

Membership Millionaire

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

www.MembershipMillionaire.com

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For Further Information Please Visit: MembershipMillionaire.com

MODULE 8

If you want your membership site to generate millions then you need to let people know you exist.

Last time we discussed a few basic tools for marketing your membership site...

here are a few more to consider.

Reports/Courses/Ebooks

Giving away information products. Putting together high quality e-books, e-courses or special reports, providing information to your target market is an excellent way to draw people to your website and to encourage them to trade their contact information for your content. You build your opt in list with free content and then pitch the value of your membership site in later communications.

Additionally, you can create information products designed for your affiliates to give away or share and embed links in the content. These links can drive traffic directly to your website and generate huge profits and membership numbers.

Speaking at seminars.

While speaking can be in and of itself a lucrative business, speaking at seminars for free is an excellent way to help others and promote your membership site for free. Consider this, would you rather speak at a seminar for a couple thousand dollars or speak at a seminar for free and gain 5-10 new customers that spend an average of \$1000 a year for the next five years?

That's 5 to 10K a year.

Hosting teleseminars and teleclasses.

This is another great way to help other people while you're marketing your site. Teleseminars are an excellent marketing tool. 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.

Start talking about your business!

If you have any public speaking skills at all, get yourself on the speaking circuit. You can give talks at trade association meetings, or community groups, basically anywhere that it might be useful to create a buzz about your business. Offer your services at schools, colleges or adult education classes, where you could give talks, classes or demonstrations about your business.

Giving interviews is also a perfect way to generate interest in your business and gain publicity. Positive media coverage increases awareness of your business. Your recorded interview could be broadcast, either on the radio or on local TV, or a written version of your interview could appear in a newspaper, magazine or e-zine.

Tools of the Trade. The minimum you need to get started building a successful site, today.

You're considering starting a membership site but you don't know where to start.

Why not start with the basic equipment that you may need to get started. Depending on your budget and membership site offerings you may have a more extensive list than what we'll present here but this list will certainly get you started.

PC. This is a must. You absolutely must have a computer.

How much you spend on your computer is entirely your decision but I've always liked this little bit of advice "Buy as expensive of a computer as you can afford." Don't skimp here. This is the foundation of your business. To run your membership site

you will need to have the ability to print, record videos and audios, build a website, and load potentially large software programs. All of this means that you'll need a lot of memory and storage capacity and you'll want your computer to be fast. There's nothing worse than waiting 20 minutes for your computer to load.

Where are you going to work?

Hopefully not your kitchen table though I am sure some people will decide to do just that. The easiest and best solution is to buy a comfortable desk and chair. This doesn't have to be high end, just a place where you can sit down and devote some time to your membership site with the distractions associated with working in the kitchen or on the couch.

Microphone and headphones are essential for recording any audio tutorials, videos, or even teleseminars.

Many programs that enable you to make audio or video products require a microphone. It is absolutely essential that you are able to record your conversations, not for nefarious purposes of course!

What is also essential is that you are able to chat with associates hands free – this means a headset of some type. I'm going to take it a step further and make sure that you have some sort of recording device. There are programs available that convert your telephone calls right to MP3, if you have the right converter. First, find the recording software that you want to use and then find out what device works with that software.

You're also probably going to want an internet connection. I'd actually put this up as number two, right under your need for a computer. You can't very well offer an online service if you are not able to get online.

It goes without saying that you'll want a reputable service provider, one that allows a lot of bandwidth at a fast connection speed and rarely, if ever, goes down.

This means that you'll also need a web hosting company, after all what are you going to do with your membership site without one. You'll want to research several

companies and compare prices but most of all make sure that the hosting company can support a membership site with potentially millions of hits a day. As you grow, you may need to change hosts but hopefully your first host can grow with you quite a ways.

Make sure you log into your account at www.MembershipMillionaire.com for all the latest reviews and updates in the recommended resources sections...

Holy smokes this is where it can get really fun and really expensive.

The software choices that you need are potentially huge.

You'll want autoresponders and newsletter software, accounting software, affiliate management software, audio recording software, video recording software, web design software, subscription management software, You'll want billing and shopping cart software, forum and blog software, article submission software, digital Products software management system, Member2Member software management, link tracking, SEO, HTML, content software, word processing software, graphics software to design the appearance of information products.

You can try to cobble all these things together from various places but that's when things can go badly wrong. You can opt to go down the 'free' path or 'almost free' but again remember this is a business you are building and shaky foundations are not recommended. Too many times I've seen sites crash and burn because the owners were too 'Cheap' to actually invest in their business.

My #1 recommendation is that if you're looking for membership management software then you should look first at www.MemberSpeed.com it's the most comprehensive marketing, client and content management system online today. Take a look at the features and the flexibility, the possibilities to grow with the system then look around the marketplace to see how other systems compare...

You should also read the reviews of other products available inside your www.membershipmillionaire.com account...

Remember, while software such as MemberSpeed may not seem like a low cost option, investing in a product like this early will save you money over the long-term, simply because you won't have to buy 50 different software products (or devote all your time having to learn how to use them)

If you're planning to create long-term financial stability then go for the very best you can afford.

In the next module we will take a look at the possibility of hiring people to help you launch your profitable million dollar site!