>

<http://www.searchwarp.com>

## Hour #5: Forums

You can also find more specialized info by performing a forum search in Google for your niche. This will bring up all the forums to do with your niche so if you are looking for some more in depth info you can find it there here is what you do to do a forum search.

Simply type “[your topic] forums” into your Google search box and you'll uncover any number of forums that specifically address your topic.

For example, “photography studio equipment forums” returned:

The screenshot shows a Google search interface. The search bar contains the text "photography studio equipment forums". To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, the results are displayed. At the top, it says "Results 1 - 10 of about 1,350,000 for photography studio equipment forums. (0.28 seconds)". The first result is "Photography Lighting and equipment forum from Photo.net" with a green checkmark. Below it is another result from Photo.net. To the right, there are "Sponsored Links" for "Affordable Photo Lighting" and "Photo Equipment and More.".

As you can see there is 1,350,000 results which should be plenty enough for every module of my Photography Studio Equipment membership site!

You can also use forums if you need a specific answer to a problem that you cannot find anywhere else. All you need to do is sign up as a member of the forum and ask your question and you will get plenty of answers.

When you complete this exercise, you should have a really good handle on what your membership site will be offering and the kind of headlines that attract readers.

That means you're ready for the next step!

# Module 4

# Strike It With a Match

## Hour #6: Creating Your Hook

By now, you've not only uncovered target market of internet shoppers who've got a problem (or problems) that they'll pay to have solved, you've also got, a good handle on the solution(s) they're looking for.

That, my friend, is the driest tender. It's what you'll need to start your sales fire.

Now, all you need to do is strike it with a match. You've got to provide that dry tender with the spark that sets the whole process aflame.

That spark in marketing lingo is your “hook” - the thing that will get people to take notice of your membership site... to get excited about what you're offering... to pull out their credit cards and sign up for a membership.

This is another one of those critical steps in the process. If your “hook” isn't up to snuff, it's the same as trying to start a fire with wet matches. It won't matter how dry your tender is – heck, you could even douse it with lighter fluid. If your matches are wet, you won't get a spark. If you don't get a spark, you won't get a fire. And, in our analogy, if you don't get a fire – you die.

So, take your time – at least the whole hour – and create a really powerful “hook”.

Of course, creating a great hook isn't easy. If it was, everybody would have one! But it IS simple. You just have to put your “creativity” cap on, follow a few guidelines, and put away your fear of looking silly.

*Picture this: You're presenting a serious marketing idea, and everyone in the audience falls down laughing. Rolling in the aisle.*

*That's the kind of idea I've always looked for. In fact, when I was president of the New Jersey Nets, we had a page in our company manual that said: If people fall down laughing when you present an idea, that idea has a chance of becoming a breakthrough idea. When an idea is so outrageous that it causes people to laugh at the idiocy of it, then it's time to push the outrageous envelope and see if that idea can be developed.*

Jon Spoelstra – *Marketing Outrageously*

Got it? So, let's start on our powerful, outrageous “hook”.

Focus on your topic. Take your information and turn it into a process, a step-by-step formula that you can give to your members to solve whatever problem they're dealing

with. For me, I'm not only going to tell them the "Top 10 Most Essential Pieces of Photography Studio Equipment", for each essential piece of equipment I'm going to show them:

- the different brands and why they would choose one over the other
- where to buy the equipment at the best price (and whether they should consider buying used)
- the brand I use and why I chose it, what I like about it, and what it does and doesn't do (with detail information about features and function)
- how to use the equipment to get the best results – both photographically and financially
- what alternatives they have if they can't afford that piece of equipment

Wow! That was fast. How did I get there? It wasn't as difficult as you might think.

\*\*\*\*\*

The next section is worth 100 times  
whatever you paid (or should have paid)  
for this manual.

\*\*\*\*\*

I'm about to take five minutes out of your hour and explain a concept that is as close to a secret gold mine as I'm ever going to get. This concept is so important that I'm going to write it in bold, red letters so when you see it, you'll know it's REALLY important.

When people are on the internet looking for "information" - "information" isn't what they're hoping to find. Most of the time they already know what they want and have a pretty good idea of how to get it.

**What they are looking for is someone who can show them how to get from where they are to where they want to be with the least amount of pain and aggravation\*\*.**

\*\*Pain and Aggravation always take one or more of these forms:

- Money - they want to get there without spending more than they have
- Uncertainty - they want to get there without getting lost and confused
- Time - they want to get there as quickly as possible

Now, if you want to know how to satisfy that need, the way to get them to choose you over your competition is simple.

**Be a guide -- not a map-maker.**

As this country (the US of A) was expanding and people were migrating from the East Coast and Midwest to the West, most of the travelers didn't have a clue about how to get

to where they wanted to be. Sure, they could buy maps, but what they really wanted and needed were guides. People who'd been there before and could lead them over mountain passes, across dry deserts, through hostile territory, and to their destination in the shortest time and with the least amount of pain and loss.

If you've spent any time with internet marketing, you know exactly what I'm talking about. I've spent more money that I'm willing to admit on ebooks and courses – all the while looking for a guide. Most of the time, what I ended up with were just maps. The authors hadn't really been to the places they were “guiding” me through. How could I tell? Because there was always a river on the map that said “cross this river” - but never any information about:

- how to find the shallowest place to ford
- how to prepare the wagons to get across
- how to prevent wagons from capsizing (and what to do if one does)

none of the tips you'd expect to get from someone who'd actually driven a rickety, unbalanced, overloaded wagon across a swiftly running river. Most of the time I trying to find my way with just a map – sure would have been nice to have had a guide.

The products I appreciated – and the people I purchased from repeatedly – were the people who gave me step-by-step instructions that I could follow to get from where I was to where I wanted to be. They gave me guides – which were way more useful to me than maps.

Your “hook” is that in every word of your marketing, every paragraph of your sales letter, every headline and heading, you're going to let your prospects know that they're not about to part with their hard-earned cash for a map...

They're **getting a guide**.

Let's look again at what I've planned to do with my “Photography Studio Equipment” membership site. I know I've got people looking for “information” about photography studio equipment. I know they've got a limited budget. How do I know that? Because if they had unlimited funds they'd just go out and buy a bunch of stuff. But because their budget is limited, they've got to figure out what the essential studio equipment is. So, I would expect that in addition to finding out what the “Top 10 Most Essential Pieces of Photography Studio Equipment” are, they'd also need to know:

- the different brands and why they would choose one over the other
- where to buy the equipment at the best price (and whether they should consider buying used)
- the brand I use and why I chose it, what I like about it, and what it does and doesn't do (with detail information about features and function)
- how to use the equipment to get the best results – both photographically and financially
- what alternatives they have if they can't afford that piece of equipment

Now, wasn't that simple?

Ok. Your turn.

If you're working from personal experience (like I am with photography) think about the success you've had in this area and how quickly you can teach someone how to do what you do.

