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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #13:

4 Quick Tips for Starting a Membership Site

Internet marketers strive to achieve the holy grail – a recurring stream of income. What this means is that they try to offer products and services where their customers pay month after month rather than a one-time payment or fee.

Some examples of a recurring payment that you may have experienced from the customer-side of things could be:

- Your web hosting plan.
- An autoresponder or shopping cart for your online business.
- A beer of the month or fruit of the month club.

You can see the appeal of having your customers automatically billed for your product or service as opposed to having to drum up new business each and every month in order to see a profit.

This is why starting a membership site of your own is such an appealing option. However, it can sure be a daunting task, to think of creating a membership site – creating the content month-after-month, finding customers, figuring out how to rebill them, etc., but with these 4 quick tips you'll be able to get up and running in no time.

What's most important is to make sure you are serious and committed to this project since you'll need to fulfill every promise you make to your members. The good news is that as long as you create a plan of action first, you can be confident that you will be receiving recurring income while creating a loyal following of paying members.

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Quick Tip #1: Learn the Ropes

Because of the complexity involved in starting a membership site, you may want an expert to teach you ins and outs so you don't make costly mistakes.

There are many highly coveted internet marketers who have published courses on how to develop your own membership site. Take the time and sign up for one. Invest in yourself. That way you can learn how to do it and how to do it well. This knowledge will benefit you over and over and guarantee your continuing success with your membership site.

Recommended Resource:

The course that I recommend is Membernaut.com by Jimmy D. Brown. I chose it because you can have a start and end point of your membership site, retention of your members is increased because of it, there are no fancy scripts to install or learn, and you only need to have one article written in order to start.

Quick Tip #2: Do Your Research

Thanks to the internet it is as easy as ever to get a website up and running. It's so easy in fact that you may be tempted to get your website up quickly without doing the research first. This is a mistake, and it can cost you dearly in time and money. Research is key in launching a profitable and sustainable membership site on the internet.

Your membership site should fill some kind of need or desire in your market. This means taking the time to analyze what people in your niche are discussing on other websites, social sites, forums, and in the real world. Also, it is extremely important to consider whether people are willing to spend money in that niche. People who don't spend money aren't going to help you to put money in your pockets.



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You also need to analyze your competition. If there is already a site that's doing a fine job of serving the niche's needs, consider your unique selling proposition (USP). Your USP is what sets you apart from the competition. Join their mailing lists, join their membership sites, and buy their products. That way you'll know what to improve and expand on and how you can be unique.

Quick Tip #3: Plan How You Want to Set Your Site Up

After you've gotten the planning done it's time to turn to the more technical aspects. Setting a membership site up isn't hard, but you do need to explore your options and decide what will work best for you. Thankfully, there are many different website scripts these days that make it easy for you to get up and running in no time.

Another option and a bit of an easier method is to create a membership site that is delivered via autoresponder. People still sign up for your content, which will be delivered at a fixed time that is predetermined by you. For example, they might receive one valuable portion of an e-course per week. If they cancel their payments, you just delete them from the autoresponder. It's a viable alternative to using expensive and confusing scripts for your membership site and is actually the method taught by Jimmy D. Brown at Membernaire.com.

Quick Tip #4: Offer an Affiliate Program

One of the biggest challenges to getting a membership site off the ground is finding members and driving traffic to your sales page. If you want to simplify the process for yourself it's in your best interest to add an affiliate (or referral) program. If you offer a recurring commission, you'll likely find many people who are more than willing to promote your program.

Starting a membership site is exciting, and it can be very profitable. Invest in yourself, do your research, plan the technical aspects of the site, and offer an affiliate program. These things will help make sure your site gets the start it deserves.

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