

Simon Hodgkinson & Jeremy Gislason's

Membership Millionaire

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

www.MembershipMillionaire.com

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MODULE 7

The key to keeping your members is to let them know what to expect.

Have you ever joined a site only to find out that the membership fee you just paid only covers a small area of the site and that if you want more, you have to pay more?

I have and it makes you angry. It makes you feel like you've just been conned out of your money. **Don't let this happen to your members.**

Be upfront about your membership policies. Make them easy to find and read. In short, Educate your members with the following tools.

Terms of use. To establish a good relationship between yourself and your members, you should make them aware of your terms of use when they subscribe.

Each membership site has slightly different rules, and if these are made clear to your members upfront, there is less room for misunderstanding later on.

FAQ. Always have a FAQs page on your site. No matter how user friendly you make your site, there will always be some confusion as to how it works and you want your members to have as simple an experience as possible when they want answers to their questions.

Don't make cancelling a subscription to your site a horrific process.

Some membership site advisors suggest that you should make it very difficult for your members to cancel their subscription, but this is a very dangerous gamble to take. While we are not suggesting you encourage them to cancel with a neon sign in the centre of the page, cancelling should be a fairly simple process.

Going the extra mile to keep your customers happy requires maintaining a strong customer support function, and letting your members know how your site works.

Providing clear terms of use and a FAQs page will make using your site simpler for all your customers. Doing that little bit extra is a great way to ensure a happy and thriving membership base that generates millions of dollars in profits.

Tell the world about it. Effective strategies for marketing your membership site.

The old adage if you build it they will come doesn't apply to membership marketing.

You have to make sure that your market knows your there, knows the benefits of joining your site, and is motivated to check you out. Because there are so many powerful ways to communicate your business to your market we're going to address this topic in two lessons.

Keep in mind that as you begin to promote your membership site, not all of these marketing tools will work for you. You may find that affiliate marketing generates more than half of your members while practically no one visits your site via online advertising mediums.

Let's take a look at a few marketing tools...

Affiliate Marketing

Affiliate marketing is a great way to make ongoing extra income from your membership site with very little effort. It's also important to note that your members do want to learn from you so you'll want to balance affiliate promotions with your own products too. You can't be an expert in every subject and so complimentary products are a great way to increase income; just make sure the products aren't directly competing with what you have to offer.

Article Marketing

Article marketing is a good way to both establish credibility and to get the word out. The easy way is to write a quick benefit driven article, how to article's work well, and publish the article on an article marketing website like ezinearticles.com

Your article will be picked up and reprinted on several websites and blogs and the great thing is that your bio will stay in tact and any embedded links. This means that every time someone reads your article on another site, they'll likely click through and find themselves at your website.

Co-Registration works very differently than a standard banner or pop up ad. Here's the low-down...

When a potential member is filling in an opt-in form for a third party, they are given the option to request more information on various other sites or products. If they request further information on your membership site, you will be provided with their contact details to add to your mailing list.

Social networking is a growing trend in advertising but its success rate is a bit slower and more difficult to measure. For social networking online to effectively promote your membership site you have to choose the right network.

Press releases. Writing press releases, also known as news releases, is a high impact method of promoting your business. Of course you must make sure that your website is newsworthy. A great time to use a press release is with the launch of your site or any dynamic product offering.

Now so far we've only touched the tip of the iceberg when it comes to marketing your site.

In our next lesson we'll take a look at a few more tools to drive traffic to your membership site.