Then, figure out YOUR angle, how are you different from all the other sites offering similar information? There are review sites that will review equipment brands, there are photography sites that will show you how to take better photos.

But I have at least 2 things that will make my membership site different:

1. I'm going at it specifically from the point of view of creating a studio. When I've finished with them they'll have all the equipment they need to run a top notch, professional studio without busting their budget
2. I'm ----- ???

You got it! I'm **giving them a guide** and not a map!

So, what's your hook?

- What do you help people do faster, easier, more efficiently?
- How does it save them more money?
- What extraordinary results have you seen with your system?
- Why is your membership site better than the competition?

Along the same lines of creating a hook for yourself, what's your point of difference versus the competitions?

- Is your program simple to implement?
- Do you get results in half the time?

Think hard and write out a list of benefits of not only your membership site but your services. These “one-liners” will be useful when it comes time to writing sales letters and press releases.

## **Hour #7: Start With The Sizzle**

This has got to be the most challenging and difficult part of the entire 24 hour process. The goal of this hour is to create a by-line for your membership site.

To create this by-line – we're going to use marketing “black arts”. There's nothing illegal about what we're about to discuss, there isn't even anything unethical about it – unless you don't plan on delivering on your promises.

I call them the “black arts” because we're about to use psychological principles to “motivate” your prospects to do what you want. Some might substitute “motivate” with “manipulate” - and they'd have a valid argument.

But just like any tool, it can be used for good or it can be used by unethical people to do cruel, dispicable things to the unsuspecting buyer. I'm going to tell you what they are. I hope you'll use them ethically and carefully – always putting the welfare of your customer in the forefront.

There are any number of ways to use the “subconscious behavior” and instinctive “social responses” that are part of every human's psyche to motivate (or manipulate) people to do certain things. In their book “*Covert Persuasion*”, Kevin Hogan and James Speakman list 55 covert persuasive tactics including:

- #33: Use Covert Hypnotic Language Patterns
- #45: Artificially Vague Language
- #23: Induce the Sense of Scarcity
- #13: Find and Point out the Common Enemy

*Start a Membership Site in 24 Hours!* isn't about covert or overt persuasive tactics. This manual is about building a successful membership site business - fast. So, we're not going to try to deal with 55 covert persuasive tactics – we're only going to deal with one simple, proven truth about human behavior.

**Everything a person does is a response to either perceived pain or anticipated pleasure. Humans take action to minimize pain, maximize pleasure, or both.**

Which do they do most – minimize pain or maximize pleasure?

That, my friend, is the \$1 million question. Here's the answer.

They do whichever one they most identify with emotionally.

If the pleasurable option strikes the strongest emotional chord – they'll take action to experience that pleasure. If they identify emotionally more strongly with the painful alternative, they'll take action to minimize that pain.

Unfortunately, here's another rule... most people have more experience with pain than they do with pleasure. Because they have more personal experience with pain – that tends to be what motivates people the most.

For example – most people have no experience with being independently wealthy (pleasurable experience) but they do have experience making tough financial choices, struggling to pay bills, not being able to give their kids the things they'd like to.

So, the most successful offers will address minimizing pain. For example, which one of these (off the top of my head) offers is more persuasive?

1. *In just 3 months, Get It Fast.com will have you living the carefree life of financial independence. You'll be able to do what you want, go where you want, whenever you want to.*

*Your life will be a dream come true!*

*OR*

2. *After 3 months at Get It Fast.com, you'll be shocked as you realize some familiar*

- *Struggling to make that next payment? - gone.*
- *Can't figure out how to pay for braces your daughter needs AND drum lessons your son really wants? - no more.*
- *The weariness, disorientation, and lack of sleep from working that extra job? - can't find it anywhere.*

*Each week in the simple, step-by-step Get It Fast.com program you'll learn to earn the kind of cash that will make those nagging fears disappear... FOREVER.*

Ok. I admit that #1 is kinda lame. But, it does prove my point. The second example does two things to stand out:

1. it spells out the pain in a way that the reader will likely identify with
2. it provides a specific solution

Which is exactly what you'll need to do as you're creating your hook. Everything you write (or speak) for the next 17 hours should follow this model.

Alright, I'll go first. Here's mine...

## **LOOKING TO SETUP A STUDIO -- BUT AFRAID YOU'LL WASTE YOUR MONEY ON FANCY EQUIPMENT YOU DON'T NEED?**

At EZ Photography Studio.com you'll discover the *10 Essential Pieces of Photography Studio Equipment* that your studio won't survive without. You'll learn:

- ✓ which brand and model will give you the **most bang for your buck** and why
- ✓ how to **find great deals** on top quality studio equipment
- ✓ the best alternatives when a piece of equipment **doesn't fit your budget**

Plus, for every single piece of equipment you'll get **step-by-step, easy to follow tutorials** that will give you the knowlegde, the confidence, and the insider secrets on putting together just the right studio equipment to make quality, professional images that you can sell for top dollar.

Could be better, but it's not bad for a first cut.

Now, you do yours.

# Module 5

## Cementing Ideas

### Hours #8-9: Setting the “Table”

In this module you'll flesh out your membership site's content. We won't actually create the content... that'll come later. But we will create a framework that will make creating the content much easier and go much faster.

The simple (but not easy) solution to designing your membership site is to create a detailed outline to work from.

You'll actually create two outlines – a “Table of Contents” version and a “Detailed” version. Just one of these outlines alone won't quite do the trick. You'll need them both.

The “Table of Contents” is an organized summary of what you want your site to cover. With a micro-continuity membership site, you'll separate your content into modules. For my 15 week “Photography Studio Equipment” site my “Table of Contents” outline looks like this

- Week #1: Intro and Overview*
- Week #2: Lighting – Studio Strobes*
- Week #3: Lighting – Small Flashes*
- Week #4: Light Stands*
- Week #5: Studio Furniture and Supports & Props*
- Week #6: Tripods*
- Week #7: Wireless Flash Controllers*
- Week #8: Backgrounds*
- Week #9: Modifiers – Umbrellas and SoftBoxes*
- Week #10: Modifiers – Reflectors and Diffusers*
- Week #11: Modifiers – Specialty Modifiers*
- Week #12: Viewing Output*
- Week #13: Lighting – Continuous*
- Week #14: “Surfaces”*
- Week #15: Software*
- Week #16: Bonus*

Not only do you have the framework for your membership site “course”, you also have a filing system that we can use to better organize any research you may do.

Next, take the Table of Contents outline and add subheadings and additional points to each weekly module.

Now, here's my strategy and I know people will disagree, but...

I like to deliver at least 6 hours worth of “stuff” each week.

I know some people are content with delivering a 1 hour video each week for a continuity program. But when I get stuff like that, I begin to wonder why I'm paying for the program every month when I could probably finish the whole “course” in a day or two – if they'd just give me the content. I start to feel like I'm being strung along and when I start getting that feeling, I usually end up terminating my membership.

