

NEWBIES GUIDE TO STARTING A MEMBERSHIP SITE



Table of Contents

Introduction	3
Chapter 1	4
Understanding the Basics	4
What is a Membership Site?	4
What Types of Membership Sites can you Set-up?	6
What are the Benefits to Members of Membership Sites?	6
What are the Benefits in Starting a Membership Site?	7
How Much Work is Required to Set-up a Membership Site?	8
Chapter 2	9
Basic Steps to Starting a Membership Site	9
Choose a Topic.....	9
Register your Domain Name.....	10
Obtain Web Hosting.....	10
Choosing a Membership Software for your Membership Site	11
Consider Adding a Help Desk or Customer Service	11
Choose a Recurring Payment System.....	12
Obtain Content for your Site	13
Market your Membership Site	14
Chapter 3	16
How to Make your Membership site Successful	16
Never Give Up	16
Surround Yourself with Knowledge	17
Long Term not Short Term.....	18
<i>How Much Time do you Need?</i>	18
Preparing for Stumbling Blocks.....	19
Chapter 4	21
Handling Membership Site Delivery	21
Using a Thank You Page Delivery System	21
Using Autoresponders	22
Digital Delivery using a Membership System.....	23
Coping with Attrition.....	23
Putting Everything on Auto-Pilot	25
<i>Automate Routine Tasks</i>	26
<i>Outsource Less Important Tasks</i>	26
<i>Automate and Outsource Your Marketing</i>	27
Conclusion	29

Introduction

Perhaps you have been hearing how profitable membership websites can be or perhaps you have even been a member of a successful membership site.

Regardless, you are now interested in learning how you can set up your own membership site to begin making money on your own.

There are certainly many advantages to building your own membership site, including the fact that you can build an income stream that will last for years from just one site. As long as your site is running you will be able to have a steady income stream coming in. Although membership sites are sometimes perceived as being difficult to build and develop, in the next chapters we will discover that this is not necessarily the case and will also cover the basic steps involved in setting up your own successful membership site.

Chapter 1

Understanding the Basics

Today there are many different types of membership sites available on the Internet that offers subscribers everything from information to actual products. Although there is a common misconception that membership sites are difficult and expensive to set up, that does not necessarily need to be the case. The basics involved in setting up a membership site is quite like setting up any other site with the only difference being that membership sites have a few additions.

If you are interested in starting your own membership site it is important to understand that there are different ways to approach building a membership site so that you can get one up and running as quickly as possible. Before we begin exploring the different methods and steps involved in setting up a membership site, let's first explore what a membership site is and the benefits that it offers members as well as the individuals who set them up.

What is a Membership Site?

A membership site is a type of site that an individual joins by paying a subscription to access the information on the site. Membership sites typically allow access to e-books, downloads and software that members can then resell, giveaway or do whatever they wish to do.

The reason that membership sites are so successful is that members are happy to pay to access the information because it is easily accessible and because they can often obtain items of special value that they are not able to find anywhere else. In addition, members are able to obtain the information that they want without having to spend a lot of time scouring the Internet to find it elsewhere.

The number of members that you can theoretically have on your membership site can vary significantly. When you are just starting out with your membership site it only stands to reason that you will be gradually building your membership base. The sky is virtually the limit when it comes to the number of members that you can have for your membership website. Some very successful membership sites have had two thousand and possibly even more paying members at one time.

One thing to keep in mind is that some people do choose to limit the number of members that they have on their site at any given time. This is certainly not a requirement but it is something that you will want to give some thought to when setting up your membership site. The belief behind this is that the value of the membership site benefits will be increased if the number of members that can make use of the materials made accessible by the site is limited.

Another frequent question that many people have about membership websites is how much can be made through the site. The amount of money that you can make through a membership website is directly related to two factors; the number of members that you have and the amount of the membership subscription. It is entirely up to you as to how much you want to charge members for joining your membership site. Most membership sites charge a monthly membership subscription.

Many people find that it is helpful to start out with a lower price and then raise the price later as the site become more popular and the material provided by the site becomes more valuable. If you choose to do this, it is important to make sure that you grandfather all of the members who joined your site at the lower price. This means that if you choose to start out charging members just \$5 per month and you later decide to increase the monthly membership fee to \$25 per month that you keep your starting members at the price they paid when they first joined. Only new members who join, or those who dropped out and then

come back later after the price increase, will pay the new price. This is known as grandfathering members.

