



MEMBERSHIPS THAT SELL

*Strategies For Creating A Popular, Profitable
Site With Plenty Of Paying Members*



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Lesson One

How To Make \$100,000 Per Year With A Membership Site

Welcome to *Memberships That Sell* where you'll learn how to set up and run a \$100,000 per year membership site.

Important Disclaimer & Sidebar: Now, that's not to say you WILL make \$100,000. No one can guarantee that, obviously. In fact, I don't guarantee you will make a single penny from a membership site. Let's be clear about that from the beginning. But what I can guarantee is that by the time you're finished with this course, you'll know the same steps and strategies that other six-figure membership site owners like myself use every day to run their businesses – and you can use this information to create your own membership site. Results will vary.

To that end, this course is going to start out by walking you through the five essential components of a membership site. These components include:

1. Market Criteria.
2. Model Choice.
3. Metrics Calculation.
4. Member Content.
5. Monthly Calendar.

Let's take a closer look...

Component #1: Market Criteria

The first thing you will want to do is pick your target market, your topic, your slant (USP) and your brand.

The short version is this...

Who do you want to help, and how will you help them?

I'm a big believer that a business of any kind (including membership sites) should produce two outcomes: **benefits for the customer and profits for the owner.**

Your membership site should help your members solve their problems, reach their goals and / or enjoy their interests while generating revenue for your business.

So...

Obviously, this first step of making the right selections is a pretty big deal. It's key.

- If you choose a small market or one without any money to spend, you're going to find it difficult to make money yourself.
- If you choose a topic that no one is interested in, your site is going to have little to no demand.
- And if you don't set yourself apart with a really good unique selling point and brand, then your competitors are going to get paying customers instead of you.

That's why "market criteria" is important and why I suggest you focus your attention on what will bring the greatest benefit to others and profit to yourself.

SIDEBAR: It's wonderful to help people for free. There will be times to do that in and through your business, but in terms of making a difference in the lives of the most people and generating the most revenue (which can be used to help people for free and on things that matter most to you), it's important to focus on large, lucrative markets rather than smaller ones that have less people and less interest.

We'll talk about all of this and more in the next lesson. But for now, let me give you a couple of quick ways to gauge interest in a membership site topic...

- 1. Develop a "lite" version of your membership site. Create a month's worth of membership site content that you sell as a standalone product to test how well the product (the content, format, price point, etc.) converts. Once you have it nailed down, launch a membership site which delivers ongoing content in a similar offer.*
- 2. Do a "lite" promotion for a competitor. Find a membership site similar to the one you intend to create, and do a small promotion as an affiliate. This will earn you some quick commissions while allowing you to gauge interest.*

Again, we'll talk more about "market criteria" in an upcoming lesson.

Next...

Component #2: Model Choice

Your next decision revolves around what type of membership site to set up. For example, are you going to set up an ongoing membership site? A fixed-term site? A vault-style site? Or something else?

- If your topic can be completely explained in a just a few months, there is a model for you.
- If your training is so comprehensive that it needs to be delivered in tiny doses so it can be understood and used, there is a model for you.
- If your membership involves heavy community interaction in order to be successful, there is a model for you.
- If your offer includes a suite of ongoing and open-ended tools and training, there is a model for you.

- If your audience wants more “instant gratification” and less waiting for long-term installments, there is a model for you.
- If your own preferences and personality work best with “doneness” OR “open-endedness,” there is a model for you.

There are lots of options, one of which is sure to be a good fit for you and your audience.

That’s where you’ll want to start: think about your audience, the type of content you want to deliver, and your own lifestyle. This will help you decide the best model for you.

For example, if you like to travel all over the world (specially to remote sites), then an ongoing membership site may not be a good fit for you. That’s because this site has ongoing virtual demands which can be difficult when you’re trying to get a signal during a backcountry expedition! Solution? You might do better with the “set it and forget it” fixed-term model, which is a much more hands-free way to run a profitable site.

We’ll discuss these options and more in Lesson #3.

Component #3: Metrics Calculation

Making \$100,000 with a membership site isn’t a lucky accident. It starts by you figuring out what you’re going to charge per month, and then figuring out how many members you need to get to your target income.

Here’s my recommendation...

Aim for 500 members at \$20 per month.

That’s a reasonable number of customers to acquire, and at \$20 per month, these customers are expecting quality, but they’re not expecting the sun and the moon. This is a price point where meeting expectations is very doable and shouldn’t overwhelm you with monthly commitments.

Remember, the goal that I said all businesses should aim for is “benefits for the customer and profits for the owner.” These numbers are really good for accomplishing both of those goals: helping 500 people every month and bringing in \$10,000 in revenue per month ticks both boxes.

Which brings us to the next point as we consider what kind of help you will need to provide for your members in order to bring benefit to them and keep the profit coming in for you...

Component #4: Member Content

Your content is going to be what attracts people to your membership site, and keeps them as active members for the long term. That’s why you need to take great care in planning out your content, and that’s why Lesson #5 is going to cover 12 types of deliverables your customers will love.

Now here’s an important tip...

No matter what sort of content you deliver to your members, you need to give your members a big reason to maintain their membership. To that end, do the following:

- Research your market so that you’re delivering content that you’re absolutely certain your audience wants.
- Deliver high-quality content that helps them solve their problems, reach their goals and / or enjoy their interests.
- Always deliver the content on time.
- Try to share tips and strategies your audience can’t find anywhere else (or at least present information in a way that is unique to you).
- Share your personal experiences and other niche-relevant stories, which personalizes your membership and makes your content more unique.

The bottom line is this: people will join your membership site because they believe you can help them. Your objective is to prove them right.

And finally...

Component #5: Monthly Calendar

Here's where a lot of membership site owners fail: they build their site fast with a burst of enthusiasm, and then they just sort of sit back and expect the site to keep growing magically, all on its own.

It doesn't work that way.

In order to keep growing your site (helping more people, generating more income), you need to take consistent steps every day with an eye on growth. This includes:

- Creating new content for your members.
- Doing the marketing to acquire new members.
- Supporting your existing members so they'll stay members.

Here's the key: don't try to grow your site in bursts. This is a marathon, not a sprint, so you'll get better results working consistently rather than sporadically.

It's also essential that you learn to focus on what's important and avoid busywork.

For example, don't get bogged down for hours commenting on social media while convincing yourself that you're "growing your business." Instead, set goals, create to-do lists, and stick to your schedule so that you don't get sidetracked. You want a "balanced attack" that devotes time and effort to all of the important areas of your membership site business. Be sure to track these things so you can see what is working and what isn't.

Be sure to check out Lesson #6, where you'll learn more about creating a calendar with the aim of growing your site.

YOUR NEXT STEP

What you've seen so far is an overview of where this course is going to take you. Your assignment for this lesson is to start thinking about your "market criteria" by answering the question that I posed in that section: *Who do you want to help, and how will you help them?*

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