

# Membership Millionaire

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

[www.MembershipMillionaire.com](http://www.MembershipMillionaire.com)

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# MODULE 9

*Do you need help?*

## How to staff a membership marketing site.

When it comes to running a business, you have four options.

**Option A.** Do it all yourself. This option works fine if you are merely testing the membership marketing waters. If you choose this option you must make the following assumptions: You are not going to quit your day job, you are not going to have extra time to travel, you are not going to have extra time to spend with your family. **You will have an additional income.**

**Option B.** Hire a staff of real office employees and rent out a real office space, this assumes that you are not working from home. This option works very well if you are ready to jump right into membership marketing. Maybe you already have a business and the membership site is an extension of your current business. Maybe you have a great idea that cannot fail. **Great. Go get your staff and get moving!**

**Option C.** Outsourced employees

*(virtual staff, can work anywhere in the world for you)*

This option works well for just about anybody. Whether you're testing the waters with a membership site, you're adding it to an already profitable business, or you're committed to becoming a membership marketing entrepreneur.

Outsourced employees can be found via a number of freelance sites, forums, or job boards. Consider hiring these folks to write content for your site, design or add code to your site, create information products, write sales materials, moderate forums, and even handle your email and scheduling.

### **Option D. Outtalked staff.**

This is similar to outsourcing however rather than employ them on a full time contract basis, an out tasked employee simply performs one task for you. Maybe you need a sales page written or an ebook, you find a writer and pay them for the task. Maybe you need a logo designed, you find a graphic designer and away you go.

This type of system works well for the person that is just getting started in membership marketing, you can pick and choose which tasks to out task to save yourself time and headaches. We're not all cut out to design the perfect logo or create scripting code for a campaign.

### **Regardless of the option you choose, B, C, or D. Here is what you may need in an employee:**

- Support desk staff– emails, phone, online chat, front desk receptionist etc
- Programmers – to build sites, products or do any kind of tech work for you
- Designers – websites, sales pages, product images, logos, ads etc
- Online security specialists – backend work to protect your sites
- Copywriters – content, sales pages, articles, emails, direct mail etc
- Video specialist
- Audio specialist
- Bookkeeper for day to day filing and record keeping
- CPA for tax filing
- Legal staff – advisors, consultants, any kind of legal legwork needed
- Webmaster – check sites, upload and manage products, updates etc
- Marketers/Sales – people to help you with campaigns, product launches, contacting JV partners, getting more sales etc
- SEO specialist - optimizing your sites for higher ranking in the search engines

Of course, if you really get into membership marketing and find that it is your passion, which we hope that it is, you may simply need to outsource feeding the pets, cooking meals, cleaning the house, and um...kissing your spouse or partner. Kidding, don't outsource that, some things just cannot be replaced.

# Leveraging your business for ultimate profits

Sometimes the real money is made when you have a network of membership sites. Imagine the power of your opt in list then! You can leverage one site off of the other.

Let's take a look at how to get that done.

If you already have an up and running membership site, you will have a head start on launching a second one, as long as it is aimed at a similar target market. Here are a few of the ways you can use your original site to launch a new one:

Find out what your customers want. Use the forum and blog on your first site to discuss the possibilities for the new site and find out what sort of additional site your customers would like to join.

Promote your new site to your original members. As well as more usual forms of advertising, such as a banner or sidebar linking to your new site, you can actively promote the new membership site in your blog and forum.

You could consider offering all of your existing members free access to your new site for a limited period of time. After this period is up, you might want to offer them a discounted subscription for being members of both sites.

Choose your niche with your audience in mind. To be able to sell your new site to your existing members, you should choose a niche subject that complements your original site.

The next site could be a logical follow on from the original site, for example if your original site was on the subject of property investment, your next site might be focused on property renovation.

Another example might be if your original site was about building websites, your second site might be a PLR membership site to provide content for those websites.

Creating a network of sites. There are numerous advantages to having a network of membership sites, and when the time comes to sell up, having a network rather than a single site can ensure that your business fetches a high price.

If you make the sites dependent on each other, this can make your network very profitable. If we use the example mentioned earlier of having a web design site and a PLR site, you can tailor their content to make sure that the material provided on your PLR site is the perfect match for the websites being created by the members of your web design site.

We mentioned earlier that you can give your members a discount for belonging to more than one of your sites. This may decrease the subscription revenue that you get from each site, but it increases your overall revenue, and gives your members more exposure to products, affiliate links, and advertising.

Having customers that are members of more than one site also allows you to build up more detailed information on your customers and their buying habits. This can lead to very effective targeted marketing.

Other benefits of a network of sites are that you can cross sell products between sites, and that you can link the sites together for more effective search engine optimization.

Hopefully this has your creative juices flowing and you're already brainstorming on how to build a network of sites.

**In Module 10 we'll take a brief step backward and look at how to create products for your membership site, products that will have your members cheering, excited, and thrilled to belong.**