

How to Make Money With Membership Sites

- A Video Series -

By Paul Barrs

PaulBarrs.com

Internet Business Training for your
Home Internet Business

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QUICK TIP



Thank you for downloading this report. How to make Money with Membership Sites is a **Video Series**. Each section comes with its own link to view the video presentation.

I suggest that as you follow through the videos that you take notes along the way for best results. Then, once you have finished each section, consider the different ways that you might be able to apply the information given into your own business and write your ideas down.

You'll also find a list of MP3 links for each video that you can download and take with you. You can listen to them as you're driving in your car, while you're walking down at the local park or while you're fulfilling the daily duties of

running the household. It doesn't matter **when** you listen to them... just refresh your learning and *listen to them* :)

Once again, thank you for downloading this report. I know that the information within is going to be of great benefit to your internet business.

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Membership Site Benefits

Watch the Video Here: <http://www.screencast.com/t/p6lpAcppo>

Slide 1



Membership Site Benefits

*Just One Membership Site at \$97 / month
subscription will turn over \$100,000 / year
with only 87 members!*

$(87 \times \$97 = \$8,439) \times 12 = \$101,286.00$

Slide 2



Membership Site Benefits (2)

*Latest Version / easy Updates / Easy Delivery
Automated Content Delivery
Handles 'Thank You' Pages*

Slide 3



Membership Site Benefits (3)

*Automated Password Retrieval
Minimises Customer Support
(eg 'my hard drive crashed')
Automated Billing Options
(once off / ongoing).*

Slide 4



Membership Site Benefits (4)

- Automated Up-sell*
- Download Security Management*
- Built in Affiliate Integration.*

Slide 5



Membership Site Benefits (5)

- Automated Email Contact Management*
- Automated Customer Personalisation.*
- Centralises Product Sales, easy Cross-Selling*

Slide 6



Membership Site Benefits (6)

- The Special Factor* (more so for Offline)
- In a Nutshell, Covers All the Bases*
- Lead capture, Sales Conversion, Follow up, Billing

Membership Site Models

Watch the Video Here: <http://www.screencast.com/t/LpXbEMjZdwWa>

Slide 7



Membership Site Models

1998 – Bill Myers Ideas bank (\$1,000 / year)

2000 - Jim Straw Study Group (Limited Memberships)

2001 – Mike Enlow's Inner Circle (Both)

Slide 8



Membership Site Models (2)

We Must Decide...

High ticket item for limited audience?

Low priced item that has more "mass" appeal?

EG. Maximum Success University

(\$47 / m start - \$497 pa end)

Slide 9



Membership Site Models (3)

Questions to ask –

What will Your Site DO for People? (The sell)

What will They Achieve? (The Result)

Who then Is Your Target Market? (Exactly)

Slide 10



Membership Site Models (4)

Questions to ask –

Competitor Profile Placement? Your USP?

What Can You Offer that Is Unique?

How Will You Offer / Provide New Content?

Slide 11



Membership Site Models (5)

Content:

Limited Content or EVERGREEN?

One off Vs. Monthly / Quarterly Content?

One off Vs. Monthly / Quarterly Annual Billing?

Slide 12



Membership Site Models (6)

Questions to ask –

How Will You Manage Customer Service?

Will You Offer Different Access Levels?

How Will You Build the Social Community?

The \$20 Membership Option

Watch the Video Here: <http://www.screencast.com/t/9UynX4GpNA>

Slide 13



The \$20 Membership Option

Domain Name & Hosting (only initial cost)

Need Cpanel / Fantastico / WordPress

Use Sub-Domain to plan for future.

Slide 14



The \$20 Option (2)

Redirect from Main Page will 'Guide' Traffic

Set-up WP with Nice Theme / Basic Plugins

Install Free WP Membership Site Plug-in

(ie MemberWing)

Slide 15



The \$20 Option (3)

Install Free Paypal Subscription Button

Integrate the Two of Them (may be technical)

Start Publishing Content



The \$20 Option (4)

*Set up Your "Support Desk" much the same
way... Using Fantastico...*

+ osTicket (15 mins)

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Sales Strategies

Watch the Video Here: <http://www.screencast.com/t/2Is3wliK>

Slide 17



Sales Strategies

Up Front Price Points...

Free Entry (or)

\$9 - \$17 a month

\$27 - \$97 once off.

Slide 18



Sales Strategies (2)

"Backend" OTO price points

\$27+ / month (or)

\$97+ once off

\$500 + Always offer upfront

Slide 19



Sales Strategies (3)

Rules of Thumb –

** The HIGHER the price to join, the less you have to do and the better quality the customer / member*

** The lower priced sites are often more demanding of your time and your members want MORE*

Slide 20



Sales Strategies (4)

Getting Started: Options

Launch Phase Introduction Price

Launch Phase Free Offer (1st month?)

