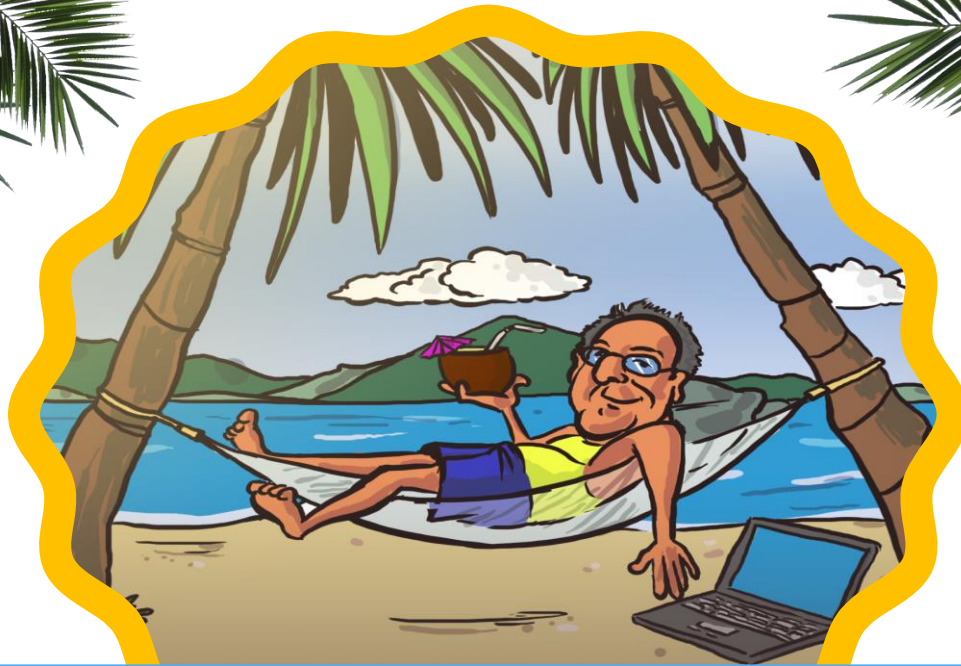




PASSIVE PROFIT STREAMS



PASSIVE PROFIT **STREAMS**



MODULE 2

MEMBERSHIP SITES

Membership sites are a great passive income stream. You gain consistent customers and revenues sharing what you are an authority in.

Let's get to work!



PASSIVE PROFIT
STREAMS

WHAT ARE MEMBERSHIP SITES?

- Membership websites allow you to provide content, training, services, or products each month to your customers.
- They provide passive, monthly income, or residual income.
- For Example:
 - 50 people paying you \$19.95/month = \$997.50/month in revenue.
 - 25 people paying you \$50/month = \$1,250/month in revenue.
 - 100 people paying you \$30/month = \$3,000/month in revenue.
- Membership sites are simple to maintain.



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STREAMS**

MEMBERSHIP SITES

WHY YOU NEED MEMBERSHIP SITES

The following are just some of the reasons to add Membership Sites to your business model



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STREAMS**

TYPES OF MEMBERSHIP SITES

OFFER YOUR CUSTOMERS FLEXIBILITY IN COMMITMENT



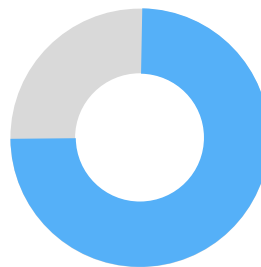
FIXED TERM

Memberships with
a clearly defined
enrollment period



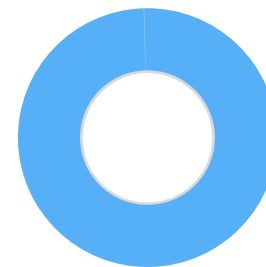
RECURRING (MONTHLY)

Recurring access to
content and
community



ANNUAL

Great upgrade
opportunity for
members and affiliates



LIFETIME

For customers wanting
to fully commit



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STREAMS**

Types of membership Sites

FIXED TERM

- Fixed term membership sites:
 - Membership sites with a clear ending point.
 - 6 months or 12 months
 - Content would be delivered over a set period of time.
 - More attractive for some audiences.
 - You would charge a monthly fee.
 - Average price points could be \$29.95/month to \$97/month
 - Delivered inside a members area.
 - Delivered via email series. (Simplest)



Types of membership Sites

RECURRING (MONTHLY)

- Recurring (Monthly) Membership Sites:
 - Monthly membership fee for access to content.
 - Most commonly used membership site.
 - Residual income.
 - More difficult to sell, but better profits long term.
 - Average price points could be \$19.95/month to \$97/month



Types of membership Sites

ANNUAL

- Annual Membership Sites:
 - Charge one larger fee for year long access.
 - Set it to auto renew each year.
 - Can be an attractive selling point to upgrade monthly memberships.
 - Allows you to generate more revenue than a typical monthly subscriber.
 - Average price points could be \$197/year to \$497/year.
 - More attractive option for your affiliate partners.