Understand, however, that 6 hours of “stuff” doesn't necessarily mean 6 hours of content. There's the a tool that every teacher uses to “augment” his or her in-class teaching. It's called “homework”.

You can create a 5 minute video that shows your members how to accomplish a task. Then, have them do it themselves. What took you 5 minutes to do on video could easily take them 2 hours or even 2 days to complete since:

- they're not familiar with the process
- they may need to do research to complete the task
- in your video, you may have “skipped over” certain parts of the process. I don't mean you leave out things, but you'll do like they do on cooking shows where they'll tell you to put the dish in the oven and bake for 45 minutes at 400 degrees. Then they put the dish in the oven and immediately take out one that's already done. They didn't leave out any part of the process – they just “skipped over” 45 minutes of the process that didn't add to your understanding the recipe.

So, if each module is a week and I want to deliver 6 hours of “stuff” to the members, I may divide it into 4-6 subheadings that will each take the member an hour or more to complete.

Here's an example of my “Photography Studio Equipment” site's detailed outline for the 1<sup>st</sup> week:

### *Week #1: Intro and Overview*

#### *I. Why a Studio?*

- A) Convenience*
- B) Professionalism*
- C) Opportunity to make money*
- D) Total Control*

#### *II. What Type of Photography (Portrait or Commercial)*

- A) Equipment for Portrait Studios*
- B) Equipment for Commercial/Product Studios*

#### *III. Cameras*

##### *A) Types*

##### *1. DSLR*

- a) Major Features / Requirements*
- b) Benefits*
- c) Concerns*

##### *2. Consumer DigiCam*

- a) Major Features / Requirements*
- b) Benefits*

- c) *Concerns*
- 3. *Film*
  - a) *Major Features / Requirements*
  - b) *Benefits*
  - c) *Concerns*
- B) *Accessories for Studio Work*
  - 1. *Eyepieces and Viewers*
  - 2. *Shutter releases*
  - 3. *Storage and Packaging*
- IV. *Lenses*
  - A) *Focal Lengths for Studio Work*
    - 1. *“Normal” lens*
    - 2. *Wide Angle*
    - 3. *Telephoto*
    - 4. *DOF Control*
  - B) *Other Lens Considerations*
- V. *Equipment Your DON'T Need*

Your turn!

## **Hours #10-12: Paying Your Dues**

Now that you have a detailed outline, we're about to start the REALLY hard work – at least it's hard mentally. This is the part of your membership site setup where you pay your dues, your penance. Where you offer up your intellectual sweat for the right to earn a profitable income online.

What you have to do in this section is take your detailed outline, the specifics of what you expect to offer your members, and infuse each section with concepts and ideals embodied by your hook and your “sizzle”.

Take each “end point” of your detailed outline and ask yourself:

What pain will this help my member avoid?

What's the pleasure that this offers my members?

What interesting tips could a true “guide” give (as opposed to a map maker)?

Unfortunately, there's no objective way for you to know when you've finished. Just try to do a good job with every topic. In all likelihood, you'll look at this a few days from now and find ways to improve on it – which is great.

Here's my first cut using just the first module of my “photography studio equipment” detailed outline from above. Its not perfect, but it's moving in the right direction.

### *Week #1: Intro and Overview*

#### *I. Why a Studio?*

*A) Why a properly equipped studio means less hassle and more time to create*

*B) The right studio equipment can take your photography to a new level.*

- C) *Invest in your equipment and it will pay you back in spades*
  - D) *Once your studio is properly equipped – you won't have any excuses left for not being GREAT*
- II. *What Type of Photography (Portrait or Commercial)*
- A) *Ever seen portraits with no “personality”. Studio equipment that keeps customers smiling*
  - B) *Those gorgeous, commercial shots aren't taken, they're made. Learn the equipment you'll need to make images like a pro*
- III. *Cameras*
- A) *Types*
    - 1. *DSLR*
      - a) *Most Digital SLRs will do the job. How to make sure yours has all the features you need.*
      - b) *What a Digital SLR will do that other cameras can't*
      - c) *3 Things you shouldn't expect of your Digital SLR and why*
    - 2. *DigiCam*
      - a) *You can use your consumer digicam as a studio camera if you just follow these guidelines*
      - b) *3 Things your consumer digicam can do that most of their big brothers can't*
      - c) *4 Reasons why consumer digicams may not be the best choice for your studio*
    - 3. *Film*
      - a) *Your old film camera still does a mean studio shoot*
      - b) *Why many professionals still shoot film – should you?*
      - c) *6 Big reasons why digital trumps film and what ignoring them can cost you*
  - B) *Accessories for Studio Work*
    - 1. *How seeing things from a different perspective can enhance your studio work*
    - 2. *This under \$20 accessory often gets overlooked – until you really need it.*
    - 3. *Don't throw away your investment! How to keep your equipment organized and protected*
- IV. *Lenses*
- A) *Focal Lengths for Studio Work*
    - 1. *Do you really need a “Normal” lens?*
    - 2. *Make your studio space seem larger*
    - 3. *How to photograph “graphically” for product shots*
    - 4. *Fast lenses and why you probably need them – even when your subjects are standing still*
  - B) *Other Lens Considerations*
- V. *Equipment Your DON'T Need*

So, give it your best shot. Go through your list and make the changes. Put the list away and grab a snack, then come back and, for each item, ask yourself the three questions again. If you think you've handled them, move on. If not, try to improve it as much as you can.

Don't worry if you don't hit the bullseye. You've got your target (the three questions). Just take aim and get as close as you can.

## **Hours #13-17: Cementing Your Future**

Lotta work to do here, but it's not nearly as taxing as the last section.

First, get your detailed outline. Break down your outline into roughly hourly segments – meaning content that will occupy your members for 1 hour.

Now, write down at least 5 questions that you'll ANSWER during that hour. Do that for each hour of each module of your course.

\*\*\*\*\* IF YOU'RE IN A REAL HURRY \*\*\*\*\*

If you're trying to get your site up ASAP, you can just do this exercise for the first module you'll be delivering. That'll get you through this much quicker and you can do the remaining modules as your members progress.

When you've got your questions, then review them and ask yourself:

Will my answer to these questions keep my members actively involved and interested for 1 hour?

For example, if you're delivering your content as an audio broadcast, would someone interviewing you (or you interviewing someone else) and asking these questions result in an interesting, informative, and engaging interview?

If so, you're done with that hour so move on to the next.

If not, you may need to do one, two, or all three of these:

- ask more questions
- ask different questions
- come up with better, more informative, more exciting answers

# Module 6

# Creating Your Content

## Hour #18: Setting Up Your Studio

### 1. Text/Presentation Editing

You may want to deliver some of your content in web pages posted to your site or maybe in a PDF file that can be read online or downloaded to the member's computer. You may also want to create video presentations that are like a business slide presentation but in a more active, video format.

