



Membership Millionaire Marketing Tips Vol 1

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Tip #1

5 Secrets of Successful Membership Sites

Being the best means taking cues from the best. When it comes to membership sites, the best include such big shots as Monster.com, classmates.com, YouTube, MySpace and more. Here are 5 secrets of the big boys and how you can use them to launch your membership site.

1. Successful membership sites have a specific niche with a demand for their products and information. Think about classmates.com. What a fantastic niche! Imagine fitting the need of millions of people that want to connect to their old classmates, or are simply curious to see what everybody is up to. What is your niche? Even if it isn't a niche that will reach millions, the tighter your niche, the more money there is to be made.

2. Successful membership sites know the value of maximizing their revenue by offering multiple revenue streams including:

- Affiliate Programs
- Advertising
- Information products

Monster.com is a website that makes fantastic use of their market's needs by offering relocation services, job counseling, resume and cover letter services, education tools, and even money management tools. They also make money with advertisers and partner/affiliate programs. Follow the same money making strategies and you'll be sitting pretty.

3. Successful membership sites realize the importance of building your brand and increasing exposure to your site

- Logo
- Slogan
- Repetitive design elements

YouTube has to be one of the most recognizable membership site logos around. Whether you see it from a distance on the side of a bus or at the top of a webpage, it's instantly recognizable because it is simple, clear, and consistent. Three easy rules to follow when you're designing your own logo and slogan.

4. Successful membership sites are successful at generating traffic via various techniques including:

- SEO
- Content
- Linking
- Careful choice of keywords
- Press releases

Weight Watchers and Elance are two membership sites that have capitalized on the power of keywords, word of mouth advertising, and valuable content. Whether you're searching for recipes, success stories, or even fitness advice, Weight Watchers has content on the subject. Elance operates a little bit differently, they've harnessed the power of the keyword "freelance" to make millions.

Use these strategies to drive traffic to your membership site and success is virtually guaranteed.

5. Successful membership sites realize the value of keeping your members happy by offering:

- Articles
- Trainings
- Product reviews
- Guest interviews
- Content from other sites
- Free products to download
- Active forums.
- Regular e-mail contact
- Polls and surveys.

Pick any major membership website and take a look at the benefits they provide to their members. Monster offers a full range of services from education to relocation. Weight Watchers offers recipes, menu planning, and support for people with weight loss goals. EHarmony offers a bookstore, advice, and even parenting tips that's really jumping the gun but it works for them.

Give your members what they want and then go the extra step, give them what they don't know they want - yet.

Tip #2**Harness The Power of Membership Websites**

Look through the eyes of your members

Look through the eyes of your members and you might be surprised. You might find new ways to meet their needs. You might find new ways to offer benefit. Heck, you might even be able to anticipate their needs - there's no better money maker than that!

What do members want?

The best way to answer that question is to ask yourself. What do you want from a membership site?

Take a moment and write down 10 things that you want from the membership sites that you belong to.

Go ahead... we'll wait.

Okay, you have your list? Let's see if it matches any of the items that we came up with.

Presumably you want:

- A trusted source of information, products, and resources.
- A wide variety of resources that meet your needs with multiple price points
- Easy to use website
- Easy to process transactions
- Membership policies that make sense
- Subscriptions that are worth their price
- Subscriptions that are easy to renew or cancel
- Updated content
- Updated resources
- A way, or many ways, to communicate with members and website staff
- An efficient customer relations protocol
- An easy way to return products
- Clearly established terms of use
- A website that protects your privacy and doesn't sell your information
- Communications, via email or newsletter, that are frequent enough to keep you in the loop but not so frequent that you feel hassled.
- A website that is fitted specifically to meet your needs

Does that cover it? Not likely. That's just a short list of the things you probably want from a membership site that you belong to. You may also want to be able to use the site, products, and contacts that you make to generate profits. You certainly want to belong to a membership site that you can be proud of and that is recognizable - this means you'll more likely be a loyal and frequent visitor if not a frequent purchaser.

Now comes the second question...

What can you do to make your membership site meet the needs listed above, and any others that you came up with?

Many of the needs are fairly easy to fill. Customer relations can be automated. Billing, renewals, and auto responder

thank you messages can be automated. Content, much of it anyway, can be outsourced. Terms of use and policies can be posted on your website and handed out in the form of a report when members subscribe. Affiliate programs and other wealth building tools can be automated. That leaves a few things: making sure that your customers know that you're an upstanding site with their best interests at heart, keeping the quality content, resources, and products up to date and quality, and tying all of their needs together into a cohesive website. Not too hard, right?

It doesn't have to be. Use the resources that you have, including the MembershipMillionaire.com membership, to make your membership site the absolute best that it can be for you and for your members.

Tip #3**The Secret To Membership Site Success**

How To Find A Profitable Membership Marketing Niche

Membership marketing is an extremely profitable business - if you do it right. Use your membership site to bring in multiple streams of income but only if you target the right market, the market that will be happy to pay for your content, products, and resources. Here are three steps to ensure you hit your target!