Types of membership Sites

LIFETIME

- Lifetime Membership Sites:
 - Charge a one time membership fee.
 - Allows for upgrade options.
 - Attractive for affiliates.
 - Allows for creative special deals and sales.
 - Pricing could be 2 to 3 times the cost of an annual membership.
 - So looking at \$997 to \$1,997.



CONTENT FOR MEMBERSHIP SITES

VIDEO TRAINING

- How to videos
 - Digital camera
 - iPhone Videos
 - (Remember the need for good lighting)
- Over the shoulder screen capture videos
 - Camtasia (Paid)
 - Screencast-O-Matic
- PowerPoint style training videos
 - Microsoft Office (Cloud Version)
 - OpenOffice
 - Just like this style

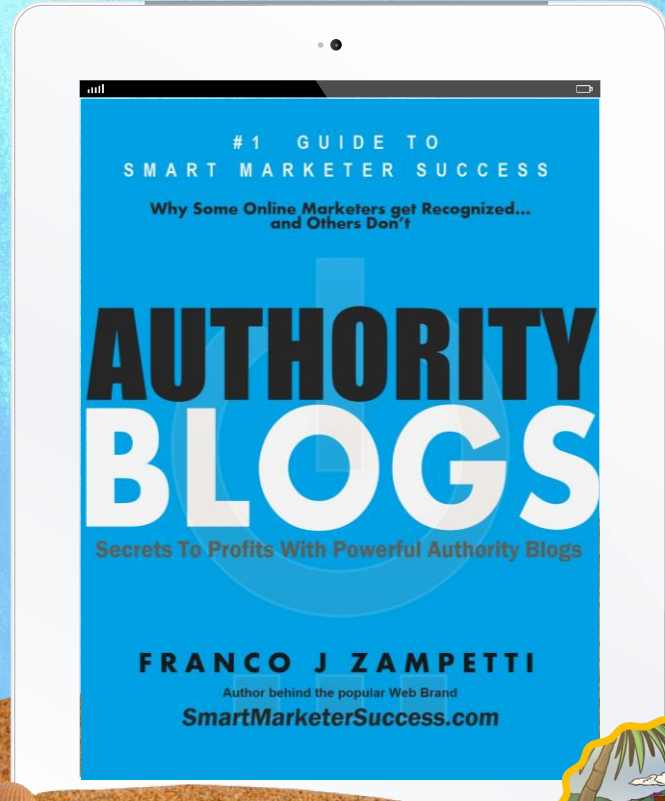
Key is to have a good outline of what you are planning to cover.
Fresh actionable content each month will keep members engaged.
Doesn't need to be long in length. Just good quality.
Amazon S3 for video delivery or YouTube Videos Set to "Unlisted".



CONTENT FOR MEMBERSHIP SITES

EBOOKS / SHORT REPORTS

- Fresh new content keeps members coming back.
- Combine with videos to really add value inside the members area.
- Cover new strategies and plans.
 - Example: New diet recipes.
 - Example: New golf swing drills.
 - Example: New traffic generation methods.
- Include images in the ebook.
- Use Microsoft Word (Paid) or OpenOffice (Free)
- Convert to a PDF by 'Saving-As'.
- Length of ebooks varies.
 - 20 to 50 pages.
 - Multiple short reports of 7 to 10 pages each.



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STREAMS**

CONTENT FOR MEMBERSHIP SITES

COACHING

- Offer monthly recorded group training calls
 - Freeconferencing.com
- Offer monthly group webinars
 - GoToWebinar.com (Paid)
 - Google Hangouts (Free)
- The recorded live events become additional content inside the members area.
- Provide training, tips, and “what’s working now” on these sessions.
- Offer Q&A
 - Less prep time for you.
 - Show up and answer questions.
 - Maybe give a short training.