The hands-down best piece of software to do this with is Open Office. It's pretty much a replacement for Microsoft's Office suite so if you have a recent copy of MS Office, by all means use it.

But if you don't have Microsoft Office or your version is old and doesn't have the latest features (like "Save to PDF") then get yourself over to [OpenOffice.org](http://OpenOffice.org) and grab yourself a copy.

Of course, it's open source software so it's free. But it's so good that I gave up updating my Microsoft Office license 3 years ago. It has the same modules as Microsoft Office (Word = Writer, Excel = Calc, PowerPoint = Impress, etc.) and you can read and write Microsoft Word, Excel, and PowerPoint files.

It also lets you save to PDF (with basic security and protection) from all of the modules. It's superbly written, almost entirely bug free (I've only noticed a few minor glitches in the 3 years I've been using it) and it's FREE!

### 2a. Audio Editing - Microphone

The next level up in content is probably audio content. Joy Anderson, the lady in the Micro-Continuity free report (see the Resources section) delivered her entire course content in audio. It's much faster and easier than writing and putting together audio content is a cinch.

For a microphone, I use a cheap, DyNex DX-28 headset that I got from BestBuy for less than \$25. After I bought it, I looked at the reviews and there were some frightening ones, but the headset has worked swell for me (4 months).

Another choice that has some great reviews is the DyNex DX-54 microphone (no headset). It's less than \$20 from BestBuy and you can get it for less than \$10 from Amazon.com Marketplace.

If you really want to save some money, try the Olympus ME-52 Noise Cancellation

Microphone – at Amazon.com new for just \$4.99. It certainly isn't a long term solution but it'll get you up and running for less than \$10.

## **2b. Audio Editing - Software**

There are probably other alternatives out there but I'm going to point you to the one I use because

1. it's free (you'll notice that theme running through most of my recommendations)
2. it's easy to use
3. it's available for both Windows and Mac operating systems

Audacity is just a super product that will let you capture and easily edit you audio content. If you'd like to see how easy it is to use, take a look at this video on editing out background noise, breathing, and lip smacks (yep, you'll do it too!).

<http://showmedo.com/videotutorials/video?name=7330000&fromSeriesID=733>

Some of the things Ian Ozsvald does in this tutorial are little advanced, but just take note of how easily it's done. Easy things, like cutting out audio sections you don't want or re-recording a section and “pasting” it into the mix, are pretty intuitive and pretty simple with Audacity.

## **3. Video Camera**

One step up from audio casting is video casting. The simplest form of video-casting has you simply pointing a video camera at yourself while you're delivering your content. If you have something to demonstrate (e.g. setting up and using photography studio equipment), video is the perfect delivery medium.

Most of today's digital video cameras will work just fine. Actually, many of the latest consumer digital still cameras take excellent video. The primary limitation is the amount of video (length) the still camera will capture.

If you don't already have a camera that will capture video, one of the best values on the market is the Flip Video camera from Pure Digital Technologies, LLC. It's simple to use – you just point it where you want it and press the big red “Record” button on the back.

Unfortunately, I don't know where you can get a Flip Video camera for free, but I've seen the 60 minute version on Amazon.com for as low as \$100. On Ebay, they're even less.

## **4. Screen Capture**

With screen capture, we're still talking video but we've stepped it up from the simple recording of you doing your “thing” to the capturing information from your computer screen in a way that your members can learn whatever it is you're coaching them to do.

The premier product in this category is Camtasia Studio from TechSmith. It does everything you'd ever want to do while creating content for your membership site. The only drawback is that it costs \$300 – which is a fair price for what it can do. But, that's a lot of cash to spend when you're just starting out.

If you can't or don't care to go the Camtasia route there are some alternatives, but I'll have to admit they are compromises.

- **Wink** – this is a great little FREE program for screen captures and video tutorials. It has a pretty nifty editor that provides a great deal of control over your video output. The problem with Wink is that the audio output is REALLY poor. For some reason, it sounds like you're speaking in a tunnel with towel over your mouth. However, Wink does have nifty text annotation features that make soundless videos very doable and very useful.
- **CamStudio** – the Camtasia wannabe. It doesn't do everything Camtasia does and, honestly, most of the things it does do Camtasia does better. But for small, short screen captures and tutorials, it works very well. Besides, it's FREE.
- **Jing** – from the makers of Camtasia, this is a great program for screen capture. There's a free version that allows you to capture up to 5 minutes of video for immediate publishing to the internet or downloading to your own computer. The major drawback to the free version is that it only outputs .SWF files. That's great for publishing on the internet but it's a pain if you need to edit the video since most video editing tools don't work with .SWF files.

My suggestion? Camtasia if your budget allows. CamStudio if your budget is tight. Jing if you don't expect to do any editing.

Unfortunately, I don't have any experience with free products for MacIntosh. You folks will have to explore that on your own.

## **5. Video Editing**

If you're good, you'll get everything in 1 take. But, if you're a dimwit like me – or if you're a perfectionist (that's good!) - you're going to make mistakes that you'll either want to edit out or edit over.

Camtasia Studio returns as the product to have in this category as well. As I said, it's the premier product for creating and editing video. Buy it if you can.

But if you can't, Microsoft bundles the very robust Windows Movie Maker in with Microsoft Windows XP, Vista, and I would think Version 7. It's actually surprising how much you can do with this tool.

If you're running on a Windows machine and you don't already have – and are not prepared to buy – Camtasia, Windows Movie Maker is the product for you.

## **6. Utilities**

There's only one utility I want to recommend and that's Any Video Converter. You won't need this product if you're using Camtasia.

But if you're using CamStudio and/or Windows Movie Maker, you'll want to convert you output from .AVI (CamStudio) or .WMV (Windows Movie Maker) to the more compressed, more flexible, and more internet friendly .FLV file type.

Any Video Converter is only \$29 for the Pro Version. There's actually a FREE version that will accomplish the conversions to .FLV – but \$29 is a very fair price to pay for what this software can do for your membership site.

## **Hours #19-22: Do it! Create Reports, Record Audio, Record Video(s)**

There's not much for me to say here – it's time to just do it.

You're going to create your membership site content but you're also going to create videos to use in your promotional efforts.

Read through the free ebook from Joy Anderson that I've included in the resources area. In there she details a nifty marketing process using a squeeze page and a “free plus shipping offer”. This works great for promoting your website and you can record the videos for this process in 30 minutes or less.

Once you're done with that, you'll create your membership site content.

**And in case you've forgotten, in these four hours you only need to finish the first module of content.**

But, feel free to do more if you have time.

And, most importantly...

Have fun!

# Module 7

# Your Membership Site

## Hour #23: Website Setup

Wow!

