

# Membership Millionaire

**"The Complete Guide  
To Residual Income  
Marketing & Profits"**

[www.MembershipMillionaire.com](http://www.MembershipMillionaire.com)

**This Manual Is Not For Resale:**

If You Purchased It From Anywhere Other Than [MembershipMillionaire.com](http://MembershipMillionaire.com) or a site licensed to sell this from Power House Technology, LLC, You Own An Illegal Copy – Help Us Stamp Out Piracy.

If You Suspect This Is Not An Official Copy Please Contact Us At: [abuse@membershipmillionaire.com](mailto:abuse@membershipmillionaire.com)

© 2007 All Rights Reserved: Power House Technology, LLC

Published by [MembershipMillionaire.com](http://MembershipMillionaire.com)

Unauthorized duplication or distribution of this material in any form is strictly prohibited. Violators will be prosecuted to the fullest extent of the law. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from the publisher.

Power House Technology, LLC and it's licensed publishers make no representation or warranties with respect to the accuracy or completeness of the contents of this guide and specifically disclaims any implied warranties or merchantability or fitness for any particular purpose and shall in no event be liable for any loss of profit or any other commercial damage, including but not limited to special, incidental, consequential, or other damages.

While every effort has been made to ensure reliability or the information within any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader. The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity.

Any trademarks, service marks, product names or named features are assumed to be the property of their respective owners, and are used only for reference. There is no implied endorsement if we use one of these terms.

**For Further Information Please Visit: [MembershipMillionaire.com](http://MembershipMillionaire.com)**

# Introduction:

## Membership Millionaire Course

### What Is A Membership Site?

Here are some examples of membership sites, I'm sure you have at least heard of most of these and you may even already be a member of some.

- MySpace.com
- YouTube.com
- Friendster.com
- Amazon.com
- Skype.com
- BHG.com

**Major sites** – all of these sites let you register as a member when you buy their products

- McAfee.com – security niche
- Dell.com – computer hardware niche
- NWA.com (Northwest Airlines) – airline ticketing niche, note most airlines now have membership sites where you can login, earn mileage on your flights, earn perks etc. all for members.
- Crutchfield.com – audio, video and electronics niche
- Nike.com – shoes and sports wear niche
- Dominos.com – pizza delivery – they make you register as a member so you can order online.

Almost every restaurant that lets you order online will make you do this. It is needed so they have your address to deliver to or your credit card info if needed, but it is smart marketing because the owners are building their database of customers.

In fact, any business that lets you make a reservation online such as your local cinema, restaurant or club uses a membership site style service so they have your info on record and makes things easier for you to use their services.

Most of those sites are owned and run by large corporations making millions and even billions of dollars every year. Do you think they know something about membership sites? If they are doing it, then chances are it's with good reason.

You will also notice that almost every major newspaper, magazine and news service has an online website where they ask you to subscribe. They are essentially simple membership style sites as many have login areas after you subscribe to read their articles. While you don't have to be the next YouTube.com, Google.com or Amazon.com you can certainly use membership sites in your own niche to grow your business. It doesn't matter what niche you are in, having a membership site can open up new doors and increase your revenue. The potential for profits are almost endless.

### **In this course you will learn...**

- How to design a membership site for maximum impact.
- How to launch your membership site.
- How to take advantage of expert knowledge.
- How to keep members coming back to your website again and again
- How to market your website to grow your membership base.
- How to sell your membership site for a profit
- What steps you need to take to start a membership site today.
- How much it will cost you to build a millionaire membership site.
- What tools you need to get started.
- How to involve your members to create an engaging community.
- How to promote word of mouth advertising.
- How to choose a subscription model that benefits everyone.

And much more. There are more than 30 lessons in this course, all designed to help you create the next millionaire membership site.

# 2 Great Membership sites and what makes them millions.

The best way to be the best is to learn from the best. So in this first part of the course, let's look at 2 of the best, most profitable, membership sites on the market today and what we can learn from them.

## MySpace

**Background:** MySpace was created in 2003 as a social networking site, and was initially aimed at independent musicians, although anyone can become a member.

With 140 million active accounts, MySpace apparently has 230,000 new registrations every day, and gets 40 billion page views per month.

**Target Audience:** The minimum age to sign up to MySpace is 14, and the site is generally aimed at 16-34 year olds. It is still popular with unsigned bands and musicians, but it is also marketed at a wider audience.

*This is how MySpace describes its target audience:*

"Friends who want to talk Online, Single people who want to meet other Singles, Matchmakers who want to connect their friends with other friends, Families who want to keep in touch--map your Family Tree, Business people and co-workers interested in networking, Classmates and study partners, Anyone looking for long lost friends!"

**What do you get?** Each member has a webpage on which they can place a personal profile, a blog, photo slide shows, audio downloads, and various other files. The webpage is highly customizable and usually includes an 'about me' section and a 'who I'd like to meet' section. They can connect with friends and colleagues, and increase their network on forums. Members can form groups and put together their own webpage and message board.

There are special profiles available for musicians and bands so that they can upload up to five MP3s of their music.

**What does it cost?** MySpace is free to join for members, and makes its revenue from paid advertising. Its target market makes advertising highly profitable. Many of the brands that formerly advertised on MySpace now have their own web pages on the site for further promotion.

## YouTube

**Background:** YouTube was launched in 2005, and within two years was bought by Google for an alleged \$1.65 billion. It is a membership site that allows people to upload and share video clips via websites, mobile devices, blogs or e-mail.

YouTube makes a point of not publishing statistics regarding its size and members, but the following figures have been estimated:

- The site has over six million videos, and this grows by 20% per month.
- The total time spent watching YouTube videos so far is 9305 years!

YouTube has partnership deals with various content providers including Universal Music Group, Sony Music Group, Warner Music Group, NBA, and CBS.

**Target Audience:** YouTube targets members looking to view or share videos about current events, special hobby and interest videos, or quirky and unusual videos.

**What do you get?** Members are able to upload, tag and share their videos, and they can search through millions of other members' videos. They are able to customize their home page to show play lists and subscriptions.

Members are also able to create or join groups that have a similar interest, and share videos within these groups. In addition, members can embed YouTube videos in their own websites.

**How much does it cost?** Membership to YouTube is free. It displays AdSense adverts which create revenue, but many people doubt that these generate enough revenue to pay for the enormous bandwidth necessary for the site.

## **Takeaways**

Membership sites generate millions of dollars in income in a variety of ways. Whether you sell ad space, products, or develop a proprietary technology that you can charge a fee for, membership marketing is a source of tremendous revenue.

Membership sites appeal to almost any demographic and target market. There are many needs to be filled, whether it is people wanting to share videos online or people wanting to create holiday crafts for their family. The world is an evolving open market of ideas and needs.

**Your job, your challenge, should you take it, is to  
define a need and then fill it.**

This moves right into our lesson for next time.

**Is a membership site right for you?**