What Types of Membership Sites can you Set-up?

Browse the Internet and you will find that there are many different types of membership sites. For the most part, membership sites provide specialized services or products and sometimes offer a meeting place for members who all share the same interest. The types of membership sites that you can set include common topics as well as unusual topics. You might choose topics based on:

- Hobbies
- Business
- Marketing
- Weight loss
- Fitness
- Social topics

What are the Benefits to Members of Membership Sites?

Why would someone pay to join a membership site you might find yourself asking. This is a valid question and it is certainly one that you need to address when designing and developing your membership site. In order to ensure that you have paying members you must make sure that the content and materials that you provide through your membership site is deemed to be valuable enough to justify the price that you charge. In addition to the actual materials that you provide to your subscribing members, you might also consider adding other benefits such as:

- Their own webpage
- Webinars or teleconferences with you
- The ability to resell products
- Keyword research

- Sales letters

Make sure that you really give some thought to what you choose to offer through your membership website so that you can ensure that your entire package is valuable enough to justify the price that you choose to charge. If you do this correctly, you should have no problem finding individuals who are interested in signing up for your website. In fact, you may even have people standing in line to join your membership website.

What are the Benefits in Starting a Membership Site?

Most people start a membership website because they are interested in producing an income stream for themselves. That, of course, is the primary reason that anyone starts an online business. With that said; however, there are many other benefits that are associated with starting your own membership website.

Not only are you able to develop an income stream, but that income stream is a recurring monthly income stream. This is much different than simply setting up a website where you sell single products. With a regular website you never know exactly how much money you are going to pull in per month. A membership site provides you with a far more reliable and secure revenue stream.

In addition, when you have a membership website you are also able to develop an instant pool of existing and interested customers. We all know that it is much easier to sell products to existing customers than new customers. Existing customers have already made a purchase from you, they have faith and trust in you and they are going to be more interested in purchasing future products from you.

Furthermore, you can choose from a variety of flexible product delivery formats in order to ensure that your business is secure. You also have ample opportunity for growth and even room to develop new spin-off products.

How Much Work is Required to Set-up a Membership Site?

The truth of the matter is that nothing that is worth achieving is without some level of work on your part and that is true of developing a membership site as well. While it is certainly not as hard or expensive to set-up a membership site as you might have previously believed, it will require some work on your part to get it going. Of course, as we have just seen, the benefits of that work are certainly more than worth it. You have the chance to develop a recurring income stream, develop a steady pool of customers and develop a base for future growth.

Chapter 2

Basic Steps to Starting a Membership Site

So, how do you go about starting your own membership site? There are two basic options that will allow you to have your own membership website. You can build it yourself or you can pay someone else to build it for you. Regardless of which method you choose, it is important to understand the basic steps that are involved in setting up a membership site.

Choose a Topic

The first step in building your membership site is to choose a topic for your website. You will need to give careful thought and consideration to this so that you choose a topic that will be of interest to a specific group of people that you plan to market your services or products to.

Generally, you would need to consider narrowing your topic, but when you are starting a membership website it is usually better to go ahead and leave it fairly broad so that it will be more attractive to more people.

Focus on choosing a niche market that will be of interest to others. One way that you can determine whether the topic that you have chosen will be of sufficient interest is to browse through your local bookstore at different magazines. The reason for this is that you can generally assume that if someone is willing to pay for a magazine subscription to learn about a specialized topic, then there is also a good chance that they will be willing to pay for high quality information on that same topic through a membership site.

It is also a good idea to sit down and think about topics that you are personally passionate about. You will generally find that when you are passionate about the topic of your membership site it will be easier to develop because you will

have more fun while you are doing it and you will not even feel as though you are working while you are doing it. Get started by jotting down a list of topics that you find interesting and then take the time to do some research to determine how marketable those particularly topics might be.

Register your Domain Name

The next step is to go ahead and make sure that you have your domain name registered for your site. You need to take care when choosing a domain name because you need to make sure that it accurately reflects the topic you have chosen for your membership site. Ideally, the membership site should contain some of the same words that are related to your topic.

