

# Membership Millionaire

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

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# MODULE 3

## Profits! Profits! Profits!

Okay, let's talk nuts and bolts here. Business, any business, is about making money.

There is absolutely no reason to have a membership site unless you're in business to make money. Even if you're a non-profit organization – your goal is to make money and then spend it on your organization's mission.

### **So how do membership sites make money?**

In the last module we mentioned loyalty. Your members will purchase from you simply because they're members. So immediately you have repeat customers and that results in more money.

### **But how else can you make money?**

In addition to being able to sell your product and services to people, you're now able to profit off of the subscription income. While many membership sites are free, some make millions of dollars annually just off of subscriptions. Subscriptions can also come in different levels. Whether you charge for membership like Match.com or if you offer membership for free like YouTube, the opportunity to profit is huge.

Once you have a membership base you can generate multiple streams of income.

You can sell affiliate products, make money from AdSense and advertising sales, and you can profit by selling information. Information in the form of books, reports, audio recordings, video recordings, tutorials, workshops, seminars...the sky is the limit.

**You can even sell your site for a profit like YouTube did and net \$65 million dollars.**

Really, the opportunity to make money with your membership site is limitless.

There are so many amazing opportunities. So let's move right into how to do it.

Next, we'll talk about how to determine your niche, if you don't already have one, and if you do have a business niche, how to use it to launch a highly targeted membership site.

### **What business are you in?**

The truth is that you don't have to have a business up and running to start a profitable membership site – but you do need a market. In fact, you need a highly targeted market that wants the information that your membership site will provide.

It's a very bad idea to start a membership site without any initial target market or demand research.

### **Here are a few tips to find a niche if you're just getting started:**

First, consider what you like to do, what you're interested in, and what you're good at. **This can be ANYTHING!** If you're passionate about organic gardening then begin researching that niche. If you love tropical aquariums then research that niche. If you have years of experience as a weight loss counsellor then you have a niche, if you have years of experience helping people organize their lives, fix their cars, train their birds, or choose software for their businesses, then you have a niche.

Research it!

**Consider a sub-niche for more profits.** Sub-niches are important not only for getting to the top of the search engine results but also for effectively communicating with your target market.

Think about it for a minute; If you're targeting a huge group like people who want to feed their kids better, how do you speak to that group of people?

Do you relate to them as parent of overweight children, parents of children with illness, or busy single parents?

**The answer is you can't do it.** You can't effectively communicate with a group of people who are all so different and have such wide needs. By zeroing in on your niche market you can speak directly to your target market and solve the needs of that group.

You can communicate effectively with them, know what offers to make to them and ultimately make more sales.

In the next module, we'll talk about digging deep into your market to find where the money really is.