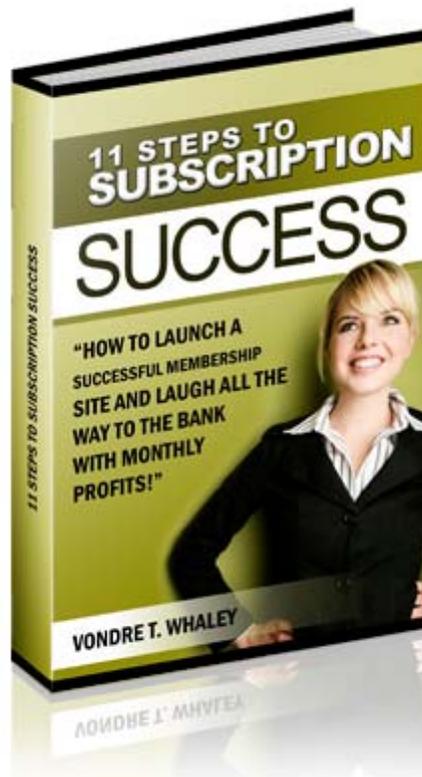


# 11 Steps To Subscription Success!

**“How To Launch A Successful  
Membership Site And Laugh  
All The Way To The Bank With  
Monthly Profits!”**



**By Vondre' T. Whaley**

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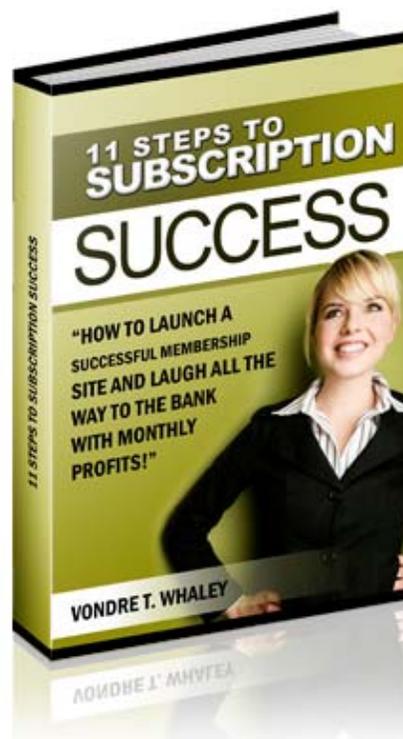
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# **ALERT! ALERT!**

**Reading This Business Plan And Applying The Secrets Revealed In It Can Be Fun And Profitable. It details the most profitable experience you could ever have starting a home-based business!**

The vital information you're holding in your hands could be worth thousands of dollars to you this year.....or it could be worth zilch...zero....nothing.

If you're reading this book like most people read books, and don't take action on strategies described in it, you will NOT be able to make one red extra cent.

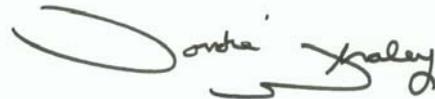
In this case, you might as well put this book in a box in your attic (among the other books, manuals, e-books, or courses you've purchased and haven't gotten around to applying the ideas contained in their pages)....and go watch the latest movie or something.

**On the other hand, if you're one of the few who actually read a book or course and then act on the ideas you've discovered, then reading this business plan and applying the strategies I'm sharing with you....will enable you to have fun and make AMAZING profits with your very own subscription website!**

Now, unlike most business systems you've purchased, this manual is a workbook. So...as you read, make notes in the margins and underline or highlight the ideas that are especially meaningful to you. Doing this will double your retention of the strategy and also make it easier for you to find later.

The sooner you read and apply the strategies from this book, the faster you'll be able to get started having fun, making money, and accomplishing your dreams.

Sincerely,

A handwritten signature in black ink that reads "Vondre T. Whaley". The signature is written in a cursive style with a large, sweeping initial "V".

Vondre' T. Whaley

### **11 Steps To Subscription Profits**

Turn to the next page and we'll begin your exciting journey towards having the most fun earning solid income with your very own subscription site!!!