Of course, in some cases, you may find that it is better to brand your membership site using a completely unique name. Regardless, you need to make sure that you keep your domain simple. It should not be overly long and it should not be difficult to remember or spell. Once you have chosen a domain name, check to make sure it is available and then register it for a minimum of two years.

Obtain Web Hosting

You will also need to obtain web hosting for your membership site. Keep in mind that this is one of the more important elements related to the success of your membership site. Your site can only make money if your site is up and running; therefore, you must make sure that you have reliable hosting. Hosting plans are available for a wide variety of differently priced plans. You can find web hosting plans that are very cheap as well as those that are much more expensive.

When you are first starting out it can be quite tempting to go with the lowest price plan that you can find because you may be working on a limited budget. This is a mistake because you must remember that you will only get what you pay for. While those cheap plans can be attractive, you will probably end up having a lot of trouble with downtime, which can be frustrating to members.

If you have too much of a problem with this members will become frustrated and will cancel their subscription, which will ultimately cost you money. As you can see, in the end it is really much better to ahead and opt for a more expensive plan so that you can be sure your site will always be up and running.

When choosing a hosting plan, you also need to consider whether that plan will allow you to grow as your membership site grows. You will certainly hope that your membership site will continue to grow over the coming months and years and it is imperative to make sure that the hosting company you choose will be able to expand with you. Some things to look for when choosing a hosting plan is to find one that will allow you to maintain as many domains as you need on the same server. Keep in mind that at a minimum you will need 1 GB of server space when you are just starting out. Even more would be better.

Choosing a Membership Software for your Membership Site

You will also need membership software to handle a variety of tasks associated with your membership site. Membership software is another cost that you will need to spend in order to get your membership site up and running, but it truly is an investment in your new business that will help it to be successful.

A quality membership software program can provide assistance with tasks such as manager the logins of members, registering members, collecting membership fees and managing site content. There is a wide variety of different membership software programs on the market today, but do take care to review them to find the one that will best suit your needs and your budget.

Consider Adding a Help Desk or Customer Service

As we have previously stressed, in order for your membership site to be successful, you must make sure that your site is continually up and running without problems. Toward that end, it is important to consider offering a help desk on your membership site. This will help to manage problems that your

members may encounter. If you are not able to handle this on your own, you can outsource it.

Choose a Recurring Payment System

With a membership site, your income stream is recurring each and every month. This means that you need a method or a payment system that will allow you to automatically collect subscription payments from members each month. There are two basic options that allow for recurring payments. They are:

Clickbank-www.clickbank.com

Paypal-www.paypal.com

While you could certainly manually process payments, you will quickly find that it is much easier if you set up a recurring payment processor. Consider for a moment if you have a membership website that charges \$10 per month. Now, if you have just one subscriber per month then you will be collecting \$10 per month and handling one transaction. If you have ten subscribers, that amount jumps to \$150 per month and you have ten transactions to handle. Let's look at it a little closer as your website membership grows:

100 subscribers-\$1,000 per month

250 subscribers-\$2,500 per month

500 subscribers-\$5,000 per month

1,000 subscribers-\$10,000 per month

2,000 subscribers-\$20,000 per month

As you can see, as your site grows and you obtain more members for your site it becomes far more complicated to handle payment processing on your own.

Having a recurrent payment processor makes it much easier for payments to be automated so that you can spend time on other areas of your business.

Obtain Content for your Site

The next step in setting up your membership website is to obtain content for your site. There are many different ways that you can go about this. Keep in mind that content can cover a broad variety of different offerings, including audio recordings, written content, video and even combinations of those three different types of content.

Let's take a look at some of the different ways that you can obtain content for your membership site.

One way to obtain content for your membership site would be to have members actually create the content for you. This is probably one of the easiest ways to set up a membership website. Basically, you set up a website that members join and which is customer driven. All you need to do with this method is decide on the topic for your site, create it and fill it with some starter material and then create a community of individuals who will then be able to upload their own content and grant a license-free right to other members to reuse that content. There are many different niches that would work quite well with this type of membership site, including photos, web templates, recipes, etc.