We've got a hungry market, we've got a winning concept, and we've got sizzling content. Now we need to get our website up and running.

This manual is not a tutorial on how to setup a website or even how to install WordPress. I assume you know how to do that.

If you don't it's not tough to learn and there are plenty of tutorials available on the internet – in fact, I've included one as a resource to this manual.

I will, however, provide a checklist – just to keep things moving forward this hour.

### **Step #1: Choose a name for your website.**

Here you need to make a list of several different names that would describe what the main objective of your website and its theme is. Put the ones that have fewer than 20 letters in them at the top of your list.

### **Step#2: Find out what names are available.**

Go to Godaddy.com or NameCheap.com and do a search beginning with the names you have chosen that have the fewest number of letters in them. Search until you find a suitable domain name.

### **Step #3: Register the domain name.**

Godaddy.com or NameCheap.com are the two best. I use Godaddy.com but only because I've used them for years – starting when they were the unchallenged leader.

### **Step #4: Get a web hosting account.**

Again, I use Godaddy because of my long relationship with them. But, HostGator.com is probably the industry leader for low-cost, quality hosting.

### **Step #5: Install WordPress on the web server.**

You're going to use WordPress 'cause it is the simplest, most cost effective solution available.

### **Step #6: Set up payment processing.**

Unless you have reason to do otherwise, go with Paypal or ClickBank. You need this

whether you are selling memberships, merchandise or both.

PayPal, of course, is free and all you really need to do is setup a Premium or Business account. ClickBank costs money (\$49 for the first product) and requires you to setup products with product pages and “Thank You” pages. ClickBank, though, helps you recruit affiliates – which can greatly increase sales.

## **Hour #24: WordPress Membership Site Setup**

Why should you use WordPress (blogging software) to create your membership site?

In a sentence, WordPress is the simplest, best supported, SEO friendliest, most easily extendable, standards compliant CMS available on the planet.

Many top internet marketers (the ones who create hundreds of minisites, and have multiple business ventures in full swing at any given time) know that you can take an afternoon and create an easy WordPress that will look great, will be easy to maintain, and will suck in search engines like crazy.

There are a number of excellent, time-saving, hassle-avoiding, traffic boosting reasons to build your membership website with WordPress:

- WordPress provides the user with a full Content Management System (plus many other features) which makes adding and maintaining content a cinch.
- WordPress sites traditionally fare better with Google rankings and Search Engines since they tend to be chock full of content and they are so highly optimized
- Excellent, standards-based themes are available that allow you to create an eye-catching, professional-looking WordPress website in just minutes

Another huge WordPress advantage is its modularity. First of all, WordPress natively supports “Widgets” to instantly allow you to perform complex functions, such as searching your site, logging in with passwords, and displaying an active calendar.

Then, there are the plugins – program modules that add all types of functionality to your WordPress website. For example, there are plugins for:

- high-level search engine optimization
- for adding forums and chat rooms
- supporting Google Analytics (the appropriate tracking code is automatically added to every page on the site)
- adding event calendars and “who is online” information
- integrating your website subscribers with your AWeber mailing list
- integrating Flash video into your website

But, the most compelling reason is that all of these quality features and time-saving functions are available for FREE! WordPress is open source and is distributed under the GNU General Public License. Most of the themes and templates are free as well.

The problem with using WordPress for membership sites has been that there wasn't

really a good, low-cost plugin available to handle all of the membership site requirements like:

- sign-ups
- payments
- multiple membership levels
- protecting content
- integrating with payment processors

All of the available plugins were pretty expensive – until Micro-Membership.

Micro-Membership is a basic, easy to use WordPress plugin that adds “membership” functionality to your WordPress blog. The real benefit of this plugin is that it seamlessly integrates PayPal or ClickBank payment processing into your blog allowing you to charge for content and automatically collect payments from your users.

Micro-Membership features include:

- **A Fully Automated Membership System** - Micro-Membership fully automates your membership system from the user registration to confirmation of payment and account activation.
- **Fast Installation & Activation** - Micro-Membership installs just like any other WordPress plugin.
- **Three (3) Membership Levels**
- **Flexible Subscription Intervals** - to automatically collect payments in any interval from 1 day to 9999 years.
- **Content Teasers and Content Protection**
- **Full affiliate support** – through ClickBank
- **Gradual Content Delivery** – also called “content dripping”, this feature protects you from subscribers who sign in, grab all your content, and take off.

Setting up Micro-Membership is easy. Since it's a fully integrated WordPress plugin, the setup, administration, and maintenance are done through WordPress using WordPress features and functions. Where necessary, Micro-Membership does add additional screens, but these screens are accessed from the WordPress menus and follow the WordPress look and feel.

I've included the *Micro-Membership Overview and Quick Start Guide* so you can see the actual steps required to get the software up and running.

### **Additional WordPress Plugins**

These are all plugins that I have used to enhance my membership sites. Most work just fine “out of the box”. Some I've had to tweak a bit, but they all do a great job. In no particular order:

- **All-in-One-SEO Pack** – A super plugin for enhancing the search engine friendliness of your membership site
- **BM Custom Login** or **WP Custom Login** – Both of these plugins overwrite the standard, WordPress function and let you add a bit of customization to your membership site's login and registration screens.

- **Hana FLV Player** – Although it's rough around the edges, this plugin makes adding video to your website a breeze.
- **Drain Hole** – This neat little plugin protects your downloadable content so that you can restrict access to only logged in users. Non-members won't be able to “steal” your content even if they get access to a download link.
- **Amazon S3 URL Generator** – If you're using Amazon S3 to store your content (and it's a great place to put video and audio content) you may have read that you should give “Read Only” access to the “All Users” group. If you do that, anyone that gets a hold of your link can grab your content. Amazon S3 URL Generator is a simple plugin that creates a time-limited link to your S3 content.
- **AWeber Registration Integration** – Wouldn't it be nice if you could automatically add your membership site subscribers to one of your AWeber mailing lists? The author of this plugin thought so too... and created a very nice plugin that doesn't violate AWeber's Terms of Service.
- **FAQ-Tastic** – Adds a Frequently Asked Questions section to your membership site. FAQ-Tastic Lite is free and works great. FAQ-Tastic Pro is in the neighborhood of \$50 USD and adds some very worthwhile features.
- **Simple:Press** – a superb forum plugin that does just about everything you'd want to do on a forum. WordPress has it's own forum software called bbPress – but it's not a plugin which means that it's not as deeply integrated into your WordPress site as Simple:Press is. Nicely done piece of code!

# Module 8

# Finishing Up

## Hour #25: The End...

So, there you have it.

Your membership site is up and running. It's taken a lot of effort on your part, but you've done it in record time.

Take a few minutes to enjoy your success.

Done? Ok, let's get back to work!

## ...and a New Beginning

You've got your site up, looking great, and working well. Now you need to bring traffic and new members to your site.

