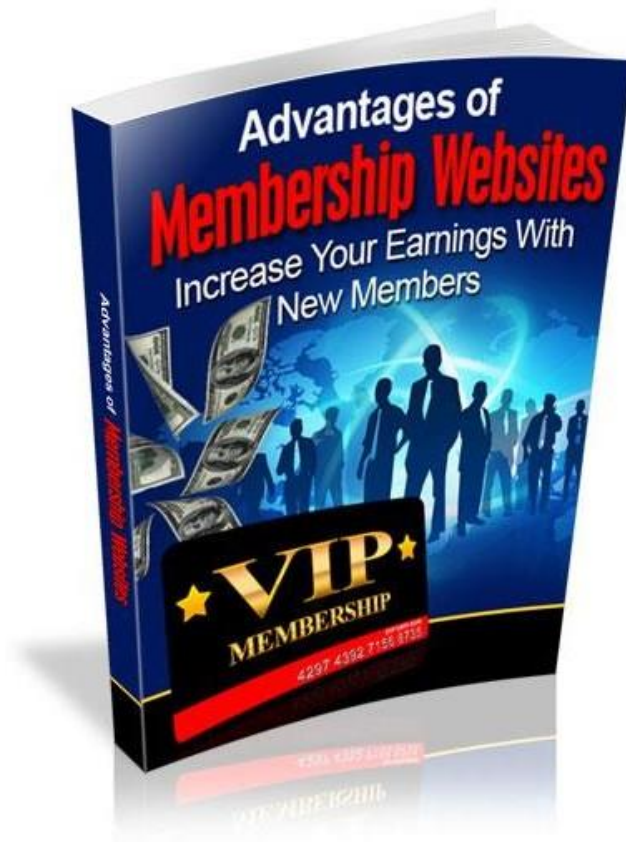# Advantages of Membership Websites

Richard Tong

Email

Recommended Resources

Web Site Hosting Service

Contents

How to Grow Your Membership Website

One of the biggest discussions among those running membership sites is how to grow your membership. These sites commonly lose members for a number of reasons including a lack of time to commit and an overall lack of interest. Let's look at how you can motivate your members to remain members on your membership site.

#1 Show your members' appreciation
When your members feel like you value them, they have a sense of belonging. There are lots of things you can do to show you appreciate your members, such as celebrating special occasions in their members' lives such as their birthdays. These small gestures can make a big difference. You can also do things like thank your members for contributing and being members. Appreciating your members is really important.

#2 Make Your Membership Website Fun
The atmosphere on your website plays a key role in retaining your members and in attracting new members to your site. You need to offer things that are fun. Perhaps you can have competitions or you can share fun stories. What you do will depend on what type of membership site you offer. For example a membership site for those who love to fly kites might offer something different for fun than a membership site for selling the latest online marketing product.

#3 Offer Your Members Opportunities
Those that join membership sites are looking for opportunities. They want something for their money, whether that's information, tools, support, or a number of other benefits. When you are creating your membership site make sure that it will offer adequate opportunities to keep your members there and bring new members on board.

4. Offer Incentives to Your Members
When you offer your members incentives they are much more likely to stick around. Members need to have more than one reason to stick around, and so when you combine incentives with other perks for your members they are much more likely to remain members. Those incentives can come in many forms. You can offer free months, free services, great contests, and more.

Membership websites have become quite popular but in order for your membership site to be successful you need to grow your membership and maintain your membership. Without your members you have no membership site. Your revenue will decrease if you can't keep your site interesting you can't keep your members signing in on a regular basis.

6 Ways to Improve Your Membership Website Profits

Having a membership website that makes money is exactly what you were aiming for, but what if you could improve your membership website profits just by ensuring you have incorporated six simple improvements to your website.

1. Create different membership levels – One easy way to increase your revenue is to offer visitors different membership levels. This is really psychological since it makes the potential

subscribers feel like they have options. If you offer there choices with prices going up, when the potential customer chooses the middle they feel like they are saving [money](#).

2. Ask current members to give you referrals – Ask your current members to provide you with referrals and for those referrals offer them something of value. Offer them a free month's membership, a free service, a free [product](#), or a discount of some sort.

3. Commit to publishing a [blog](#) – This is an excellent way to communicate with both your personality showing and your authority. Consumers are looking for both a personality and a [brand](#) when they read and so this allows you to engage them and show both.