Another method that you can use for setting up a membership site is to hire a freelancer to create content for you. This is one of the more expensive methods for creating a membership website, so you will need to make sure that you have the budget to afford this method. The great benefit of this method is that the content you provide on your membership website will be completely unique and therefore it will be of greater value to members and you will likely be able to charge a higher membership fee for accessing the information.

If you do find that you do not have the budget for this, but you are still interested in this method, you might consider working out a joint-venture with someone that will create the content for you. When working out such a deal, the other person agrees to create content for your membership website and you agree to give them a share of the profits from the site in exchange for their work. This is a win-win situation for everyone involved.

Another method that you can use for obtaining content for your website is to use public domain or private label rights. It is important to discern the difference between the two types of content. Public domain is content and material that has already been created and is perfectly free for the taking. The only thing that you need to do is to possibly edit and/or add something to it so that it will be valuable enough to sell. The main key to using this method is that you need to be creative with marketing the material. You could also use private label rights, sometimes referred to as PLR content. There are many websites today that offer private label articles, audio, e-books, video and much more that can be used for many different uses.

In order to succeed with these methods, you must make sure that you are creative in marketing your content. In other words, it is critical that if you choose to use this method for obtaining content that you do not simply put it together as it is and consider it a finished product. The main key lies in how you package the content together.

Market your Membership Site

The final step in creating your membership site is to market it and attract paying members. There are plenty of methods that you can use for marketing your membership site, including online and offline methods.

Some examples of offline marketing techniques would include:

- Newspapers

- Magazines
- Flyers

Examples of online marketing techniques include:

- Using forum signatures
- Writing articles
- Posting comments on blogs

Okay, so we've covered the basic steps of setting up a membership website. As you can see, it is really not that difficult. Now, let's move on to the next aspect.

Chapter 3

How to Make your Membership site Successful

In order to succeed, you must understand how to make your site valuable to others and how to approach the building of your membership site so that you have the greatest opportunities for expansion.

Never Give Up

One of the most important things that you need to know about building a successful membership website is that you must never give up. This is the basic key behind building any successful business venture and a membership website is no different just because it is Internet based. In order to be successful with your membership site, you must have a never quit mentality and attitude and you must be completely dedicated to it.

You must also make sure that you remain focused on always moving ahead and creating something new. Like any business, you must accept the fact that you are going to face challenges and hurdles but you must learn to take them as they come, learn from them and then move on. This can require a tremendous amount of patience on your part, but if you are able to focus on that then you will do just fine in building your new membership site and watching it grow and flourish.

The main problem for most people who fail at this type of business venture is that they think they will immediately build a successful business and this is not the case. You must be prepared for the fact that it is going to take time and patience to build a successful business.

It is also important to make sure that you stay focused on the benefits that you are providing your members. Your site must absolutely be customer driven in that

regard. People who are willing to pay good, hard money to subscribe to your site are doing so because they expect to receive something valuable in return that will help them to succeed in some area of their life, whether it be business or personal.

Ultimately, you must treat your membership website like it is just any other business because that is exactly what it is. The only difference is that you are building it online rather than offline. Some of the wealthiest people in the world did not become wealthy overnight, they spent time building a successful business.

The other thing to keep in mind is that although there are some very intelligent people who have made it big in a wide variety of different businesses, in most cases those people do not have anything that you do not have with the exception of the drive to success and the foresight to take advantage of an opportunity when they see it.

Surround Yourself with Knowledge

You must also be prepared to accept help from others. Simply put, one person cannot do it all. It does not matter how smart, talented or knowledgeable that you are, you will not be able to do it on your own. If you attempt to do it on your own, you are certainly setting yourself up for failure.

Comparing the most successful businessmen and leaders in the world, you will find that they all share one thing in common. That is they know how to surround themselves with people who know what they do not. No one person can be an expert at everything. Perhaps you are very knowledgeable about one particular topic. That's great. Take the time to develop and cultivate relationships with others who are knowledgeable on topics where you are weak. This people can be your biggest champions when it comes to succeeding with your website because they can offer you input and advice that can be critical to your success.

Long Term not Short Term

Ultimately, you must look at your membership website as a long term venture and not some get rich quick scheme that will make you a millionaire overnight. You should never go into any type of business, whether it is this or something else, thinking that you are going to become wealthy overnight because that is simply not the case.