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CONTENT FOR MEMBERSHIP SITES

FORUMS

- “Private Member’s only” forums do well
- Provide exclusivity to the member’s
- Gives them another reason to stick around
- Important to spend time in the forums keeping them going
- Eventually they run themselves
- Members engaged in the forums will generally stick around longer
- Forums can be run on the following platforms:
 - phBB (Free)
 - bbPress (Wordpress – Free)
- Add special gifts inside the forum.
- Allow member’s to bounce ideas off of each other.



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STREAMS**

CONTENT FOR MEMBERSHIP SITES

PRIVATE MEMBER'S ONLY FACEBOOK GROUP

- Setup a private Facebook group for member's only
 - Free to setup
- Manually add new members to the group
- Manually delete those that leave the membership
- Creates comfort amongst the members to see you involved in their success
- Enables you to pinpoint needs for future training sessions
- Allows you to provide “on the spot” support to the members
- Adds the prestige to your membership program
 - “Only members have access to this area”



**PASSIVE PROFIT
STREAMS**

ADDITIONAL MEMBERSHIP MODEL

SERVICES

- Offer your services on a monthly basis.
- Examples:
 - Content creation. (Articles, Videos, Editing, etc.)
 - Copywriting.
 - Blocks of consulting time.
 - Create diet plans for them.
 - Critique their golf swing via video.
 - Custom legal forms for their business.
 - Accounting help.
- Pricing Example: Charge \$197/month for 2 hours of time.
 - Give them a discount on your hourly rate for pre-purchasing time.
 - Give them additional training and value!



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MEMBERSHIP SITE SOFTWARE

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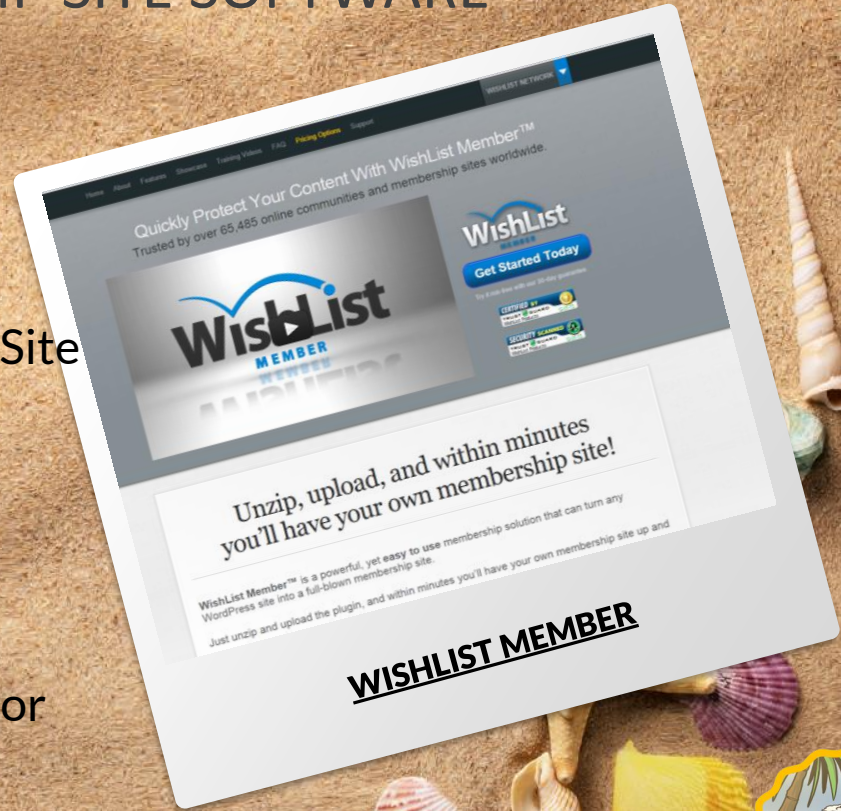
- aMember
 - Longest running membership site software
 - Easy content protection
 - Built In Helpdesk module
 - Integrates with 200+ payment processors
 - Full-featured Affiliate module
 - Good track record and history
 - www.amember.com