4. Implement trial memberships – If you find that you are having difficult getting visitors to sign up for a membership why not offer them a free trial. It could be for a few days or it could be for a month.

5. Pay attention to what the add [copy](#) actually says – Watch the language that you are using on your membership sign-up page. If your copy sounds like a [sales](#) page with heavy promotion, your customer may not feel like there is any benefit to them and that all you want to do is sell them something and so they'll walk away.

6. Rather than creating a [business](#) model to work from creating a brand – Rather than spending your time creating a business model that's profitable, spend your time creating a recognizable brand, because when you do this you will build regular customers and members to your site.

There you have it – six excellent tips that can help to improve your membership website [profits](#). The focus of a membership site is to bring new members and then keep those members paying their monthly subscription, so make sure your membership site can accomplish both steps. When you do that, you'll generate increased revenue, and enjoy your savvy business sense, because it can make you a full time [income](#).

How to Offer Valuable Content On Your Membership Website

If you want to keep the members you already have and you want to build new members then you have to offer them content that is valuable. There is all kinds of free information on the internet, so if you want members to pay you had better have something of value to offer.

Your membership website is all about content and that content needs to be good, there should be lots of it, and there should be a good variety of content. Here are a few ideas of what you could do.

* A blog that is frequently updated.
* Audio or video files such as training sessions, tutorials, and [interviews](#) with experts that are ready to listen to or watch online.
* A 'Contact Us' form where questions can be submitted and you answer. Post both the questions and answers on the website.
* Adobe Acrobat or Microsoft Word [documents](#) such as 'How To' guides, tip sheets, and training material - all there to download.
* Daily or weekly tips.
* A page of frequently asked questions – this can be extremely in-depth if you like.
* A how to page. How to pages can be numerous.

It does not matter whether your membership site is for professional, a specific job, hobby, a specific skill set, etc. what is important is that create a variety of content – in fact it is the key to your success both long term and short term. New members will instantly have a wealth of information available to them.

You can view it online or download it. Additional information can be added to it on a daily, weekly, or monthly basis – this will keep current members happy and continue to draw new members to the site. You might even offer a section on the site that is free and does not require membership. This is an area that shows what the site has to offer and is supposed to entice new memberships. There certainly are plenty of options.

Your content will make or break your membership website, because internet users are a savvy bunch and they are not willing to pay for something that doesn't offer them value, and that value needs to be there. So build your membership site keeping in mind that you offer valuable content.

How to Give Your Membership Website a Boost

Membership sites are aware of the importance of a strong online presence, and some membership sites even offer online communities that are exclusive to only members. These hubs are a great place for memberships to connect and even trade personal information. Some communities are doing great while others are struggling and really need to see their membership website get a boost. There are some things you do.

1. Make sure the site is user friendly – If your site is hard to navigate and your members have a hard time finding, their way around they won't use the site. Make sure it is easy to understand and to navigate. Make sure you have a search feature so the members can find what they want.
2. Make your community good so people will join – In addition to incentive there has to be something good for your members to want to join the community. It should be easy for members to meet and connect with each other so that they can form relationships. Membership information should be available, coming up events, and any other important information.
3. Provide plenty of incentives – People always love incentives and members are no different. You could discount the membership fees when signing up for a year, or perhaps you can offer a member a free month for bringing in a new member – really it's whatever you think will interest your members.
4. Constantly improve your site - When you keep your site fresh and updated, members want to visit. Integrate your site with Facebook, LinkedIn, or Twitter. If your members ask for a specific functionality then try to add it.
5. Have good moderators – Sometimes discussions and conversations can become heated and things may get said that shouldn't or some members may be disrespectful. Having a moderator online really keeps things running smoothly as they can intervene whenever necessary.

You want your online community members to keep coming back to the site, so build a site that will boost membership and usability. Then your members will come and they will take advantage of the site you have created.

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How to Boost Members on Your Membership Site

Having an online presence is important to growing your business. Building an online community within that websites is a powerful way to build revenue and bring targeted traffic to your site. So how do you go about giving your membership site a boost in members once you create it? Glad you asked.

#1 Be Friendly
Your site needs to be easy to navigate around and for your members to find what it is they are looking for. If your site is difficult, to use your visitors will be quick to leave and your members will be quick to cancel their membership. That means lost revenue.