You must be willing to spend the time necessary to build something and take the time necessary to ensure that you are able to offer something unique to your customers. This means that you are going to need to invest time as well as money. The payoff is that you will be able to watch your dream turn into a reality.

If you are able to do that and stick with it then you will have a much better chance of watching your business grow into something that is profitable and successful.

How Much Time do you Need?

This is another common question that many people wonder when they are beginning to build their own membership site. Of course, the amount of time required to develop and run a successful membership site varies from one person to the next.

In the beginning you must be prepared to spend quite a bit of time getting things set up. If you have taken the time to educate yourself and have done your homework on what is needed you can eliminate some time by eliminating some basic beginner mistakes.

While you will need to dedicate some time to running and maintaining your site, you will find that you will be most effective when you recognize your strengths and weaknesses and outsource work related to areas where you are weak to experts who can handle. For example, if you are not strong when it comes to programming and technical knowledge, then accept this and be willing to outsource this area to someone who can efficiently handle it for you.

Yes, this will involve an investment on your end but in the end you will actually save more money because you will not have lost money by trying to handle it on your own and potentially losing customers because the problems were not fixed rapidly enough.

Simply put, you cannot do everything and be able to do it on an expert basis. Everyone has their strengths. Stick to your own strengths and outsource what you cannot handle on your own and you will have a greater chance for success with your site.

Preparing for Stumbling Blocks

You must also be prepared for the challenges and stumbling blocks that will inevitably come your way. In any business, no matter how larger or small, you are going to encounter problems. That is just the nature of business. If you are starting a new business, you are going to probably face more stumbling blocks in the beginning.

The difference between someone who is successful and someone whose business venture turns into a failure is that the successful businessman prepares for and accepts the fact that there are going to be challenges along the way and is ready to meet them head on. Even after your membership site is firmly established, there are still likely going to be problems pop up from time to time. It will never be just smooth sailing.

Taking the time to set up a process and sticking with it is one great way that you can help to minimize problems and keep them relatively small. Addressing problems as quickly as they arise is another way that you can minimize the amount of problems that you experience. Taking preventive action rather than responsive action is yet another way that you can help to resolve problems quickly so that you can get back to the business at hand.

Keep in mind that in the end, making any business successful regardless of whether it is a membership site or some other type of business all comes down to being dedicated to helping that business succeed. You must be willing to put in the time that is necessary to ensure that you have a valuable product and that you are addressing the needs of your clients and customers.

If you are able to do that then you will be in a much better position to watch your business grow and develop into what you always dreamed that it would be able to become.

Chapter 4

Handling Membership Site Delivery

One area that you will need to consider when setting up a membership site is how members will be able to access the information that they receive as part of their membership. There are many different ways that you can handle this, so it is important to give careful thought and consideration to the best methods based on your needs, abilities and budget at the current time.

Using a Thank You Page Delivery System

One method that can be relatively simply and which does not require extensive technical knowledge is to use a thank you page delivery system. All that you need to make this method work is a payment processor. Basically, the system works by sending people a thank you page after their purchase. Inside the thank you page you can put a link to the product or products that the customers can download as part of that month's subscription. This method works well enough if your members are receiving access to one new item each month.

The beauty of this method is that it is quite simple, inexpensive and does not take a lot of time to set up. There are problems with this method that you should be aware of; however.

First, there is absolutely nothing preventing your members from forwarding that page to someone who is not a member of your site and allowing them to have free access to the download.

Additionally, there is also the risk that search engine spiders could potentially pick up on your thank you page and this is certainly a page that you do not want them indexing. There will always be the inherent risk that someone will be able to link to your page, bookmark it or even distribute it.

Using Autoresponders

Another method that you can use which is far superior to the previously described method is to use an autoresponder. This method is also fairly easy to set up and does not require a lot of extensive technical knowledge. The main idea behind this method is that you utilize emails in order to send content to people each and every month as part of their membership. You can set it up so that this occurs automatically and all of your members are emailed their new content at the same time.

This can save you a tremendous amount of time once you have it set up and basically put at least a portion of your membership site on auto-pilot. You can even use the autoresponder to password protect download pages or if you choose you can have the autoresponder actually send the products and content as email attachments.

