

Membership Millionaire

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

www.MembershipMillionaire.com

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MODULE 5

What is unique about you? And how can you use it to make money?

What is the most unique thing about your membership site?

What will draw customers in by the droves and keep them there?

Let's look at a few examples:

eHarmony is a Christian matchmaking site that offers users a compatibility match. They charge for their membership and are doing quite well. **Their USP? I don't know of any other Christian Matchmaking sites that offer a compatibility test so...**

What about Classmates.com? This website connects people with their past classmates. Memberships range from free to a monthly fee that offers upgraded services like the ability to contact classmates directly through the website or view profiles on other members. **The USP? They specialize in connecting classes. They even offer reunion organization services.**

So what is your USP?

What makes you unique from all of the other membership sites currently available? Make a quick list of the benefits that your membership site offers members.

Whittle your benefits list down to specific benefits. Once you have a specific benefit chosen as the strongest or most unique benefit of your organization, rephrase it as a benefit statement. "*Melts in your mouth, not in your hands,*" is probably one of the most used examples of a perfect USP.

Take your time and work on your USP, it doesn't have to happen overnight. Get family, friends, and associates involved. They may have a different perspective that you can profit from.

What is your mission and how will you achieve it? Defining your mission and setting your goals for maximum profits.

You can't have a successful membership site without a mission statement and you can't have a mission statement without a goal.

Let's first take a look at the role of a mission statement.

A mission statement is defined as: A mission describes the organization's basic function in society, in terms of the products and services it produces for its customers.

Your mission statement also plays a strong role in your marketing planning and will in fact keep you on course and focused.

Of course before you can develop a mission statement, you have to know what your goals are.

What is the goal of your membership site?

Do you want to help others? Whether you're interested in helping people train their pets, start a business, or conquer addiction, a coaching or mentoring membership site can do the job. **What is your mission statement? Be specific.**

Write a statement that encompasses your goals.

"I want to provide resources and strategies to help pet owners live long and happy lives with their dogs."

Do you simply want to promote or sell a product that you believe in?

Selling a product is a very respectable goal for starting your own membership site. It's a great way to spread the word about your favourite product or service (even if it is your own product or service) and it's a fantastic way to connect with your market.

Write down your goals, what products do you want to sell or promote?

Why?

Write a mission statement for yourself regarding this product or service.

Is your goal more basic than selling a product?

Do you strive to make millions of dollars in residual income? Membership sites can be like winning the lottery when you plan them right. If your goal is to increase your cash flow, own that goal, and then design a website around it. We'll talk more about designing your website in a later module. Take your financial goal and pin it down.

How much money do you want to make?

100,000 a year? 1,000,000 a year? Write it down and then plan how to achieve it.

For many, our desires are simple.

We simply want to be able to work less and spend more time with our family. Starting your own business, whether it's a restaurant, dry cleaner, or repair shop would take you away from your family because most retail or service based businesses keep their owners on call 24/7.

However a membership site is different. Membership sites practically run themselves which frees valuable time each and every day. In fact, you can plan your schedule exactly how you want to. Maybe you want to work a couple hours each night after your children have gone to bed or maybe you'd rather work one full week each month. Whatever you prefer, it's up to you.

Write down what your ideal schedule is and then design your site to meet those goals.

Now that you have your target market defined and your goals established, it's time to take a look at how you will meet those goals, how you will deliver your content and services to your target market.

Because you can't make millions by giving them nothing.