#2 Offer a Community Worth Joining
There are tons of membership sites online, and so you need to offer something that is truly worthwhile, and that makes you stand out for the others.

#3 Provide Free Things to Members
Your members will be looking for things of value and it is important that you offer them. Combine them with incentives that your members would not find elsewhere.

#4 Keep Improving Your Website
There is nothing worse than a boring website that never changes. In fact, it is the fastest way for you to lose members. Instead, you should build a site that is fluid, and regularly changing and evolving. This will keep your members wanting to come to the site, and wanting to remain a member. It is easy enough to do, just by adding new content and offers to your members. This can be reports, downloads, training, and much more.

#5 Build an Online Community That's Worth Joining
Your potential members need a powerful reason why they should join your site and not another online community. You need to show them why your online community is better by offering them what they cannot get elsewhere. How does your website stand out? Be clear so that potential members can instantly understand why your site is worth choosing. You also need to build a strong online community so that those who are already members remain as such.

Membership websites are an excellent tool if you wish to increase your customers and your revenue. However, to get the maximum benefits and boost your membership you need to take the time to plan and create a site of true value, because then they will not only come they will stay.

Use Articles to Add Value to Your Membership Site

If you have created a membership site in an effort to tap into the constant revenue flow, you aren't alone. In fact, membership websites are one of the fastest growing business opportunities online. Your membership site is only going to be successful if you can get memberships to sign up and to continue with their memberships. To do this you'll need to offer value to your members and one tool you can use is to use articles to add value.

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If your membership website is based on your own expertise, rather than having your members have to search throughout the internet for your articles and reports, why not make sure that they are all available within your site. Your articles likely contain a great deal of information that your members are looking for, and they will be pleased to find these all in one easy location.

You can regularly add new articles to your site, whether written by you or someone else. Here are some tips to help you make the most out of your articles.
* Article Structure – Your articles need to be easy for your members to read. This can be done by creating small paragraphs, using lists, using bold headings, lots of white space, and creating a format that is easy for to read.
* Length – You want your articles short and easy to get through. Members are pressed for time and they are impatient, and if your article looks too long, they will simple bypass what you have to offer. It's true members are more prepared for longer content but statistics show that shorter still gets read more than longer, so use common sense when you are creating content.
* Topic – Your topics should be related to your site or compliment what your site is all about. You have targeted your traffic by turning them into members and therefore they are looking for content that is related to that membership. Keep this in mind when you are writing your articles.

Articles are an easy way to add new content to your website on a regular basis. All websites should be fluid and have new information made available, but this is especially true with paid membership websites where the expectations are that much higher. Articles are one tool that you can use along with others such as videos, audio presentations, downloads, manuals, and so much more. Your membership site has the potential to generate a continuous revenue stream for you, so take advantage of it!

What Content Should be on Your Membership Site

One of the appealing things about the internet is the free content. It brings a lot of people to the internet. However, don't mind paying for quality content that is useful and fills a specific niche or need. That's why membership sites have become so popular.

Membership sites charge a fee that's considered reasonable, which provides content that is valuable, viewable to members, and is sometimes downloadable too. Membership sites setup correctly can make money and continue to grow their membership base, leading to generation of repeat revenue.

If you have been thinking about setting up a members, only site or you already have a membership website, but you are struggling with what content should be on your membership site. There are many ways to generate ideas - let's look at some.

Your Area of Expertise
One great place to dig up some ideas for content on your membership website is to look at your area of expertise. A great place for information is expertise in any of these areas - sales, public relations, marketing, training, technology, etc. Any of those fields of expertise can bring interesting information to the site that members will want to read.

Your Job

Sure not all jobs will work, but many will be able to offer some great information that can help members and keep them interested. Perhaps you create all kinds of documents with your job such as training manuals, or presentations. You could share some of that information with your members. You could crease a short video on YouTube, or an audio tutorial. You can share information that can help others by creating a membership site related to those job skills. If there is value, members will pay to get that value.

Your Hobbies
Next to your job and your expertise, your hobbies are a great place to find interesting ideas and information to share with your members. You can share special skills and knowledge that can help your members. Do you fly model airplanes, do acrylic painting, build robots? It doesn't matter what it is your hobby is, if you are particularly good at it and have plenty of helpful information to offer; then people with that interest will gladly pay a monthly membership fee to get that information.