There's nothing new about this. The challenges, and the solutions, are the same as for any internet based product or business – so I'm not going to spend a lot of time here. There's plenty of information about this all over the internet.

I'll just hit the highlights.

You've got to let people know you're around and get them to come to your site. For my clients, I concentrate on:

- Press Releases
- Article Marketing
- Affiliate Programs

### Press Releases

Press releases are often overlooked as a marketing tool but press release submission can be a potent, powerful tool for promoting your web site.

Press releases don't cost much to create and can be widely submitted for free or little charge.

Your press releases can include your web site URL so if it gets picked up and published on the internet you'll not only get the added exposure, but you'll get back links to your site as well – can help boost your search engine ranking.

The site that seems to get the best results for your online press releases is PRWeb. They've also got great information on how to create and use press releases in their tools

and tips section.

PRWeb's lowest priced press release is \$80 – a fair price for the service but it could be a bit more than you may be willing to invest.

If so, the next best alternative is WebWire. Their WebPosts are just \$19. You won't get quite the distribution you'd get with PRWeb, but it works very well for new sites that are starting up on a shoestring.

### **Article Marketing**

For long term traffic to your site, the best (and maybe the only) solution is article marketing.

The premise of article marketing centers around search engine traffic. If you can get well positioned in the search engine results, you'll get more traffic from people clicking through from the search engine listing.

What is it that gets you ranked highly? Well, the purpose of search engines is to help people find information... to help them find solutions to problems. Articles are information and most articles are written to provide information about just the things people are looking for on the internet.

So, search engines love information and content. Well written articles provide that content.

Your job in article marketing is to write good content about your topic. This should be a cinch now that you've got all that great material from your membership site.

I'm not going to cover article marketing in detail here. As I said earlier, there's plenty of information all over the internet about how to do it well and profitably. Most of it centers around writing articles to sell affiliate products, but you'll use the same tactics to promote your website.

### **Affiliate Programs**

In order to jump-start your membership site and power it up with fresh subscribers and targeted traffic, you'll want to integrate an affiliate program into your website so that both guests and members can earn commissions by referring new members to your program.

This is an exceptional method of generating fresh leads on a regular basis, while taking your online business to a whole new level. There is no other method of maximizing exposure that even comes close to what an active affiliate army can do for your business.

# – Bonus – Top 10 Reasons Why You Should Start a Membership Site

## **Reason #10: Membership Sites Aren't NOT Magic**

When you start a membership site, don't expect to get rich overnight. You're not going to earn a million bucks

...in a weekend

...while you're sitting on the beach

...in your pajamas.

What a membership site will do for you, however, is provide you with a business model that has been used successfully and profitably in offline, “brick and mortar” businesses for hundreds of years.

Here's what I mean...

I'm a member of an auto club and I'd wager you are too. We pay them a fee – usually once a year – to enjoy all of the resources, facilities, and amenities available only to members of our club. These auto clubs have been in existence for years. And they're so profitable that credit card companies, auto manufacturers, and even insurance companies are now trying to get a piece of the pie.

Then there are health clubs. Health clubs have been around for hundreds of years. They charged fees which their members paid in return for access to the facilities, the resources, and often the exclusivity of the club. Today, we call them fitness centers and memberships are much more universally available because enterprising businesses saw the potential in offering health club memberships to regular, working class individuals. But the basic concept remains unchanged – members pay a periodic fee for the right to receive the benefits provided by the club.

We pay for golf memberships, we subscribe to magazines and newspapers, and we join discount clubs like Sam's Club, Costco, and BJ's just so we can have access to the facilities, resources, and information available only to members or subscribers.

These are all examples of solid, successful, profitable, membership based businesses – real “brick and mortar” businesses that are using the membership model to bring in big-time dollars for their owners.

So, what's so great about the membership business model?

It's a business model that inherently does one thing really well. When you start a membership site you'll be forced into doing the single thing every successful business MUST do – provide ongoing value to your members.

It forces you to refine and improve your products and processes to make sure your members are satisfied and continue to renew their memberships. Unlike the business model most companies are built on – where no one really keeps track of unsatisfied customers or one-shot customers (customers that buy just once and never return) – large numbers of non-renewing members is concrete evidence of a problem with your business.

If you don't fix the problem... if you don't start giving real value to your members, you'll lose them. They won't renew their memberships your membership site will fail.

If you continually provide an obvious value to your members, they'll continue renewing their memberships - and continue buying your products - over and over and over again.

### **Reason #9: Membership Sites Offer a Dependable Income Stream**

When you start a membership site, the very nature of the business model forces you to do the one thing every successful business MUST do.

**You are forced to provide ongoing value to your members.**

If you don't, they won't renew. If you do, you'll have customers that will stay with you month after month, year after year.

The ongoing value that keeps your members returning is what leads to reason #9 – You should start a membership site because the membership site business model creates a dependable income stream.

Compare your membership site business model with its monthly member payments to a one time product sale. To keep making money with the single product model you need to keep finding and selling new customers, you must continually make and sell new products, and your financial success often depends on going from one product launch the next.

In contrast, your membership site will provide you with a steady income each month, and while you'll still need to create new content to keep your members happy, you won't have to re-sell them. They've already committed to buying this month's “product”.

That dependable income stream has the obvious benefit of giving you a consistent cash flow. But there's another, less obvious benefit that a steady cash flow allows. Having the income without having to chase sales gives you the time and resources to let you concentrate on providing value to your members – which, as we discussed earlier, is the one thing you must do to run a successful business.

One more thing about that steady, recurring income – something that sets the membership site model head and shoulders above any other internet business model you might choose. When you start a membership site and your members sign up – they actually **give you permission to take money from their checking account or credit card for months into the future.**

*Now, how the heck can you beat that?*

What's even better is that a well designed membership site with the right membership site software will automate that entire process – from sign-ups and initial payments to renewal payments and cancellations. You won't have to deal with billing or collecting money from your members. 90% of that grunt work will be handled by your membership site software using a robust payment processor like PayPal, or ClickBank.

So, when it comes to internet based businesses, there isn't any better way to create a steady, dependable income stream than with a membership site.

### **Reason #8: Membership Sites are Like List Building on Steroids.**

You've probably heard it over and over again – from both online and offline marketing gurus.

“The money is in the list.”

And for the most part, they're right on. A great list of responsive buyers can be a goldmine.

But anyone who's been around marketing for any time also knows that...

**The real money is in the RELATIONSHIP you build with your list.**

All profitable, long-term businesses are built on relationships. That's a rule you can't to ignore when you start a membership site. As long as you're maintaining a great relationship with your customers, they'll come back to support your business over and over and over again. They won't just renew their memberships, but you'll get backend sales and downstream sales and even referrals – because your members know you, they respect you, and they trust you.

Why, then, is a membership site like list building on steroids?

