

Simon Hodgkinson & Jeremy Gislason's

Membership Millionaire

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

www.MembershipMillionaire.com

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MODULE 6

Delivering your membership site content and services.

How to keep members interested and spending money on your site.

Your existing customers are your income.

Without them, you have nothing but empty web space.

It is vital that they are happy with their subscription or they're gone and with them goes thousands of dollars in income.

A few simple strategies such as providing members with new content, creating a sense of community on your site, paying attention to your customer support, and educating your members in the use of your site, will ensure that your members continue to enjoy your site and maintain that crucial monthly subscription.

Keep members engaged.

To maintain your members' interest in your site, and keep them paying their subscription, regularly update your membership site with fresh content.

You will want to make your content available to your members in a variety of formats including:

- web pages
- member area
- email
- direct mail offline
- videos

- audio
- Podcasting
- teleseminars
- offline seminars
- DVDs
- cds
- scheduled content for paid members

Let's take a look at a few of them in detail:

Articles. One of the simplest ways to add content is to add articles to your site. The number of articles you need on your site depends very much on the cost of being a member, as well as what other services you offer your members. You can aim for several new articles each week to start. Content can also be added in the form of reports, case studies, and even product reviews.

Video tutorials. Video tutorials are a very popular method of passing on information to your members if you are showing them how to do something on your computer. It uses a technology called screencasting which allows you to record a short movie showing your onscreen activities. You can add audio narration over the picture to explain what you are doing. This can then be uploaded onto your site.

This is a very effective form of training as it is much easier to show your members what you are doing, rather than trying to explain it. It prevents your students becoming frustrated when they can't understand what you are explaining, and reduces misunderstanding.

If you want to use video tutorials, make sure you use high quality software that will produce a clear picture of your desktop activities. Low quality video tutorials will be of little use to your members.

Teleclasses. Teleclasses are similar to conference calls and are conducted over the telephone. They are an excellent way for your members to take part in live learning, as well as having personal interaction with you and other members of your site.

To enter a teleclass, your participants dial a telephone number, and then enter a PIN code. It will only cost them the same as a regular long distance call. You should e-mail your participants the course material to read a couple of days beforehand.

The structure of the class depends on the number of participants and the type of information you are teaching. If you have a small class, you can encourage interactive learning. However, if you have a large class you might want to structure the class like a speech with a question and answer session at the end.

Of course nothing will get your members more jazzed about your site than if they are encouraged to contribute.

Web 2.0 Getting your members involved and creating a sense of community

Where are you more likely to return and spend your money, a place where you feel valued and are able to make a contribution or a place that is static and simply exists to take your money?

The best way to get your members involved in your site, and to ensure that they continue to renew their subscription month after month is to have an active discussion forum.

Forums are a type of virtual community and provide the opportunity for people with similar interests to talk to each other. Your members will already have a shared interest in your niche subject, so creating active discussion forums is easy.

Initially, getting people to post on a forum can be a challenge but once the ball is rolling, you're good to go.

Here are some tricks to get the ball rolling:

Pay for forum posts. Initially it may be worth hiring a writer or virtual assistant to post on your forum, just to give it a kick start. You can pay them for a certain

number of posts per month and possibly give them guidance on the type of discussion threads you would like to see on the site. Ideally they should open the topic, and leave your members to carry on the discussion, but they may need to make additional comments if the members are still slow to respond.

Exchange membership for posts. You could offer free membership to someone in exchange for them starting threads on your forum. Again, this gives you a certain amount of control on the topics to be discussed.

Write posts yourself. Starting discussions yourself is one of the simplest ways to get your forum active. Asking a question on a topical or controversial subject and asking your members for their opinions is a great way to promote a lively discussion.

Make posting on your forum easy. You need to remind your members to post on your forum, and give them ideas on what they can write about. At the end of each article on your site you should ask whether the reader would like to post a comment about the article on the forum. Put a links allowing members to post on your forum at strategic places on all of your web pages.

What do you really think?

In addition to an active forum and regular communication, you can involve your members in your online community with polls or surveys.

Member polls. Asking your members to answer a simple question relating to your niche subject is a simple and effective way to get them involved in the site. You can have a regular monthly poll and publish the results of the previous month's poll above the question for the current month.

Surveys. Some niche subjects lend themselves well to surveys. If yours does not you could conduct a survey about your membership site itself. This gives your members the chance to express their views and let you know what changes they would like to see.

Member content contributions

Don't forget the power of a simple blog.

Blogs are great tools that not only allow you to connect with your members but you can allow people to comment on your blog, which gets them involved. You can also offer 'expert' blogs and invite your members to post questions to the expert.

Additionally, if you find that there are a few members that are really involved in your blog, you can consider inviting them to post blogs of their own or to at least link to their blogs. This creates a real sense of community and shows your members that they are important to you.

You can also encourage your members to post articles in a free article zone of your site. This allows them to contribute their knowledge to the site and it provides benefit to the other members who can then read or use the articles for their own purposes.

Example, you can ask that article submitters make the articles free to use on other sites as long as the content, links, and bio information are not altered.

The quick, effective, and painless way to handle customer support

Earlier we discussed mission statements and goals for starting a membership site. For many, the goal is to have a business that provides an excellent income while not demanding too much of their time.

Whether you want to travel, write the next bestselling book, or simply be able to take your children to school every day, free time is extremely valuable.

In order to achieve this quality free time, you need to:

1. Make sure your customers are happy and are going to continue being members
2. Automate as many tasks as you can so that you can focus on profits.

Both of these goals are satisfied with an automated customer service department.

The purpose of automating your customer service function is to deliver great support to more of your customers in less time. For example keeping all your customer details and records in an easily accessible database ensures you can deal with all queries quickly and efficiently.

Automating your customer support can dramatically increase your organization, which creates a much better impression when dealing with your members.

Gaining the confidence of your members is a great way to ensure they keep subscribing to your site each month.

Automating contact with your members can make them feel like you really value their membership. Using an autoresponder to e-mail them after they initially subscribe to the site, after they purchase a product from you, or even after they post on the forum, will give let them know that you are interested in their activity on your site.

In addition to saving you time and money, research has shown that outsourcing functions such as customer support can improve your business processes and stability.

The improvements you might see when you outsource your customer support include increased ability to plan, quicker and more uniform response to your customers' queries, and rapid implementation of new strategies and initiatives.

Not to mention a bit of stress free time for you to relax and live your life.

No one wants to be tied to their business 24/7.

Next time we'll take a look at how to make sure your customers know exactly what to expect from your site.

This will ensure that they're comfortable subscribing and spending money with you.