There is also a downside to this method as well. If you choose to use the autoresponder to send the products as an attachment, you must make sure that the products are small enough that your members' email will be able to accept them. You must also recognize the fact that there is a chance that your emails will be filtered as spam and firewalls and your members may never receive your deliveries.

Generally, you will have few problems with this method, but you must be prepared for the fact that you will receive some degree of customer support tickets from members who will say that they did not receive their products as a result of the inherent problems associated with using this method. As long as you are able to stay on top of such problems and handle them efficiently and quickly, it should not be too much of an issue.

Digital Delivery using a Membership System

Yet another method that you might consider using is a digital product deliver with a membership system. If you are concerned about people possible passing around your products or not even receiving them at all using the autoresponder method, then this is alternative that you might consider using. With this type of system your members will be able to create their own accounts on your membership site as well as their own logins.

This is an excellent method to use if you want to make sure that you maintain better control over your products and content. It is also a good system to use if you want your members to be able to access archived products and information that may have been added prior to the member joining. This is certainly a better value for your members, which means that they may very well be willing to pay more for that convenience.

You should be aware that this type of system will naturally cost you more money. The exact amount of money that you will need to pay for this system will depend upon how much you use the service and how many members that you have for your site. Even so, it is imperative that you look at it as an investment in your business that will help it to grow and expand at a much faster rate.

Coping with Attrition

One area that you will need to be particularly aware and which can creep up on you, especially if you have automated your membership site with automated delivery and sign-up, is attrition. Attrition refers to the number of people who have become members of your membership site but who have then dropped out at a later time. If you only have a few people who drop out you might not notice the impact, especially if you still have others signing up on a regular basis.

Even so, it is imperative that you keep an eye on this number because if your attrition rate should climb you will have some fairly significant problems on your hands that will affect your profitability.

One of the biggest causes of attrition is failure to match what your customers perceived they would receive for their subscription to what they actually receive. Another common cause for high attrition rates are delivering more information that your members can possibly utilize. The reverse is also true. If you do not deliver enough information and products, members will also be likely to drop out. Inferior products or overpriced products for the market can also attribute to your attrition rate as well.

By far; however, the biggest cause of people dropping out of the site is that they simply become overload and find that they must cut back somewhere. Many people find that they are not able to keep up with their existing workload and if they feel that they are being inundated with more content than they can possibly manage, they will drop out.

Keep in mind that this has nothing to do with how they perceive the quality of the product and content. In fact, many such people will readily admit that they think the quality of the content is wonderful, they just simply cannot keep up, feel a need to achieve balance and are trying to find a way to keep up.

To fight this problem you are going to need to strike the right balance between making too much content available and not enough content available. Look at how often you deliver content, whether it is on a weekly or a month basis, and determine how many new pieces you can deliver without your members beginning to feel overwhelmed.

Clearly, not everyone who joins your membership website is going to feel the same, but you do need to make an attempt to strike a balance that will work well with the majority.

The best way to do this is to simply ask them what works best for them. Always make sure that you take the time to invite the input of your members. After all, they are the ones that are paying the money that keeps your site running, so you need to know what they are thinking. It is far better to ask for input and suggestions and find out what needs are not being addressed so that you can address them rather than running the risk of losing a significant number of members simply because you did not know there was a problem.

It is also a good idea to check in with members who have left and try to find out why they have left. With this feedback you may be able to resolve their problems and convince them to remain as paying subscribers. Even if you are not able to do that, you may be able to head-off what could potentially be a serious problem that would cause others to leave before long.

Putting Everything on Auto-Pilot

Once you have your site up and running, you have marketed it and you have members who are paying every single month for the content that you have to share, the next step is to develop a process and system that will keep everything running smoothly. You may recall that this was one of the key elements of success in building and maintaining a successful membership site.

Keep in mind that even though it is possible to put many of the aspects of your membership site on autopilot once you have it up and running there will likely never come a time when you have to do no maintenance at all. With that said, there are many things that you can do which will make it operate more efficiently and smoothly.