First, there's the membership site registration process. When your members sign up,

the standard membership site registration form captures, at the very least, your members' names and email addresses – automatically adding them to your list.

Secondly, you have the visual nature inherent in a website. This makes it easier to promote your brand to your members in a way that's much harder to do with other membership options – like using an email autoresponder to deliver content to your members. You can try to create that visual appeal with fancy, HTML-formatted emails, but it takes a lot more work and, even then, isn't nearly as effective.

And lastly, the membership site forces you maintain an active relationship with your members. It forces you to communicate, to take feedback, and to really build the kind of trust that every business needs to have with their customers.

It's the very nature of a good, well conceived, well constructed membership site to do all of the things you need to do to build, maintain, and cultivate your list of good, satisfied, buying customers.

### **Reason #7 – Membership Sites Let You Use Web 2.0 Strategies**

To be profitable for the long haul, a business must build solid, active relationships. Usually, that means the relationship between the business and its customers.

With today's technology and Web 2.0 strategies, that relationship model can first be expanded with back-and-forth, two-way communications. Then, the entire process can be rocketed to a new level - exploding the relationship paradigm by turning one-way and two-way relationships into vibrant, complex, multi-lateral communities – communities that will be even more valuable and more profitable to your internet business.

When you start a membership site, the right membership site software will let you add community friendly features and function to your basic site. These added features (usually called modules or plugins) let your individual members to join together into a cohesive gathering.

For example, you can add a blog to your site. This will allow you to post information or to share your opinions and your members can leave comments and feedback to let you know what they think. Usually, you'll find that your members will also make comments about the comments. So, with a blog, you can send information to your members (one-way communications), they can respond to you (two-way communications), and your members can respond to one another (a community).

Forums, chat rooms, and member-to-member messaging can all be integrated into your site to promote discussions, support, collaborations, and even heated arguments. Your membership site can handle whatever type of interaction your members prefer.

Also, with the right membership site software, your members will be able to enter a personal profile – pictures, bios, and other information that make member-to-member interactions even more personal.

All of these Web 2.0 techniques will keep your members happy and have them renewing their subscriptions month after month. These products and strategies work together to engage and to entertain your members – and ultimately, which is exactly what your members are looking for... that's what they want from you.

## **Reason #6: Membership Sites Let You Deliver Interesting Content**

It's a given that when you start a membership site you're going to fill it to the brim with interesting and engaging content. So, what we're talking about here is looking at interesting content in a uniquely different way.

A study done a few years ago found that a large segment of the American population is **A-literate**. Not **IL-literate** in that they CAN'T read but **A-literate** in that they CAN read but they just DON'T. These are people who choose listening and watching over reading.

Now you may think this is a bad thing or you may not care one way or another. But, regardless of whether this is good, bad, or indifferent – it's a fact. And what's great about your membership site is that you can package and deliver your content exactly the way your members want it.

You can deliver audio and podcasts.

You can deliver video and recorded webinars.

You can place tutorials, interviews and product demonstrations on your website.

You'd have a really tough time delivering the same active content using email autoresponders or any other alternative to a well constructed membership website.

With a membership web site you can really get fancy and feature reality style videos – not just clips you create, but you can allow your members to share their own unique or interesting video experiences. Personally, I'm not much of a fan of the reality phenomenon, but there's a reason you see “reality” everywhere. The content is easy and cheap to produce and a lot of people love it. Many of those people will join your membership site and finding content they can relate to will keep them returning for more.

So, if you do start a membership site consider adding software that will let your members post their own interesting, informative, or humorous stories and videos – adding to your site's content and enhancing the community feeling that will make your membership site a success.

## **Reason #5 – Membership Sites Provide a Framework for All of Your Marketing**

Are you interested in making money on the internet?

What's your plan?

Are you using affiliate marketing? Email marketing? AdSense?

Do you use article marketing to drive traffic to your web pages?

Well, here's something you should consider... when you start a membership site, it doesn't really matter what your plan is for generating revenue. Regardless of the method or methods you choose, a membership site is the ideal platform from which you can launch your marketing campaigns.

Let's assume you've chosen affiliate marketing. You can start a membership site in one of your more profitable niches and build a membership list that provides a ready pool of buyers for the affiliate products you promote. And, it goes both ways – you can use your affiliate product to attract more traffic to your membership site or you can customize your product landing page (or thank you page if the affiliate program supports it) to solicit new members from the visitors who purchase the affiliate product.

If you currently focus on article marketing, your membership site will let you hone your copy and test your articles before you submit them to the directories. You can write your articles and post them to your blog. That'll let your member give you feedback on your article – with comments and criticisms that can help you gauge how well you've communicated your point. Then, when you've incorporated their feedback into a final product that gets published, you'll end up with an article that not only gives you backlinks from the article directories – but will likely get picked up and distributed to other markets.

I'm not a fan of AdSense ads on membership sites, but there are sites that use this method to generate extra revenue. If the ad's aren't intrusive and your members don't complain, AdSense is just one more great way to boost your membership site's income.

Finally, with your own membership site you'll also have a ready market for your own, home grown products (assuming they fit your membership niche).

No matter what marketing strategies you have planned, your active, flourishing membership site will only increase their effectiveness.

#### **Reason #4: Membership Sites Let You Easily Add Value to Your Products**

Have you ever tried affiliate marketing?

One of the toughest challenges for both newbie and established affiliate marketers – especially when it comes to large, widely promoted product launches – is making our product offers stand out from all of the other offers from all of the other affiliates. The standard way to differentiate an offer is with compelling, pre-sales copy or by adding unique, high perceived value, free bonuses.

But by far, the best way to overcome that challenge is to use the “secret” the really successful internet marketers use...

...they totally ignore it.

Instead of trying to drown out the offers of their rivals, they simply market the new product to captive audiences – contacts on their own mailing list and on the lists of their trusted associates.

How can you compete with that? Well, how about this... once you start a membership site, you'll have your own captive audience that you can market to. Your members will already be familiar with you and the excellent service you've provided month after month.

When you offer a new product to them, they're not going to shop anywhere else.

On top of that, starting up a membership site makes it so much easier for you to add obvious value to your products. You can do things like:

- add ebook, audio, or video tutorials
- add video product demonstrations

You can even have your members review and recommend products, providing the very kind of quality testimonials that will increase the product's perceived value and making it that much more desirable.

Then, if you use the right membership site platform and software, you can add backend support items like product forums, Frequently Asked Questions (FAQs), and knowledge bases that would allow members to learn from each other. Providing features like these creates added value for products in a way that your affiliate competition can't come close to.

Do all these things and your members will love you for it. They'll be happy, engaged, and plugged into your membership community. Most importantly, you'll get them coming back month after month for more of the special value your site offers.

### **Reason #3: Membership Sites are Simple to Set Up**

Did you know you could use WordPress as the platform for your membership site?