Get them in the Door

Don't even activate OTO till 500 / 1000 members.

Slide 21



Sales Strategies (5)

Lots of Starting Content

PLUS Drip Feed Content

Always Set Things Up Step-by-Step

Members Area - Structure, Content and Navigation (K.I.S.S.)

Slide 22



Sales Strategies (6)

Always Tell New Members about the Affiliate Program

Always Offer Affiliate Tools (Banners, Ads, Email, Videos etc)

*Use auto responder to encourage 'free' members to
consume content and then upgrade.*

Engage People in COMMUNICATION (Community)

Not Just Membership Sites

Watch the Video Here: <http://www.screencast.com/t/sSZwdMn1Xwzm>

Slide 23



Not Just Membership Sites

-Look at the Features -

Lead Capture

Database Management

Content Delivery

Automated Billing

Slide 24



Not Just Membership Sites (2)

Digital Product Sales -

Sales Order page

Download Page

(Solves lost download problems)

SO EASY to upgrade to "Next Product"

Slide 25



Not Just Membership Sites (3)

Email / Ezine List Manager

Sales / Squeeze Page

Subscription Form

Automated Conformation

Content Archive

Slide 26



Not Just Membership Sites (4)

Explore The Possibilities...

Local Coffee Shop
Card on the counter
Easy Free Login Access
Weekly / Monthly Coupons
Special Occasion Promotions
Cross Selling JV's

Slide 27



Not Just Membership Sites (5)

Explore The Possibilities...

Consulting Firm – Free and Paid
Local Shop – Exclusive Deals
Sporting Club – Full Management

Slide 28



Not Just Membership Sites (6)

*All Membership Scripts manage the Pubic
Frontend and the Private Backend.*

How about Your Business?

Membership Site Scripts

Watch the Video Here: <http://www.screencast.com/t/K2gF59Ima5>

Slide 29



Membership Site Scripts

- *aMember Pro (about \$200)*
<http://www.amember.com>
11 Payment Systems, WP Integration, Multi-tier Affiliate Program
- *Spreadly (From \$20 / Month)*
<http://spreadly.com>
All the Basics

Slide 30



Membership Site Scripts

- *Wishlist WP Plugin (\$100 single site)*
<http://member.wishlistproducts.com>
Most Popular WP Plugin, Multiple options
- *Digital Access Pass WP Plugin (\$170 ss)*
<http://www.digitalaccesspass.com>
2nd Most Popular among IMer's, Multiple Options

Slide 31



Membership Site Scripts

- *MemberClicks (From \$120 / month)*
<http://www.memberclicks.com>
Good Event Registration App. (\$25/m)
- *Simple Member Pro PHP (about \$200)*
<http://simplememberpro.com>
Plug 'n Play, Multiple Auto responder Lists

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Membership Site Scripts

- **Wild Apricot** (From \$25 / Month)
<http://www.wildapricot.com>
Targets Small Business, Includes Event Registrations
- **MemberGate** (From \$197 / Month)
<http://www.membergate.com>
Multiple Levels of Access Security incl. content publishers etc.

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Membership Site Scripts

- **Easy Member Pro** (About \$300 Multi Site)
<http://www.easymemberpro.com>
Ticks 95% of the boxes, Very Easy to Use
- **Login Frequency** (From \$300 single site)
<http://www.loginfrequencymarketing.com>
Ticks all the Boxes and then Creates Some More

Most Popular Membership Site Scripts (Links)

1. Easy Member Pro (About \$300 Multi Site)

- <http://www.easymemberpro.com>
- Ticks 95% of the boxes, Very Easy to Use

2. Login Frequency (From \$300 single site)

- <http://www.loginfrequencymarketing.com>
- Ticks all the Boxes and then Creates Some More

3. aMember Pro (about \$200)

- <http://www.amember.com>
- 11 Payment Systems, WP Integration, Multi-tier Affiliate Program

4. Wishlist WP Plugin (\$100 single site)

- <http://member.wishlistproducts.com>
- Most Popular WP Plugin, Multiple options

5. Digital Access Pass WP Plugin (\$170 ss)

- <http://www.digitalaccesspass.com>
- 2nd Most Popular among IMer's, Multiple Options

Downloadable MP3 Audio Files.

Part One - <http://www.screencast.com/t/76TDus32cP0>

Part Two - <http://www.screencast.com/t/aCk55E4j>

Part Three - <http://www.screencast.com/t/HCgYcsTZKz>

Part Four - <http://www.screencast.com/t/iEdaGH5rpwc>

Part Five - <http://www.screencast.com/t/MEKm6gXPtha>

Part Six - <http://www.screencast.com/t/OALzRoQSVeR>

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