

Membership Millionaire

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

www.MembershipMillionaire.com

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MODULE 13

Generating interest in your site. How to sell and who to sell it to.

Selling your membership site is a sure way to earn a hefty profit. However, unless you already have a well known membership site, you may need to create some interest about your business before you put it up for sale.

Pay someone to promote it. It is worth paying someone to post good things about your site in blogs or feedback sites, and try to get your site mentioned in news articles. You need to plan this well in advance, as if your site suddenly gets a lot of press in the weeks leading up to the sale, your potential buyers will be justifiably suspicious.

Approach potential buyers.

When you come to sell your membership site, don't expect just to put it on the market and have the offers flooding in (unless you own an exceptionally well known and profitable site that is). Ideally you should approach some of the people you may think will be interested in your site before you put it up for sale.

Contact your competitors and your joint venture partners or past associates first. They are your most likely buyers.

Sell your site on Webmaster forums.

Many webmaster forums have areas with websites for sale. An example of this type of site would be www.sitepoint.com. This type of site might be a good option for lower value membership sites, the standard asking price for a site on one of these forums might be in the region of ten months profit.

If you choose to sell your site on a webmaster forum, be prepared for in depth questioning about the claims you make regarding your site. Your potential buyers will do their research so don't be tempted to exaggerate your site traffic or profits.

Sell your site on auction sites.

An online auction is one of the quickest ways to sell your site, and if you have generated enough interest, you may get a higher price than you expect for it. EBay is the most famous auction site, and is one of the simplest ways to set up an online auction for your membership site.

Use a business for sale marketplace.

These sites are specialists in business sales and are a good choice for higher value membership sites. They often have a database of recent sales to allow you to compare your site and get an idea of what it is likely to sell for. Some will also offer a valuation service for a small fee.

Advertising your site on one of these sites will be considerably more expensive than the first two options, but you may be able to ask a higher price.

One of the biggest of these sites is www.bizbuysell.com.

When and if you do decide the time is right to sell your membership site, putting the time and effort into attracting potential buyers, selecting your marketplace, and putting together your memorandum of sale can help the process run smoothly and profitably.

However, not everyone is ready to sell or interested in selling their membership site. Perhaps you want to continue making tons of cash from the operation of a successful site or network of sites. Great! Because in the next section of this module we'll look at creative recruiting strategies to drive your subscription rates sky high.

Creative recruiting strategies to drive subscription rates sky high.

We've talked a bit in several modules about how to market your membership site and how to keep your members happy.

Keeping them happy is critical if you expect your members to:

1. Continue being members
2. Tell others about your membership site.

There are however, other tools that you can use to spread the word.

Here are a few creative recruiting strategies that you can use:

Swap advertising with other membership sites.

Sites that are relevant but not in direct competition. For example, a classic car membership site could swap advertising with a luxury travel membership site, operating under the assumption that people that can afford and have an appreciation for classic cars may also be able to afford and have an appreciation for luxury travel.

Likewise a membership site that promotes a vegan lifestyle and offers information products and member support for the vegan lifestyle could partner with one or more vegan food manufacturers to swap advertising or promotions.

It's a win, win for both parties.

Joint ventures work in much the same capacity.

The vegan lifestyle membership website offers and profits from information products written by manufacturers of vegan foods and the manufacturers promote the information products on their own website.

Let's talk for a minute about offering free products up front...

Nothing gets an email address more quickly than the promise of free information.

Take a look at the WeightWatchers.com membership site. Members get a one week free trial in exchange for their email address and for filling out a quick health profile.

In exchange they get weightless tools, tips, recipes and more to help them lose weight. They also get a free newsletter, workout tips, and weightless tracker.

All this is offered for free. Why?

Because once people are signed up and get a sample of what a full time membership will provide them, the perceived benefits outweigh the membership cost and they become members. It's like the free samples at your grocery store. You cannot resist trying a piece of that cheese and more than likely half of everyone that tries the cheese will wander over to the cheese department and buy a block.

The choices for free products are endless however the more instant the gratification, the more likely folks will sign up which is why digitally delivered products work so well.

Another way to increase membership is to challenge current members to refer new ones. **Incentivize it and the program will work even better.**

For example, receive one month free membership for every new member you refer. Or refer ten new members and receive a membership upgrade.

Your members already know what a wonderful site you have, ask them to spread the word and then reward them for doing so.

Next we'll explore subscription models and how to make your road to financial freedom smooth and sure.