Get More Business Ideas And  
Ways To Earn Money At  
[Http://www.PatelSecrets.com](http://www.PatelSecrets.com)

## **Introduction:**

In this course, you'll discover how to avoid some of the biggest mistakes internet entrepreneurs and marketers make when setting up a subscription site, and how to start your own subscription site in 11 simple steps. You can literally be up and running in just a few days if you follow each step carefully.

In addition, you'll learn a system for making your subscribers feel incredibly special, motivating them to keep their subscription month after month and give you unlimited referrals and repeat business.

Starting a subscription site is an awesome way to profit on the internet. The opportunities are endless. You'll earn money on a consistent basis from subscribers who are hungry for the information you provide.

This is the best way I've discovered to profit on the internet. You can do it. All you have to do is use the information in this course to put your own customized system in place!

## **What Is A Subscription Website?**

A subscription site is a website where people pay to have access to information in a password protected area. They are also referred to as membership sites. Members or subscribers usually pay on a monthly, quarterly, or annual basis.

Subscription sites contain valuable information in many formats, including e-books, articles, audio interviews, and software.

People love subscription sites because they get exclusive information they can use for whatever purpose.

In short, if you can gather niche information that people in want, you can develop a huge source of income.

People will pay for access. It's apart of our human nature to want association with a particular organization or group.

If you're smart, you can take advantage of this fact, like myself, and other brilliant entrepreneurs!

## **Here's Why I Like Starting Subscription Sites!**

**1. You can work from home.** There is no need to create extra operational costs by getting an office outside of your home. This business is designed to be home-based. Think about it, your real work is done on the internet.

**2. Part-time or full-time occupation.** When you really learn this business, you'll have the option of working full-time or part-time. Selling information is a billion dollar industry and subscription sites are one of the best delivery systems to use!

**3. One person operation.** This business can operate easily with one person unless you want to hire a few assistants.

**4. There is a low start up investment and huge returns!** You can actually start promoting your very own subscription site on a shoe string budget. Your overhead is very low and profit margins are huge.

**5. Continuous Cash Flow** - When people join subscription sites, they pay on a regular basis, which means consistent income. This is great, because you make one sale and get paid over and over again. This is also known as residual income.

## **My Personal Experience With Subscription Sites**

I started selling information online after sharing information on a marketing forum about my home-based computer sales business. Since then, I have over 40 products documenting different businesses that I currently operate or have operated in the past. I guess you can call me a serial entrepreneur.

Serial entrepreneurs are people that have the tendency to start multiple businesses.

To make a long story short, I was sent an e-mail from a guy who wanted resale rights to some of my products. This would give him the ability to legally sell my products and keep 100% of the profits. I responded to this proposition like all others by doing some intense research.

Here's what I discovered, which ultimately led to this course.

There were around 3 other internet businesses filling a huge need.

It seemed as if many people were interested in internet marketing, but they either didn't have the time or were too lazy to create their own information products. Sure you can do affiliate market-

ing, but these people were looking for resale rights to keep all the profits.

People needed products!!!

These 3 websites were offering a monthly membership averaging \$29.95, which gave members resell rights to a product each month.

According to my research, some of the sites had well over 500 members. That's around \$15,000 per month in revenue.

The serial entrepreneur bug bit me again, so I started a site called <http://www.sellinfolikecrazy.com>. This site gives members a niche product each month outside of the internet marketing field and it continues to bring me in hefty profits today. Currently, this site is not accepting new members, but we are re-launching soon with a different twist.

Then, I started another subscription site called <http://www.earnbox.com>. This site gives subscribers a home-based business idea they can start each month and a message board to discuss progress. This site also brings in amazing income.

As a matter of fact, the income generated from these 2 sites alone is more than what the average person makes on their regular job.

Then, I discovered I was making a big mistake!

**Note: This mistake will be covered later in this course and is the key to unlocking crazy subscription site profits.**

Imagine that, I was doing it all wrong, but still making more than the average Joe.

After learning the right way to start and promote subscription sites, I decided to develop this resource to help others looking to get into this lucrative business.

