

Simon Hodgkinson & Jeremy Gislason's

# Membership Millionaire

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

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

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# MODULE 16

## 5 Steps to launching a site that sells.

**Step One:** Build a perception of credibility.

If you want to have a membership site about vegan lifestyles then you must become the expert on vegan lifestyles. How? Blog, participate in forums, write articles and generate information products that all share your vast knowledge on the subject.

**Step Two:** Build your opt in list.

Your path to credibility can blend right into building your opt in list. Giving away free information products accomplishes both. You share your knowledge with others AND you get their email address in exchange.

Once your list is ready and your membership site is ready for prelaunch, you can let your list in on the action. Consider giving them special privileges, like an instant membership upgrade or free bonus products since they have been with you from the get go.

**Step Three:** Get your website established.

This means everything that is involved with the day to day operations of running a membership site. Your web host, your subscription management software, your billing software, your email marketing software, your advertising software, your affiliate management software; all of your websites needs have to be taken care of in this step.

**Step Four:** Pricing your membership site and your products.

We've already discussed the various membership subscription models and how they benefit a membership site owner. Now it's decision time. How are you going to charge your members? This has to be established before you launch your site.

You'll also want to detail your initial catalogue of products and services and price them to sell. Consider that your subscribers will have various needs and desires. Some will be willing to spend \$3000 for products, some will only be willing to spend a few hundred. **Consider how you're going to meet the needs of all members and price products accordingly.**

This is also the time to begin marketing your site. Whether you use affiliates, pay per click, word of mouth, direct mail, or other marketing devices, now is the time.

You're just about ready to launch and are entering the prelaunch phase.

**Step Five:** Prelaunch:

With a launch date in mind, tell the world about your membership site. Build a buzz that vibrates throughout your target market and your community. Write a sales page, or two, create a new email list for those that express interest in your membership site. Generate a press release or ten that build the hype. **Sell the benefit of becoming a member of your site.**

If you already have a few affiliates in your pocket, use them to build the hype. Provide them with a ton of marketing material including advertising, sales pages, and more.

Speaking of sales pages, consider using the prelaunch to test your sales page with a few interested folks – maybe your opt in list built with people that received your free information product.

**There's nothing worse than launching with a sales page that doesn't work.**

Don't forget to market the site to your opt in list gathered when you were building credibility.

Once the hype is humming, launch!

# Maintaining & Retaining membership numbers to keep profits high.

The more times your customers visit your site, the more time they will have invested in your relationship and the more they will come to trust and rely on you. When you build their loyalty in this way, there is more chance that they will buy from you, follow your advice and buy your affiliate products, or click on ads that you recommend.

**Here are a few ways to make your site sticky and keep your members coming back and buying from you.**

**Content.** What good is a membership site, or any site, if there isn't any content or flow of new content? We can't stress the importance of content enough. We have already discussed some of the different types of content you can use to add value to your membership site. This is just a reminder to keep the content up to date, and 'time sensitive'. *Remove out of date content so that it doesn't affect the credibility of your site.*

**Give your site a personality.** There is a huge amount of information on the internet, and you can be sure your members could find what you are providing elsewhere. What your members are really paying for is the way you present that information.

**Remain focused on your niche.** Don't forget that your members joined your site because they had an interest in your niche. While it is fine to include content on a slightly different subject if you are sure it will be relevant and interesting, you should never lose sight of your original subject. If your niche is real estate, then keep your content relevant to that subject. *Wander too far off the subject and you may find your customers wandering off your member list.*

**Make information easy to find.** Ensure the content on your membership site is organized in such a way that your members can find what they want easily. If your

members view your site as a valuable information resource rather than just another website, they will want to use it again and again.

**Provide what your customers want.** Encourage your customers to ask for an article or information on a certain subject if they can't find it. Writing an article specifically for one customer may seem like a lot of work, but if you think long term, that customer may then stay with you for the lifetime of your membership site. In any case the article will add content to your site, and if one member is asking for it you can be sure others will find it interesting too.

**Keep in touch with your members.** Contacting your members via e-mail is essential to keep them engaged with your site. Send your members updates, informative newsletters, and reminders, and ask them for their feedback.

**Allow customization of your homepage.** Having some functions that your members can personalize on your site can really make them feel involved. A simple example would be having a section on your homepage where they can choose three or four links directly to sections of your site that they use regularly.

## **Alternative and creative pricing models to encourage continued membership**

1. Offer a free or reduced fee trial period.
2. Offer different access levels. You can have various categories of member who have access to different content and parts of the site, depending on which subscription level they choose. You can tease the members that have limited access with the premium content they could find in the more expensive member areas. Many membership software packages allow up to five subscription levels, including one free level.
3. Change your subscription model. Offer your members monthly subscriptions when they initially join your site. After three months you could ask them if they would like to change to a quarterly subscription for a slightly reduced rate. You

could even offer to take the amount that they would have saved if they had taken quarterly subscription from the start, away from their next quarter's subscription.

While this does mean that the subscription revenue you get from that customer decreases, it also means you keep that customer for a longer period, during which you can sell them other products. You also have more capital up front to spend on advertising and optimizing your site, so your revenue will increase in other ways.

Knowing your lifetime member value can influence the pricing model you use, and the membership price you choose.

## **What is the value of a member?**

The concept of lifetime customer value is an important factor in determining your subscription prices. You will not be able to accurately determine your lifetime member value until your site has been up and running for some time, but using educated assumptions to work out a potential lifetime customer value can be a very beneficial part of your business plan.

**So what is lifetime value?** In simple terms it is the average profit each customer will generate for you during the time they are a member of your site.

To calculate the lifetime value of a member you might take the average initial subscription, plus the average revenue from further purchases (these include repeat subscriptions, purchases, click-throughs etc.), multiplied by the average number of repeat purchases in one time period (a month, a year etc.), multiplied by the average number of time periods a customer remains a member.

### **Knowing your lifetime member value can steer important business decisions:**

Knowing how much your average customer is worth enables you to determine how much money and attention you can afford to put into attracting new members.

You can use the lifetime member value to create a budget for promoting and developing your site that ensures you aren't spending more than you are making.

Keeping a database with detailed records of your members' purchases will allow you to determine a more accurate lifetime member value over time.

**Knowing your member's lifetime value can help you to adjust your prices and strategies to maximize your profit without losing your customers.**

You know how to build a site, how to market it effectively and how to produce content and products that your members will appreciate and purchase.

By now you may be thinking....I'm ready to go. Sign me up. I want to start my membership site right now.

**But wait, there's another consideration.** How much will it cost you to create your membership site?

That's exactly what we'll discuss in the bonus module coming up next – the price of ownership.