If you want your membership site to be a success and generate revenue, you need to create a 'one stop shopping,' environment for your members so that you are offering them something of value and interest regularly in your content.

2 Things You Should Know About for Membership Websites

Membership websites are incredibly popular right now as many internet users look for more than just the free content that's floating around. Users are looking for more – more detail, more expertise, more information, and they are willing to pay for it when it is valuable information. As a result, anyone that is wise, and puts together a solid membership website can create continuous revenue.

The technology that allows you to set up a password protected website has become more readily available and it is not nearly as difficult to set up as it was even just a few years ago. These days it is as easy to set up a membership website, as it is to setup a regular site.

If you are worried about the competition, you should not be. There is always going to be competition, no matter what business you are in. The trick is to find a worthwhile niche. Don't be fooled – if there is no competition around the niche you are exploring, then it probably means that there is not a lot of profit to be made in that niche. Competition is good – so make it work for you. Position yourself so that you are in the midst of a popular niche that is doing well.

Choosing a niche that you are passionate about is perfect. The only time you should not go after a niche is if it is something, you are not passionate about. So only go after a membership website if that is where your passion is.

One word of caution about your passion is that if it is in an area where there is not a lot of money to be made because the it is an area where skepticism has already evolved, and then don't waste your time. Two areas where the is definitely a problem is in internet marketing, or making money online. The key is to do your research before you invest your time and money in a membership website that has a high risk of failure.

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Membership websites have a lot of potential to provide you with a continuous income providing you choose right. They require far less invested time. Set them up, provide valuable content, and offer valuable products or services, and your members will continue to pay their membership dues and stick around. For you that means an ongoing revenue stream and that's exciting!

Why You Should Use Membership Software

These days we are hearing a lot more about membership site software, as the best method for website owners to increase their cash flow. Membership is an excellent e-commerce solution, but it is important that you know what you are getting before you go ahead and add membership software to your site or build a new website around membership site software, because there is certainly a big difference between the various software programs.

Membership site software is referred to as 'Social Software," and includes things like chat rooms, forums, and groups. This type of software is designed to gather together like minded people, and to provide you with a strong cash flow.

For a membership site to do well it requires attention. If you are building your membership site based on a passion of yours, you'll likely do well. However, it will certainly demand an investment of time and energy by you. Of course, you can contract the work out, but another option is to invest in your own membership software.

If you decide to opt for membership software be prepared to start comparing and looking for the cheapest membership software that works best for your needs. If you are serious about building a strong membership site, you'll likely have to avoid things like free WordPress plugins because they won't allow you the flexibility you need nor will you be able to reach maximum growth capacity.

When you use membership site software it becomes quick and easy to add new products or services as time goes by, which is a real advantage. Take the time to compare the benefits of each of these software programs to ensure that you are choosing the appropriate software for your needs. Create a short list of software that has the potential to work then start comparing support and price in an effort to help you make the best software choice for your needs.

The purpose of membership building site is to allow you to expand and offer a number of products or services to your members so that you can generate revenue that goes beyond the monthly membership fees. By choosing the appropriate membership software, this task will become streamlined and easy to manage. You will be able to keep track of your members and all of their pertinent details; easily do email campaigns, and much more. You will save tons of time, and allow you to grow your membership site more effectively.

Increase Your Revenue With a Membership Website

People love to use the internet because there is so much free information at their fingertips. However, if one is looking for quality information and a specific type of information, especially on a niche topic this can be more time consuming and believe it or not sometimes even impossible. This is why membership only websites are growing in popularity. They fill this niche. People are willing to pay a monthly, quarterly, or annual fee to have access to a single source of quality content that meets their needs. If you can find a topic that there is interest for you to can have successful membership website that increases your revenue.

Membership websites hide some or all of the site's content, making it only available to those who have become a member and paid to have access. What that content looks like is entirely up to you. If you were a professional trainer you might offer video or audio files. If you are a marketer you might offer self-help articles and e-books.

Each of us has one topic that we have a lot of knowledge about. Why let the knowledge get wasted when you can use it to generate a revenue for you through a membership website that requires subscribers to pay a fee to have access.