1 - Identify Your Money Making Market

You may already have a market in mind. If you do - fantastic! There are a few steps that you'll want to take to make sure that it is a market that will make money. There's no point in building a membership website if it isn't going to put cash in your wallet.

So, maybe you have a passion for nutrition and are interested in a membership site that sells information and products related to nutrition. If this is the case, there are a few things that you will want to do to narrow your niche or create a sub-niche. The more targeted your niche, the more money you'll make.

A sub niche doesn't necessarily mean a highly targeted topic, make it a highly targeted demographic too. Speak to friends, family, and associated to help brainstorm a possibility of sub niches. Explore forums, chat rooms, and other membership sites on relevant topics.

If you do not have a topic or niche identified then use your resources, this again means family friends and business associates for guidance. Ask them what topics they're interested in. Search hobbies, passions, and areas that you are interested in learning more about. For example, rock climbing may be something that you've always aspired to learn. Use this desire to learn to launch a rock climbing membership site.

2 - Determine Demand

To examine whether there is a demand for this information you have a wealth of options.

Check out online bookstores or visit your local bookstore and check out what's on the bestseller's list. These may be topics with an abundance of membership sites already but chances are you will find a profitable sub-niche or specialty market.

Keyword research seems to be where people often go next, keyword research is a valuable tool. Consider repeating the process several times. The first time keyword research may actually help you determine a sub-niche. By searching for a general keyword like nutrition, you may find several sub niche possibilities.

However we're talking about what to do with keyword research once you've determined your niche, keyword research to help you identify demand. For example, you've decided to create a membership site for the senior athlete, athletes over 50. Keyword research will help you learn what topics senior athletes are interested in and which topics receive the most demand.

3 - Dig Deep

It takes more than just a little keyword research to make sure you're hitting the right target market. Remember if your aim is off, your profits will be too.

Dig deep in forums and chat rooms. Forums and chat rooms are a fantastic way to research your market anonymously. Behind the scenes research so to speak. When you learn what other people are looking for, then determine if your sub niche is specific enough to provide it, and if there are enough people interested in the type of information and products you'd be offering.

Feeling bold? Register for the forum and ask questions. Don't give away the bank, there are many people that would gladly take your idea and run with it but asking questions and taking notes will definitely help you understand your market and their needs.

Dig deep by visiting relevant websites. Once you're done digging through the forums and chat rooms, take a peek at the websites that are currently available and relevant to your topic. For example, visit sports nutrition websites and websites for senior athletes. Take a look at the products that they're selling. Don't forget to take a look at the advertisers on their websites too! Visit the sponsored websites to examine their sites and products and study their marketing strategy and audience.

Dig in the back of magazines related to your topic. There is a magazine on just about every topic under the sun. Grab an issue or two and flip to the back. Check out the advertisers. Why? It will give you a list of proven products to promote on your membership site. Magazines are expensive to advertise in, if these companies can afford to pay for an ad, chances are they're doing well and their products are in demand.

Dig deep in article directories. Visit your favorite article directory, like Ezine Articles and search for information on your niche topic. This will give you a quick glance on the current demand for information. It will also give you a list of websites already established in your field. Visit the sites and examine what they're doing right and wrong and what you can take from them and make better.

Tip #4

Secret Strategies to Get Your Membership Site Noticed Fast

If you want to make money with your membership site, you have to get it noticed. The faster the word gets out, the faster you'll begin making money. Here are five strategies to get you noticed faster than a streaker at a soccer game.

Provide Free Information. This is a superior strategy to get folks to your web site, however you have a fine line to walk. Too much free info and there's no benefit to joining your site. Not enough and you don't give potential members enough of a complimentary preview.

Of course, if you don't offer quality information then you'll lose potential members anyway. So make sure that the information you offer is fantastic. You want your free information to be so good that visitors pass it along to others.

Give folks a peek inside with a free trial membership. Trial memberships hook readers! Not only do they instill confidence, once customers get an inside look at all that you have to offer they will want to sign up immediately. Consider also, making certain items on your website available only to permanent subscribers.' This type of feature works as a tease. Of course, don't overdo it. You want trial members to be able to access a lot of your site.

Viral Marketing Miracles. Give free reports and even ebooks to affiliates to give away. This report will include the affiliate's unique ID and any sales made through that report will be credited to the affiliate. It's a great way to get people to spread the word about your membership site.

Remember that if you want to drive traffic to your site, the ebooks and reports that you give away **MUST** be excellent.

Article Marketing Mania. Article directories are a wonderful way to drive traffic to your membership site. They help to establish your credibility and they give potential subscribers a peek inside the offerings at your site. Also use article marketing to help build a top notch opt-in list. Always include a link back to your website or sales page.

Fabulous Forums, blogs, and chat rooms. Forums, chat rooms, and blog posts are a good way to get the word out quickly about your membership site. Most forums, chat rooms, and even blogs will allow you to place a link back to your website in your signature link. Consider that many of the people you speak to in these venues may not be ready to purchase but they will be a good resource in the future if you collect their information.

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