**PASSIVE PROFIT
STREAMS**

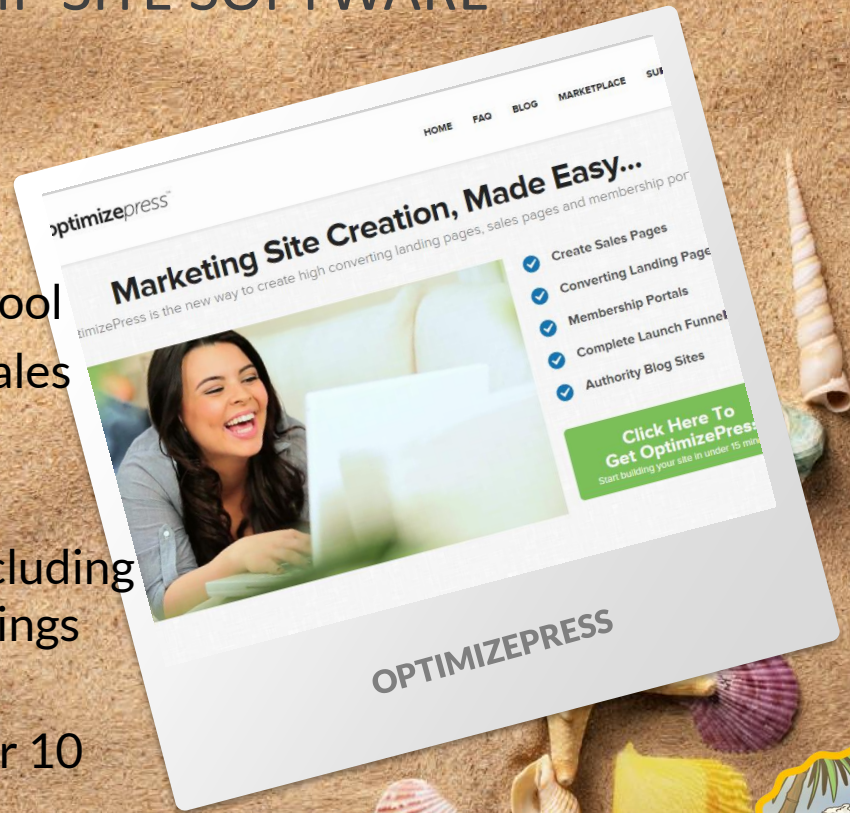
- ## Wishlist Member

- Widely used membership plugin
- Integrates With Your WordPress Site
- Easy Member Management
- Popular payment processors integration
- Multiple membership site option available
- Cost: \$197 for One Site or \$297 for Multiple Sites
- www.member.wishlistproducts.com



- ## Optimizepress

- Up and coming membership site tool
- More popular as a landing page/sales page creator
- Flexible page design framework
- built in membership elements (including login form, lesson and module listings and breadcrumb trails)
- Cost: \$97 for One Site or \$197 for 10 Sites
- www.optimizepress.com



MEMBERSHIP SITE SOFTWARE

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- S2Member
 - Free Wordpress membership Plugin
 - Long running history on Wordpress
 - Updated consistently
 - Several payment options accepted
 - Free version takes Paypal
 - Cost: Free To \$189 for Unlimited Access



**PASSIVE PROFIT
STREAMS**

SELLING YOUR MEMBERSHIPS – SALES PAGE

YOU NEED A SALES PAGE OR A SALES VIDEO TO SELL PEOPLE INTO YOUR MEMBERSHIP WEBSITE.

Things to include in your sales copy or sales pitch



HEADLINE

Focuses on one big idea.



SUB HEADLINE

Usually your most important benefit.



SHORT STORIES

Stories are a powerful copywriting tool. Stories fascinate. And stories are memorable.



EXAMPLES OR TESTIMONIALS

Use analogies to explain your product quality. Link the quality of your product to something your audience knows already.



GUARANTEES AND BONUSES

Remove any hurdles to purchase. Always over-deliver.



CALL TO ACTION

Encourage your readers to follow your call-to-action. Explain how they'll benefit. And make your call-to-action stand out.



**PASSIVE PROFIT
STREAMS**

SELLING YOUR MEMBERSHIPS – SALES PAGE

Let's get REAL about making money online...

**FORGET about
buying ebooks,
courses, software,
and all the latest
gimmicks!**

**I Literally Paid \$15,500 For a License to This
Amazing, Best Selling Internet Marketing
Content & I am Handing You a PLR License
Today for Under \$10!**

Over 110,000 words of pure marketing **GOLD** for you to
easily rebrand and use as your own!

Act Now and You'll Get A Bonus Report With PLR & Training On Using PLR Content Effectively!



From: Paul Counts

RE: To People Who Want to Create Content But Can't Get Started!

Dear Fellow Internet Marketer,

I'm about to reveal to you **my three keys** to success online.

There are three steps you need to take if you want to master your online business. These three steps include...