If you are looking for a new business idea that has a low start up investment, you should be considering a membership website, where you can generate a steady revenue stream not just for months but for years. There is no tangible product, You generate revenue through your membership fee, and there is no need to sell products, although you can offer relevant products on your site if you want to.

When you create a membership website there is no need to narrow your income potential from that site. You can dedicate all or part of your website to paid members. When your business model allows for the selling of downloadable products or shippable products you can include those either in the members only area or out to the general public. You can also offer two different types of products to the two different groups. Having one or more products that you offer exclusively to your paid members is a good idea, because they want to see that they are getting something different than non paying visitors receive.

Increasing your revenue with a membership website is quick and easy, so why not give it a try?

How to Build a Password Protected Membership Website

If you have been thinking about starting a membership site but aren't quite sure how to go about it, you will want to read up on how to build a password protected membership website. Sites that require login with a password are a little more complicated to build than regular websites. There are many different ways to achieve this, but let us look at just one way to go about creating such a site.

If your website has a small number of users such as with a group of friends or family that contains photos and web content made only for your small group you can just set up an area on your website that is password protected. The rest of your website can be unlocked. To do this

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you will need an Apache web serve, which isn't too difficult to find these days, since the majority of web hosts have this.

If you wish to set up a protected membership website for the general public it is a little different. The best way to accomplish this is to use content management software also known as CMS software. There are many of these programs on the market. This software requires the web host you use to allow the PHP scripts and a database server, which is commonly available with commercial web hosts, so that should not pose a problem. CMS will allow you to manage your site from your web browser.

If you are looking for a little more flexibility than that you can always create your own PHP program that you get exactly what you want. This is another option but you will need to have programming knowledge for Perl or PHP. This is generally overkill except in the most complex password protected sites.

Password protected membership websites are growing in popularity as more and more people begin to recognize that there is a revenue generating opportunity available here. You can create a membership site focused on a hobby, a product, your expertise, or any other number of focuses. You should take the time to do your research before you build your site so that you create a site that will continue to bring you new subscribers.

Creating a password protected website isn't that difficult once you make the choice of what exactly it is you need to accomplish this that website. The determining factor will be how many members you plan to have and that can dictate the type of software you use to create your membership site.

Membership Websites and the Myths Behind Them

Right now, membership websites are one of the hottest sites being launched. There's no question that they offer an excellent revenue opportunity. However, there are some myths that just don't seem to go away, and as a result people like you are missing opportunities to create an excellent income stream.

One myth is that you need to be an expert in whatever you are selling on your membership website. This is a common myth and it is simply not true. If you think you won't be able to sell anything because you don't have the expertise, you are thinking like many others. Why not consider offering DVDs, books, audio or video presentations,webinars, etc. where another person has the expertise and has created highly valuable material that you can implement into your membership website without ever being an expert.

Another common myth is that you will need to be constantly creating content forever. There are actually two models that are used for building membership websites. One is the unlimited content model, which works best when there is a real need for an infinite amount of content on a specific topic. In this model you will have to keep adding new content to your site. However, the more common model if the fixed term model where you offer limited content such as a training course with a begin date and an end date. You will create your content and then use it over again repeatedly. You may have to d some small modifications but that's it. This is by far the most popular website.

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Finally, the last myth that we see often is the worry of too much content on their site. It's funny because it's completely inaccurate. Mostly the people that claim that it takes too much content are the lazy ones who just don't have the energy to put the site together - period. And the other group that spreads this falasy is the meticulous website owner who wants it all perfect. It's really quite simple. Put as much content as you need to share your message.

Membership websites require some work, like all websites do. But what's unique here is that you can build an income stream every month with minimal involvement or work on your part. Now what's not to like about that? So what are you waiting for? Toss out those myths and get busy.

Membership Website Resources You Should Know About

There are many different aspects to owning and running a membership website. If you are choosing to run a business membership site you'll quickly discover it's more complex than running a hobby membership site, at least if you want to be one of the best.

Take a little time and explore the various types of member sites online that have a recurring charge. Examining all of these different sites will help you better understand the various levels and opportunities out there. One thing is for certain, membership sites are one of the most current interent models out there. There are certainly tons of reasons why you should start one, and generating an ongoing revenue is a very good reason in itself.

