

# Membership Millionaire

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

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

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# MODULE 14

*The road to financial freedom.*

## **Part one, optimal subscription models.**

One of the main ways to make money with a membership site is of course through subscriptions.

**Here is a quick and dirty breakdown of your options:**

### **Standard Monthly Subscriptions.**

When setting up a membership site, the model you are probably familiar with is the monthly subscription model.

With this model, the member pays you a fixed amount each month for gaining access to the site. Included in their subscription, members should have access to a large amount of quality information about your niche subject, whether that is in the form of interviews, audio course or articles.

### **Upgraded subscriptions.**

Upgraded subscriptions are a popular alternative to the standard monthly subscription model. It is one way of initially wetting the appetites of your members and to get them involved in the site so that they spend more money in the future.

You can start off with free membership, or a very low cost membership, that entitles your members to limited site access. You can increase their access as they upgrade their membership, as shown in the example below. You can also change their subscription regularity to ensure higher payments.

Make sure you refer to the products, information and forums available in the upgraded membership often in your site so that all members can see there is a benefit to upgrading.

### **One-Time Joining Fee.**

A one-time fee is as simple as it sounds in that you charge your members a set amount to join and they don't have to pay anything to use the site after that.

You really need to use the one-off joining fee model in conjunction with other revenue streams to ensure you have an ongoing income. If you charge a one-time fee and have to continuously add value and update the content on a monthly basis you'll need to earn back that money elsewhere.

If you're charging a large one-time joining fee you may want to consider giving people a free membership to learn what the site is all about before joining.

### **Free Membership.**

You can choose to give your members free membership for a limited period, or permanently, depending on what other income streams you have on your site.

### **Temporary free membership.**

One option is to give 'free' membership to your site for a limited time when they buy an e-book or similar product from your sales page.

### **Eternal free membership.**

We have already talked about making extra revenue from advertising using AdSense, taking part in affiliate programs and selling physical or information products. If these are going to be profitable income streams you may want to consider making membership to your site completely free.

Your members may be more willing to spend money in other ways if they are not paying a monthly subscription to you.

This is particularly effective for sites that make the majority of their money through advertising. For you to get revenue from AdSense your customer doesn't actually need to spend any money. However, if they have to pay to access the site in the first place, this creates a barrier between them and the AdSense link. It's also not good practice to put AdSense on paid membership sites. If making membership to your site free will increase traffic to your AdSense links it may be worth it to you.

*The road to financial freedom.*

## **Part two, the power of your sales funnel.**

What's a 'sales funnel' you may ask?

A sales funnel begins with your free opt in product or a smaller membership offering like a free report or MP3.

You then use Upselling and cross selling tools to sell a larger, more expensive product like a CD set or an ebook. You then use your ebook to sell a larger, more expensive home study course or software product.

The process continues until you are pitching your most expensive product, maybe it is a coaching program or maybe it is resell rights.

**The power of a sales funnel rests in how you sell your products.**

Your most profitable market will always be customers who have already bought from you so it will be easier to concentrate on making money from back-end sales rather than trying to get new customers, of course, by doing both you can really maximize your income.

### **Back-End Sales**

The principle of back-end sales is that when a member buys one product from you, you can tailor your marketing specifically for them to encourage them to buy something else, usually of higher value.

For example, your first product can give information on a subject matter, tips for getting started and an overview of how to do something but not go into specific details or training. Your back-end product could then include specific information on how to do something, perhaps an interview with an expert and tips on how to take things to the next level.

The back-end product is usually priced higher than the first product.

## **Upselling**

Upselling is a straightforward concept you can use to increase the revenue you produce from individual product sales on your membership site.

When a member buys one product, you simply offer them additional products to complement it, possibly at a reduced cost.

You can add upsells for up to 50% of the original product's value. There aren't any set rules, simply give your customers more of what they need. Remember you're helping them by providing the useful, quality information they're looking for.

## **Cross selling**

Cross selling is a process where you refer a customer to a relevant product on another website after they have bought one on your membership site.

The other person in turn will do the same for you.

You can also direct the person to another product or membership site offer owned by you.

For example if they sign up to your membership site on learning how to train your dog your cross sell promotion can include information about your membership site where you have exclusive interviews with dog care experts.

**In the next module we will explore how to keep your member's happy and subscribing and purchasing for many many years.**