1. Build your email list.
2. Create information products.
3. Establish joint venture and affiliate relationships.



**PASSIVE PROFIT
STREAMS**

GETTING VISITORS TO SALES PAGE

Joint Venture Partners

- Affiliates that promote your products for you for a commission
- Clickbank.com and JVZoo.com are popular for membership site affiliate programs
- These tools have a long track record
- They track your affiliate commissions

Blogging

- Wordpress on your own domain
- Provide consistent and valuable content to your audience
- Generate traffic via search engines and social sharing

Video Marketing

- Short informative videos uploaded to YouTube
- Use keyword rich titles in your videos

Facebook Pages

- Build your own audience of followers
- Promote your membership on the page occasionally
- Mainly adding value to their lives with good content and shares related to your membership's niche



GETTING VISITORS TO SALES PAGE



Facebook Ads

- Buy ads on Facebook
- Send targeted visitors to your website or fan page
- Purchase likes to your fan page
- Send people directly to your website as well

Banner Advertising

- Ads placed on targeted websites
- Example: AdClickMedia.com
- Google Search: "Banner Ad Networks"

Article Marketing

- Submit quality content online to the major article sites
- Guest blog on websites related to your niche market
- EzineArticles.com and GoArticles.com
- Google Search: "Article Syndication" or "Article Directories"



**PASSIVE PROFIT
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GETTING VISITORS TO SALES PAGE



Social Media Marketing

- Share useful content and information across the popular channels:
 - ✓ Twitter
 - ✓ LinkedIn
 - ✓ Pinterest
 - ✓ Reddit

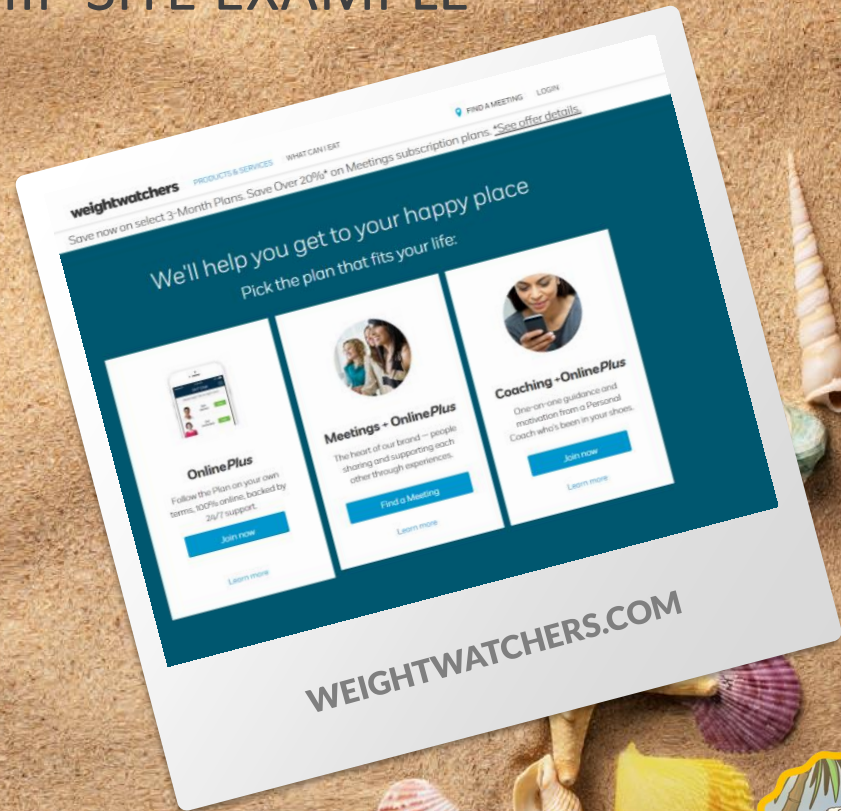
Press Releases

- Press releases about your membership grow your exposure
- Boost your credibility online
- www.PRUnderground.com
- Google Search: "Submit Press Release Free"



MEMBERSHIP SITE EXAMPLE

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PASSIVE PROFIT
STREAMS

MEMBERSHIP SITE EXAMPLE

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**PASSIVE PROFIT
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TAKE ACTION TODAY!

KNOWLEDGE IS NOT POWER

"APPLIED" KNOWLEDGE IS POWER !

1. Determine which type of membership model you will work into your passive profit plan
2. Determine what content you add to your membership site
3. Determine what platform you will use to operate your membership site
4. Follow the proven paths to driving customers to your membership site.

