

Membership Millionaire

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

www.MembershipMillionaire.com

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MODULE 4

Taking your research to the next level...the profitable level.

Once you identify a potential target market you'll want to dig deeper and make sure there's a real need. There's nothing worse than spending your precious time and money on a website that doesn't meet your financial expectations

A few ways you can dig deep and investigate the demand of your chosen niche are:

- Visit online forums related to your chosen topic.
- Sponsored results.
- Social Networks.
- Magazines and Book Stores.
- Ezine Articles.

Don't forget the all important keyword research. If you don't have the overture or wordtracker website on your favourites yet, well... Once you feel pretty comfortable with a target market and niche you'll need to do your keyword research.

Remember, competition is a good thing – just not too much of it.

You probably don't want to enter a saturated market but some competition means that there is definitely a demand for your produce.

Think about this... MySpace has been one of the heavy hitters for quite some time and yet Friendster is doing well as is Facebook. That's three large social networking sites right there. **The key to competition is to be better than them.**

Conversely, you probably don't want to choose a niche or sub-niche that's too small. Even though you may get to the top search results quicker with a less-competitive niche, your profits may not be substantial enough.

Choose a niche which has enough search volume and optimize and promote your site in a way that will bring you the most traffic and customers.

Once you've established a niche and are comfortable that you'll be able to profit on the demand, you'll want to take a look at the services that you want to provide to your members. Remember, if you already have competition, you'll want to one-up them.

Standing out from the crowd

The last thing you want to be is a faceless site amongst a sea of millions. For true power and profits you need to have a unique identity and benefit to offer.

Once you have your ideas for your membership site, think of ways you can stand out from your competition and begin with the services that you'll provide. Using some of the research methods above start analyzing other related sites and take notes (it's easy to forget what site offers what when you've been searching a few hours).

Analyze your competition first. Observe what other related paid membership sites are doing –

How are they getting new members?

Do they have a unique angle or strategy?

What are they offering?

Can you tell right away from their sales page or main page what their site is offering and the benefits of being a member? If you can't then others probably can't either.

What can you do better or different.

Some things you might want to consider offering are:

- Forums
- Blogs
- Free articles for reprint
- Reports
- Tutorials
- Seminars
- Ebooks
- Articles
- Blogs
- Interviews
- Discounts on products or services from other companies
- Affiliate opportunities
- Software

The list really could go on and on. If you own and operate a pet care membership site then you could offer free training videos, a forum, grooming tips, heck you could even offer a how to name your pet guide or quick name your pet generator where your member enters the pet breed and gender and voila the Fido is named.

Remember this is YOUR target market so you'll need to get to know them well.

Always be on the lookout for new and innovative ways to add value to the membership – make people want to stay at your site for the long term.

That's much more cost-effective than having to go out and look for new prospects, although ideally you'll want to do both.

In the next module we'll take a look at how to make your site unique.