I'm a technician – a programmer by trade. I've taught programming and web development at the college level. I've also developed web sites and web applications for nearly 15 years. All all of those years of experience have led me to choose a single product for developing websites...

WordPress.

Joomla is nifty. Drupal has security and customization capabilities that are unrivaled among the current crop of content management systems (CMS). But when it comes to quickly setting up website that's gorgeous, simple to use, and easy to maintain, WordPress wins hands down.

I use for WordPress for nearly all of my websites – including my membership sites. It's great blogging software that isn't just for blogging. In my book, WordPress is the simplest, best supported, SEO friendliest, most easily extendable, standards compliant CMS available on the planet.

And, because it's fully open source... it's free.

I can set up a really nice-looking WordPress membership site in about an hour. That includes installing WordPress, finding a suitable theme, and installing all of the standard plugins that I use for SEO, membership control and administration, forums, event calendars, chat rooms, video support, plus a few more nifty features that I like to use on all of my membership sites.

Even if you're not a WordPress guru, as long as you know your way around a web server you be able to get a membership site up and running in just a few minutes using WordPress and the right membership site plugin.

As for your membership site content, consider creating simple, easy to maintain, Micro-Continuity web sites.

Micro-continuity is a fancy way of saying you're delivering a course over the internet. And, just like a course you might take at your local community college, there's a fixed period of time for the training – like maybe 12 or 13 weeks, or 5 months, or whatever time period you need to deliver the content to your members.

If you start a membership site based on the micro-continuity model, creating the content for the site is pretty much a no-brainer. The topic of your membership site can come from a hobby or from any specialized knowledge or interest you may have.

And, if YOU don't have a hobby or specialized knowledge – you probably have a relative or friend who does. You can partner with them – using their product knowledge and your internet knowledge – to create a unique and profitable membership site.

As I mentioned earlier, I taught college level Information Technology (IT) classes as a part-time instructor for a number of years. I mostly taught intro and mid-level courses in programming, web development, and IT Management.

Since I was part-time, I'd often get a last minute call to teach a class that, for whatever reason, couldn't be covered by a full-time staff member. I'd have to quickly create a syllabus for the entire course – outlining the topics that I'd be covering in each session.

For these last-minute, rush cases I almost never had all of my lectures fully fleshed out by the time the classes actually started. I'd have just 1 or maybe 2 weeks of lectures planned. The rest of them I'd create as the class progressed.

This is exactly what you can do with your micro-continuity membership site.

Micro-continuity is designed to feed content to your members in chunks or modules – usually one module each week. As a result, you don't need to have your entire “course” created before you launch your site. You just need is the 1<sup>st</sup> installment of content – generally just the first week – creating the rest as your members progress.

The simplicity of both WordPress and the Micro-Continuity model results in membership sites that are pretty simple to setup. With the right planning and the right membership site software you can start a membership site and easily have it up, running, and pulling in new members in a single weekend.

## **Reason #2: You Can Set It and Forget It**

When you start a membership site, your single greatest challenge will be providing the kind of fresh, interesting content that will keep your members coming back for more. For a standard membership site, this creates an unending demand that can turn into a maintenance nightmare.

But, there's a special kind of membership site that will free you from continually manufacturing new content. The concept is called Micro-Continuity and if you're looking to start a membership site it's a concept you should definitely consider.

Micro-continuity is a fancy way of saying you're delivering a course over the internet. And, just like a course you'd take at your local community college, there's a fixed period of time for the course – for example 12 or 13 weeks, or 5 months, or whatever you need to deliver the content.

I can also tell you from years of experience teaching part-time at the college level, most professors don't make significant changes to their course syllabus or to their lectures and handouts once they've got the course fine tuned and working just right. They'll reuse course material semester after semester.

Since your micro-continuity membership site is just a course delivered over the web, you can follow the lead of those college professors and not add to or change the content of your micro-continuity site once you've got it running well.

In the words of Mr. Popeil... you simply set it and forget it.

The micro-continuity concept lets you start a membership site... then “walk away from it” – freeing you up to create more “set it and forget it” membership sites one right after another.

Multiple membership sites will give you multiple income streams, multiple platforms for backend affiliate sales, and multiple opportunities to engage your members since you'll find that satisfied members from one of your sites will follow you to join other membership sites you create.

Oh... there's one more super benefit that the micro-continuity concept provides. It's that prospects feel much more comfortable with the fixed time period and finite payments. They know they won't be paying a monthly fee forever and they can quickly calculate how much the “course” will cost them. Which all works to make micro-continuity sites much easier to promote and sell.

## **And the #1 Reason you should have a membership site...**

**Internet millionaires  
– people who've already been wildly successful on the internet –  
are moving over to the membership site business model.**

Now, I realize that just because someone has made a lot of money doesn't mean they're always right. But as the saying goes, “although past performance can't predict future performance – it's the best indicator we've got.” Besides, it's not like these guys are embracing crazy schemes or questionable business practices – they're just looking at all of the membership site benefits that I discussed in my other nine articles.

So, let's take a quick look at three internet business owners who are shifting their businesses over to membership sites. This is by no means an exhaustive list of successful internet entrepreneurs who are embracing the membership site model. They're moving over in droves.

First, there's Yaro Starak – one of the most successful individual bloggers on the internet. In 2007 he earned over \$200,000 from blogging – and astounding figure for a blogger since most bloggers have a tough time making ANYTHING. In years past he taught a course called the Blog Mastermind where he coached people on how to set up their own successful, money-making blogs. Now, he runs a membership site called... you guessed it... Membership Site Mastermind. Our successful former blogger has found greener pastures with membership sites.

Then there's Russell Brunson - the King of Micro-Continuity. As best I can tell he's the one that coined the phrase. He runs courses, workshops, and membership sites to teach the micro-continuity concept. But a positive sign of his commitment to the concept is that he doesn't just teach it. Russell is converting all of his internet businesses and products – businesses and products will bring in an amazing \$10 million this year – over to micro-continuity sites. Why? For all of the reasons discussed in my other articles but specifically for Reason #2 – that these membership sites so easy to setup and to manage.

By the way, not only is Russell converting HIS products over to Micro-Continuity – but, because Micro-C sites are so simple to setup and maintain, he's been buying products, courses, and websites that other people have given up on and converting them into profitable micro-continuity sites.

Last, but certainly not least, is Mike Filsame. For many people, the name Mike Filsame is synonymous with one of his best known products – Butterfly Marketing. The product was originally introduced as a \$2,000 home study course, but earlier this year Mike decided to give the course away for free and attach it to a forced continuity form of a membership site. Even though he didn't make a dime off the free course, the membership site revenues netted Mike over \$2.3 Million.

Yep, there are a lot of ways to make money on the internet, but when I see very successful business people embracing a strategy or business model, especially a fundamentally sound and proven one like memberships, I'm likely to stand up and take notice.

You should take notice too... and start a membership site of your own.