## **Let's Take A Look At Some Successful Subscription Sites!**

<http://www.ConsumerReports.org>

Consumer Reports has one of the world's largest subscription sites with over 1 million members. They started their subscription service in November of 1997 and members pay less than \$30 per year to access their content. ConsumerReports.org is the website of Consumers Union, an independent, nonprofit testing and information-gathering organization. Members get unbiased opinions about the usefulness of almost every product or service.

<http://www.carfax.com>

Carfax.com receives more than 1.83 million visitors each month and services the needs of more than 23,000 automobile dealer subscribers. Car Fax makes buying a used car as risk-free as buying a new car by backing every Vehicle History Report with the Car Fax Buyback Guarantee. Car Fax is the best protection against buying used cars with costly hidden problems.

<http://www.thestreet.com>

Thestreet.com provides the serious investor or trader daily market

analysis and specific, action-oriented investment and trading ideas. They don't list their number of subscribers, but were listed in Consumer Content Reviews top 25 subscription websites in 2001.

<http://www.getloaded.com>

This site boast of having over 80,000 members that pay \$35 per month for their in the trucking industry. They match truckers and people looking to get loads transported from one place to another.

<http://www.secretstotheirsuccess.com>

Secrets to their Success highlights successful home-based internet entrepreneurs. They also give site reviews, tips, and strategies to help you start an online business.

I could go on and on listing successful subscription sites, but it's best that you do your own research as well. Go to one of the major search engines and see what you can come up with. I'm sure you'll be amazed at the range of subscription sites you'll find.

Use the form on the following page to document your research.

<b>Subscription Site</b>	<b>Description</b>

## **DON'T MAKE MY MISTAKE!**

I've already told you about two of my successful subscription sites [sellinfolikecrazy.com](http://sellinfolikecrazy.com) and [earnbox.com](http://earnbox.com). With both of these sites, I have made critical errors, which I will share with you below:

### **1. I designed sites for “wanna be sellers.”**

Think about it! The purpose of a subscription website is to get continuous or residual profits from members. A site for “wanna be sellers,” will have people signing up and dropping out at higher rates.

Yes, cancellations are apart of operating a subscription site, but sites targeting “wanna be sellers” will eventually experience what I call the “try syndrome.”

The “try syndrome: occurs when you get an over abundance of people signing up for your site, only to quit after the first month. These people are looking for opportunities and they “try” everything under the sun. They understand that it's easy to request a refund , especially if they don't have to send back a physical product.

It's possible to earn money targeting “wanna be sellers.” As a matter of fact, many internet entrepreneurs make their money targeting this market. Plus, I love my <http://www.earnbox.com> site! It rules! However, my opinion from experience is that you need to be prepared for unpredictable income and additional site maintenance if you decide to go this route.

If you go that route, at some point, you will need to hire a few people to assist with managing the site.

## **2. I didn't create a "critical need" product or service for my members.**

A "critical needs" product or service is so valuable, that a member doesn't blink to pay the subscription fee. The member needs the service to stay in business.

With my sites, I provided good quality information, but there was nothing to keep members from downloading everything and canceling all in the same day. I even get quite a few people sign up, get valuable information, cancel, and sign back up again a few months later.

Here are a few examples of "critical needs" services:

### **Hosting Services**

How many internet businesses are out there on the world wide web? How many businesses have a website?

There are too many to count. These businesses have already factored in the cost of hosting. They need hosting to have a web presence.

Examples Include:

[Http://www.hostgator.com](http://www.hostgator.com)

Hostgator targets internet marketers and small businesses.

[Http://www.reselleredge.com](http://www.reselleredge.com)

This company targets resellers in the internet marketing community.

[Http://www.christianwebhost.com](http://www.christianwebhost.com)

This company targets churches and Christian businesses.

### **Internet Service Provider**

An Internet Service Provider (ISP) provides a range of services, which allows you to connect to and participate on the Internet. The services can include, offering a connection via a telephone line or a connection through a dedicated high speed “broadband” connection. One of the most popular ISP providers is AOL.

If you participate on the internet, more than likely, you are paying someone for your internet service. There are many ISP opportunities, especially for niche markets.

Ask yourself this question?

Do you worry about paying your bill each month for your internet service?

In most cases, people would generally say, “No, I have to pay it.”

You see, that’s the power of having a subscription site with a critical needs service.