You can find many different guides online that can aid you in building your site. What these guides offer varies from single items to multiple items. There is also membership software that can help you grow your business to the next level. There are all kinds of relevant goods and services for almost every type of membership site. These items can be things like e-books, videos, training manuals, webinars, and so much more.

Running a membership website allows you to take customers and new visitors and turn them into a monthly income through membership fees but only when you are offering them something of value, otherwise they will just as quick to drop their membership.

Your membership site allows you to amplify and grow your customer base and in addition to regular products/services they might buy you will enjoy the monthly revenues. The best way to maximize these benefits is by having a smooth interface that your members find easy to navigate.

Membership software will take care of those tedious tasks you should know about. They will prompt members for profile updates, and help you to quickly and easily keep up to date information at your fingertips.

Creating message boards where your members can interact easily with others who are like minded makes good business sense. These features are popular and potential members will be looking for sites that offer these types of interactions.

You will want to build a library of information that is relevant to what your site's focus is. Knowledge is one of the reasons people are willing to pay monthly fees to be a member of a site. They expect to have access to information that isn't readily available on the internet. Build 'members only' libraries and watch it help your membership grow.

Create a PLR Membership Website and Sell PLR Articles

How would you like to start making money on a membership website within weeks after launching your site? One of the niches where you can do just that is with a PLR membership website, where you can sell PLR articles.

Creating a PLR membership website is quick and easy. Many have been making a comfortable income through a PLR membership website. In fact, the ongoing monthly income is the reason why your PLR membership could offer you a full time income.

The great thing about PLR content is that you can sell to your members every single month – month after month – year after year, and for you there is no extra work needed. Put a system that works into place, provide a niche, charge a reasonable monthly membership fee, and watch your membership grow and flourish. PLR content allows you to sell to your members month after month with no new effort.

Every month thousands of new membership websites come along with their own niche. Each of these membership sites Every month these new membership sites need new and good content, and the majority of site owners would like to buy that content, and that's where your PLR membership site comes in, and because of that you can enjoy ongoing revenue.

Set up your PLR membership site so that it can constantly deliver high quality articles to the members every single month. Benefits of having a PLR membership site include:

* A large list of members, who are buyers that you will market to
* Control over your business
* You have the ability to create content once per month and that's it you are done
* Enjoy recurring monthly income

If you are an internet marketer you'll have your PLR membership website up and running in no time. If you are unsure whether you have the necessary skills to create your own PLR membership site, then you could always turn to one of the many affiliates that can provide you with everything you need to get your site off the ground.

PLR membership sites are highly profitable, and yet they often go unrecognized as an excellent opportunity to make a steady income. Now you are aware of the opportunity that awaits you, why wait? Why not get to work creating a PLR membership website today and begin to enjoy the revenue that it can generate every single month.

Consider Using Membership Site Management Software

Membership sites are becoming increasing popular because when done right they are a win-win for both users and site owners. Members can obtain the content they want in one place, and site owners can generate an ongoing revenue opportunity. Many are unaware that there are some excellent membership management software programs out there. Let's have a quick look at some of those programs and give you an idea of what they might do for you.

1. Wild Apricot – The membership and database management software offers you all the tools you will need to run your business efficiently.
2. YourMembership.com – This is a fully customizable software program to create an online community of products to help connect your organization and members all in one place.
3. PeakAMS – Here is a software program that lets you manage all your membership relationships while focusing on your company and the products/services that you offer.
4. Association Management Service – Here you will find a full online solution to administer both your front and back end.

That is just four membership management software, but there are plenty of others. This is an excellent tool to help you run your membership site. It allows you to keep your membership database organized to suit your site needs to include things like payments and membership renewals, which can all be automated. You can also create events and promote them, build your secure membership website, and create email campaigns to name just a few of the tools you will have available to you.

Membership sites are becoming increasingly popular because of the potential to generate a steady, reliable income stream month after month. Once your membership website is up and running you will have minimum time invested to keep your membership site current and valuable to your members. In fact, there are few other online business opportunities that offer you such an excellent return for minimal investment and that is certainly exciting.

If you are considering using membership site management software do your research and learn about each of the software programs so that you find the correct one for your particular venue. What a great tool for your membership site. They are easy to use, incredibly flexible, and the best ones offer you friendly and quick help and support. Find out for yourself why you should be considering the use of membership software and get busy growing your income.