Automate Routine Tasks

One of the first steps to automating your membership site is to set it up so that routine tasks, such as sign-ups, opt-outs, payments and deliveries are automatically handled. These are routine tasks that you should not have to spend a lot of time handling each and every day when there is software available on the market that can handle it quite efficiently for you.

Remember that when you are able to automate many of the systems related to your membership site, you will be able to free up a good degree of your time and that will allow you to concentrate on other things, such as growing the business or perhaps even building an entirely new business for a second income stream.

Outsource Less Important Tasks

You must also consider the value of outsourcing. We talked about this to a small degree in terms of outsourcing programming and content development, but there are certainly other areas of your membership web site maintenance that you can outsource as well. You can outsource tasks in terms of technology as well as through outsourcing tasks to other people.

Many highly successful people find themselves facing one critical challenge. They may commonly feel the need to handle everything on their own. The problem with this is that in the end it is really not worth it for them to spend a lot of time on tasks that they could outsource to someone else. Consider how much it is really costing you to handle those tasks on your own when you could pay someone else to handle them for you so that you can do something more important or something that will generate even more money.

Outsourcing tasks can also help to ensure that the quality of your membership website remains high enough to encourage new members to sign up as well as to help reduce your attrition rate. If you are trying to handle everything on your own there is a good chance that something may be suffering. If that is the case

you are likely going to have a higher drop-out rate as members become dissatisfied with the level of quality that they receive. In this case, it only makes sense to go ahead and outsource some things so that you can ensure the quality of your site is as high as possible.

Automate and Outsource Your Marketing

Another area that you might consider outsourcing is related to your marketing. In the beginning it only makes sense that you will want to spend as much time and effort possible in marketing your membership website in order to build your numbers. This is how you build a website and your revenue stream. Once you have your site built and it is up and running with paying members, you may need to scale back some on the marketing or at least put some of it on autopilot so that you can concentrate on other aspects of the business. There are numerous ways that you can automate the marketing of your site.

One way to automate the marketing of your site is to pay per click advertising. This is a type of marketing method that requires virtually no effort at all from you once you have it set up and running.

Another method that you might consider is letting other people advertise for you. Consider setting up joint ventures, affiliates and working with complimentary businesses who will advertise information about your membership site in their newsletters and on their sites.

As you can see there are many different ways that you can automate the running of your membership website so that it will function more effectively, efficiently and you will be able to concentrate on other parts of your business.

Completing just a few of the suggestions presented here can really go a long way toward freeing up time that can be spent elsewhere. Do not be afraid to play around with different methods and experiment with different techniques that can be used to help your website grow more successful as time goes by.

This is truly the hallmark that makes the difference between a successful business and one that falls to the wayside after just a short period of time. Make sure that your membership website does not become a casualty of the lack of vision and drive to succeed. This is a business model that can truly help you to succeed online and help you to position your business so that it can grow and expand in many different directions in the future.

Conclusion

By now you should have a good idea of what is involved in setting up a membership website and the steps that you need to take to set up your own membership website. Ultimately, while setting up a membership website may take some effort and time on your part, it is certainly nothing that is difficult or impossible for you to do. In fact, it can be quite a bit of fun because you can enjoy a high degree of creativity in designing and developing a completely unique membership site that will benefit others.

The main key to developing a website that will be successful is determining what people want, what they are willing to pay for to receive and then designing a way that you can deliver that to them. All you need to do to get started is to identify a niche market where there is a strong demand for content that is unusual or fresh. Once you are able to package that desirable information and deliver it in a way that is convenient and interesting, you will have a business source that has a high degree of potential for success.

Be willing to take the time to experiment as you go along to determine what works and what does not work. Do not be afraid to make changes as you go and as you learn. This is your business and you need to determine what is appropriate for your business and respond to what you see will work and what will not work.

The options related to a membership website are literally almost without limit. Even if you have never operated an online business before, this is a business model that can bring great personal satisfaction and reward, not to mention providing you with the opportunity for developing a great recurring income stream. Remember that with a membership website, you gain the ability to make money as well as develop a pool of customers who will be eager to buy other products that you may develop in the future. There are so many opportunities with this

business, whether you are just starting out or whether you happen to be an experienced individual who has succeeded in other areas of making money on the Internet.

Good luck with your membership site!