

Simon Hodgkinson & Jeremy Gislason's

Membership Millionaire

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

www.MembershipMillionaire.com

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MODULE 10

Creating products for maximum appeal, and maximum profits

Your membership site doesn't exist in a void. You need to fill it with beneficial products in order to:

1. Keep your members happy and renewing their subscriptions
2. Keep money and profits coming in

So how do you create products? What is the best way to create products to sell and provide to your members?

There are several different kinds of products that you can offer:

Ebooks

Reports

Online courses

Video courses or tutorials

Audio courses or tutorials

Software

Seminars

Teleseminars

That is just a few of the biggies, knowing your market, you will likely come up with many more.

Ebooks are very popular. Clickbank sells them by the thousands and people love them because they're instant. You can keep them on your computer or print them out for reading away from your desk.

Ebooks can cover any topic from how to train your parrot to how to choose software for your retail store and chances are that no matter what niche you're marketing to, there's a need for an ebook.

Reports are just short ebooks and both are fairly easy to create.

Your choices to create both are:

- Hire a ghost writer
- Write it yourself
- Solicit others to create portions for you. Example, interview 20 people and put the interviews together in a book format or ask others to write an article on your niche subject and compile the articles together into a book.
- Compile the work of others, example quote book, recipe book
- Public domain books

Audios and videos sell very well and they can be anything from a recording of a teleseminar, to a screencast how to product, to a recording of an interview or series of interviews.

One of the great features of audio and video products is that the reproduction cost is minimal if you distribute them electronically. If you choose to distribute them as a CD or DVD then you have fulfilment, manufacturing, shipping costs.

Software is an entirely new ballgame. Unless you are a programming expert, you'll likely need to outsource this task. However, like hiring a freelance writer or ghostwriter, there are websites devoted to outsourcing coding and programming. You can literally tell people what you want your product to do and they can make it happen – for a fee.

The last type of product to consider offering is a seminar or teleseminar.

There are several ways to profit off of these products. On the front end you can sell a certain number of limited tickets to a teleseminar or seminar. That's your original

profit center. The cost and overhead for teleseminars is minimal and you'll end up making almost 80% to 90% profit.

The back end profit for teleseminars is that if you happen to record them you can sell both the audio and the transcription as a product to people that were unable to attend. Consider the profits you could make off of a seminar or teleseminar with a panel of experts in your niche. You may not even have to pay the experts if you allow them to plug their products and offer a link to their websites in exchange for speaking and giving your rights to sell the conversation.

This is just a small range of products that you can make available to your members.

Monster.com offers job relocation services.

Weight watchers offers recipes, exercise strategies and a weight loss tracker.

eHarmony offers marriage counseling and parenting help.

Skype offers phones and phone accessories.

Take a look at your market and analyze their need, or better yet, simply ask them what they'd like to see and then give it to them.

Creating your membership site. A 5 step approach to hitting the target.

Before you sit down to create a membership site, you need a plan.

What is your site going to look like? What pages will you offer? How will your navigation structure look?

Step One: Research your competition. Find out what pages they offer and analyze how their site looks. What do you like? What doesn't work? **What can you do better?**

Step Two: Research membership sites that you like. Why do you like them? What colours are they? Does their design fit their market? How does the site flow? Is everything easy to find or do you have trouble getting back home?

Step Three: Plan your site on paper. Write down the pages that you want your site to have.

- Do you want a forum?
- Blog?
- Reviews page?
- Products page?
- Articles page?

That is just a brief list of your options.

Outline exactly what you want your membership site to contain before you build it.

Step Four: Branding. You'll need a logo and perhaps a slogan. These should tie directly into the design and overall look of your website. Consider hiring this task out unless you're an expert in design or already have a business logo.

Think about YouTube and Monster.com. Both of those websites have a tremendous presence on the internet and both have an outstanding logo. You can see it anywhere, on a pen or the side of a bus and you instantly recognize the company.

Step Five: Putting it all together. You can do this yourself. Building a site, while potentially time consuming, isn't too difficult, especially if you have the right tools such as MemberSpeed. If you don't want to be involved with the technology side of things you could outsource the entire website build process.

Take care to hire a company or person that understands membership marketing and your mission statement and goals so that you get the membership site you desire.

Now that your website concept is coming together into a complete package, who is going to fund your membership site?

Presumably up until now you've been thinking that much of the cash will come out of your wallet but that doesn't have to be the case. **You could go public.**

Next time we'll examine the pros and cons of a public offering for your membership site.