What are the Key Benefits to Having a Membership Site?

When you set up a membership site properly, it offers tons of benefits but we are going look at the key benefits to having your own membership site.

#1 Market What You Offer Once and Continuously Profit
When you convince a person to become a member of your site, each month you will charge their credit card, and that turns into years, and that turns into ongoing profits forever without having to resign up each month, as long as you continue to offer them value every month so that they don't give up their membership. However, the only time you ever have to market to them is during that initial campaign to get them to become a member.

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#2 Repeat Income
When you charge a monthly fee for your membership site (or it could be an annual fee) one of the biggest benefits that you get to enjoy is repeat income, and that makes it one of the easiest ways to generate a steady stream of income.

#3 Builds Loyalty
Your membership website should be created so that it builds loyalty because these members remain your loyal customers. The only time you have to have direct contact with your customers is when you send out their monthly invoice, otherwise it runs on autopilot, which means there is little labor costs.

#4 Reward Loyalty
Your membership website rewards membership loyalty by having access to things that those who are not members don't get access to, and that's exciting for your members and of course it build membership loyalty.

#5 Build and Maintain Long Term Relationships
Your membership site will allow you to build and maintain long term relationships. You can encourage the maintaining of relationships by offering your top clients' perks that you don't offer your other members.

#6 Provide Value to Your Members
If you have the expertise in your membership sites area then you will be able to find new material to share with your members. This can come in the form of newsletters, blogs, articles, videos, audios, etc. When you offer value to your members they stay members and that means you continue to enjoy the revenue.

Now that you know some of the key benefits to having a membership site, you are ready to begin to generate an ongoing revenue that can continue for years to come providing you give your members value.

Are You Making Any of These Membership Website Mistakes

2013 seems to be the year that everyone is interested in membership websites. It's no surprise, because when they are correctly done, they can be an ongoing source of revenue for you. However, when done wrong the results can be devastating. So, are you making any of these membership website mistakes? If you are now is the time to make those changes.

1. Too much content or too little content –What does this mean? It means you have to find a happy middle. If you give your readers too much content, they will become overwhelmed and leave your website. If you give your readers too little content they will become frustrated and quickly leave, so take the time to find a nice middle ground that keeps your visitors coming back and your membership growing.
2. Your membership website has the wrong format – Before you start to build your website, consider who your targeted market is. Then build a site that is appropriate to that market. For example, if you have a high tech membership site it would look much different from a membership site that is geared to seniors.

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3. Charging too much or too little – Determine what a fair membership fee is based on similar websites that are already successful. If you charge too much potential subscribers won't pay it, and if you charge too little they will assume the site is bad because it's cheap. So you can see why it' is important to determine a good price.

4. Inadequate market access – There's an old myth that says 'if you build it they will come.' That's simply not true, because if they can't find you they can't come. This means you are going to have to put some effort into marketing your website. How you do that is up to you. There are many different ways to cross promote your site, there are many advertising opportunities, and of course, you will want to make sure you get yourself placed well in the search engines.

5. Not working with a business model – Building the members website is the easy part, but if you don't have a business model that you are working from you will likely fail. You need to have a plan of action about who your customers are, what you are going to offer, how you are different from the competition and what you'll charge – and that's just a start.

If you find yourself making one or more of these mistakes, it is time to make a change.

Should Your Website Include a Membership Section?

Bringing membership traffic to your website can certainly increase your revenue especially when that traffic is targeted. For users, half the appeal of the internet is all the free information. However, far too often users become frustrated because what they find in the free isn't what they are looking for, and so more and more surfers are becoming interested in paid memberships where they know they will get the content they are looking for.

So if you have been wondering whether you should dedicate at least part of your website to members the answer is an emphatic yes!

One of the biggest questions asked is what a membership page should include. A good place to start is in an area where you have the expertise. You might create a training course, a webinar, a video of some type, audio recordings, and the list goes one. Really, the list of what you might offer your members is almost endless.

The key to a successful membership site is to make sure that you are offering what your members are looking for. Regardless of subject, all members are looking for quality and quantity. When you provide both of these, you will have no problem either building new members or maintaining old members month after month, and who become your repeat business and your ongoing revenue.

