

Simon Hodgkinson & Jeremy Gislason's

Membership Millionaire

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

www.MembershipMillionaire.com

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Published by MembershipMillionaire.com

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MODULE 2

Is a membership site for you?

5 Questions to ask yourself right now.

Think about this...

If you are only getting an average of 100 visitors per day, if just 10 of them join your free membership site you'll have 300 new members each month. That adds up to 3600 new members each year.

That's just if you see an average of 100 visitors per day.

What if your website generates a thousand hits or ten thousand hits a day..?

Do you see the potential here? I hope so!

Whether you already own a business or are considering a startup, lets take a brief look at the benefits of running a membership site:

- Keep your visitors coming back getting more traffic to your site
- Stay in contact to keep your business visible
- Send special offers for added sales
- Give them coupons, perks and discounts so they spend more
- Sell advertising on your site to 3rd parties
- Put contextual advertising links such as Google AdSense to earn money when your visitors and members click on them
- Provide members only content and updates to gain loyal customers
- Rent your database to 3rd party direct mailing services for added revenue
- Release new products and services to your members first for quick sales with no advertising expenses

Still not convinced? Ask yourself the following questions...

1. Do you desire a constant and predictable stream of revenue?
2. Do you want to market and sell all of your products or services without breaking the bank to do it?
3. Do you want to build brand awareness?
4. Do you want to create a strong community around your product or service?
5. Do you want to position yourself or your company as the experts in your industry?

If you answered yes to even one of these questions then a membership site may be exactly what your business needs.

What can a membership site do for you?

What can it do for you?

#1 Enhance your current business. Membership Marketing is a powerful tool that you can use to enhance your expertise as a provider of products or services. Sometimes simply asking for a membership fee for access to your information, products, or services makes the product or service more desirable and it makes your status as an expert more credible.

The content, resources, connections, and products that are made available via your membership website create a package of credibility. It isn't just a book with your name on it, you're now providing multiple ways for people to connect, learn, get richer, smarter, sexier whatever your niche is. Your credibility as the person or company that provides one stop shopping so to speak will skyrocket.

#2 Membership sites also enable you to strengthen your relationships with your existing customers. You're in a position of trust and authority and you also have a tool to communicate with your customers. But, you say, I already communicate with my customers – I have a newsletter. Great. Keep the newsletter, it's a great tool but imagine being able to post any content you want at any time on

your membership site. New products, reviews, forum posts and questions, surveys, your membership site is the ultimate communication and interaction tool.

#3 Membership sites are excellent tools to encourage customer loyalty.

Think about it like this...you have a membership to a pet store that gives you a discount on products and points toward future discounts. Your dog needs food. You can either run to the grocery and pick up the dog food or you can run to the pet store that you have a membership to.

I can tell you what I do...Even though the pet store is a little more difficult to get to, I go to the pet store where I have a membership. Of course then I run to the grocery for the milk and bread. Yep, I make two trips because I have a membership at that pet store. Am I crazy..? Maybe but I'm just as crazy as everybody else.

If you operate an online business, you'd be crazy not to take advantage of the profit building ability of a membership site.

Next time well take a look at the main reason anyone goes into business – MONEY!