Content Types
Types of content you can offer include:
Daily tips
Video or audio files such as interviews or webinars
PDF training documents, informative documents, etc.
Downloadable files
A blog that is updated often
Questions that are frequently asked

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Interactive forums

Whatever methods you choose to provide to your members, always keep in mind that quality and relevant information is being offered to meet your members' needs.

For example, if your website caters to professionals, you need to make sure that your membership site offers it in a way that meets the needs of your member's site, and that what you offer matches the particular profession in quality content and the manner they are presented. Your membership site for a profession will be much different from your membership site for a hobby. Keep this in mind when creating your membership site.

Coming Up With Ideas
This is often the most difficult step to building a membership site. Whatever you decide on needs to be profitable. There are all kinds of membership websites online already, so when you build your site you may be able to get some ideas from existing sites that are doing well and that have been successful. The competition is fierce so you need to make sure you build a site that stands out against other similar sites.

Choose an area where your expertise is strong, which will make it much easier for you to build a site with long-term members. If you match your skills with your targeted members needs, you will enjoy great success.

4 Steps to Start Your Membership Website

If you have decided to start a membership website you'll want to read these 4 steps to creating a successful membership site.

Step #1: Target the Correct Market
You want a market that's hungry. Therefore you want to find discover what it is people are buying. Then you design your membership site focused on that. Look for a market that is passionate on your subject – there are certainly tons to choose from. Take advantage of keyword search programs that can show you what people are searching for. Do this before you start your membership website to see if there is a large enough market for your membership ideas.

Step #2: Get subscribers
Great, now you have built your membership website and it is time to get subscribers. Don't worry this isn't as difficult as it sounds. You can get the most subscribers by combining joint venture marketing with viral marketing. It works great! You contact a well known person in your target industry and then you create a deal where you offer subscriptions to their customer base. Then you can offer prospects software tools online, create e-books, etc. This type of advertising works extremely well for obtaining subscribers.

Step #3 Make it Unique
It is important that your potential subscribers can't find the information you are offering online somewhere else for free. You need to do an online search for content and offer it to your subscribers. If you can be unique you will be able find unique offers that draw potential

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subscribers to your site. For example, perhaps you could offer an interview from an expert that can't be found elsewhere. Build credibility and interest.

Step #4 Add tools and/or Services to Your Membership Site
Try to combine numerous tools, services, audio/video files, software, information, etc. There is no need to get complicated. There are all kinds of tools you can find that will support what your website is offering and interest potential subscribers.

Setting up a membership site can be fun and running it can be very rewarding. This does not have to be a complex undertaking. You can make it as simple or as complex as you like. You decide what your membership will offer and then you seek out subscribers that are interested in what it is your membership site is going to offer. So get busy deciding what your membership website will look like, and start creating.

Take Your Membership Website to the Next Level

Membership websites are a great way to earn steady revenue, but sometimes they can use a little help and take your website to the next level. Let us see how you can do just that.

Offering your members incentives is a great way to generate more interest. People just love to have incentives offered, and there are all kinds of ways you can do that. You can give away discounted or free memberships for a specified period of time. It generates interest and increases memberships. If you want to extend the period of the membership, do something like pay for 11 months and get 1 month free.

Another way to take your membership website to the next level is to make sure you offer a really friendly site, where people want to be. You can do this by building navigation that is easy to follow, offer help screens and frequently asked questions, and a good search so that they can find what they are looking for. Offer a site that people want to visit because they find it interesting and easy to use.

Making your membership website worth coming to. Give your existing members as well as potential subscribers incentive to join or continue to return to your site and keep their memberships active. Let your members connect with each other on open forums, offer information that is important to them, and you can even consider putting together events that your members will like.

When your website is up and running smoothly, and you're happy with your membership, don't make the mistake of getting lax. It's a common practice, website owners stop making improvements to their sites and suddenly they see members leaving and new memberships decline. Don't make this mistake.

Make sure that you integrate your membership with your LinkedIn, Facebook, and/or Twitter accounts to name just a few. Social media sites can be powerful tools when you use correctly so don't ignore the potential that awaits you here.

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Finally, take the time to build an online community. That will keep your members returning because they will feel they are part of a community that they enjoy interacting within. This is a very important component of a healthy membership website, so make sure you build strong community.

You can enjoy the benefits of having a healthy membership website that will continue to generate revenue for you month after month, year after year. Done right this will create a long term income source.