<http://www.switchisp.com>

This company offers dealerships to those interested in selling internet access.

<http://www.logicsouth.com>

This company offers internet access to small businesses in South Carolina and surrounding states.

## **Autoresponder Service:**

An auto responder service automatically delivers your information, usually in the form of e-mail, to anyone who asks for it. Autoresponders can send a series of e-mail at times specified by the user.

Autoresponders have become an invaluable tool to anyone starting or running an internet business. This means that you can run such a service with a twist and make money.

Examples include:

<http://www.aweber.com>

This is an autoresponder service for mainly internet marketers, but they have a broad range of clients.

<http://www.emailaces.com>

This site also targets internet marketers.

<http://www.earnware.com>

Earnware targets network marketers.

<http://www.fishbowl.com>

Fish bowl targets restaurants.

<http://www.enflyer.com>

Enflyer targets small businesses.

<Http://www.zipdrip.com>

This company targets insurance agents.

**Note: Do you see the trend of choosing a niche market. You could easily set up one of these programs for a certain niche and make huge profits.**

### **Resource Directories:**

If you provide a list of resources and update them on a regular basis, people will easily pay you a recurring fee to have access to the information. This is especially true if the person needs your information to be successful in his or her business.

When I first started selling computers, I quickly realized that computer suppliers would go out of business very fast. Then, before you know it, another supplier has just started up. This is a crazy cycle, but if you are in computer sales, you probably can relate.

It was taking up huge amounts of my valuable time to keep up with these industry changes until I discovered a company that update a resource list of wholesale computer suppliers. They charged \$15 per month for this service and I happily gave them my hard earned cash.

The last time I checked, this small company operated by a man and his wife had thousands of subscribers.

Examples Include:

[Http://www.rs-kit.com](http://www.rs-kit.com)

This company manages a directory of computer wholesalers and manufacturers.

[Http://www.largedirectory.com](http://www.largedirectory.com)

Large Directory targets women who wear larger sizes.

### **Complete System Services:**

Complete System Services are sites that offer a complete business package for it's subscribers. The subscriber actually needs the site to stay in business.

Typically, these sites may offer a territory for a specific concept, hosting, autoresponders, and other marketing tools rolled into one monthly subscription site.

[Http://www.ScoopDiscounts.com](http://www.ScoopDiscounts.com)

This is a company that I started that offers complete system for people wanting to earn from selling discount coupons in their local area.

[Http://www.cityamerica.com](http://www.cityamerica.com)

This company has well over 200 people paying about \$80 per month to access their community based city script.

Now that we have given you a little background on subscription sites, let's cover the 11 Steps To Subscription Site Profits!

## **Step One:**

Make a list of niches that you may be interested in. In my opinion, it is best to think in terms of "sellers." "Sellers" are business owners that sell a specific product or service. Business owners or sellers can directly benefit from your subscription site because it will increase their earning potential. It gives them the "Slight Edge."

If you don't have a clue, ask some of your family and friends about markets they are interested in. You should also include industries that you have experience in.

Ex. Nail technicians, landscapers, income tax consultants, photographers, real-estate agents, insurance agents, chiropractors, massage therapists, carpet cleaners, home inspectors

Your goal is to get a pool of possible niches to choose from. Of course, you will use a process of elimination to determine your best selection for a site.

On the following page, please fill out the TOP 15 form.

## Step Two:

Search the internet to find out if these industries have active discussion forums. **Highlight all the markets where you find active discussion forums and rule out the others until a later time.**

What is a discussion forum?

Forums provide members with a place to discuss current events, trade information, and provide support. Forums can be related to a diverse number of topics. Usually, the forums are public and you are allowed to post remarks and ideas on subjects related to the topic of the forum.

Here's an example of a forum for teachers:

<http://www.teachers.net/chatboard/#posts>

This is a place for educators to discuss topics dealing with teaching. You'll find everything from issues dealing with classroom discipline to information on passing certain required state examinations.

The reason behind this is to discover if people are actively discussing your selected niche in open forums. If there are any major magazines or publication on your selected niche, you may also highlight it.

Think about it, if there is a magazine on the subject, there must be enough interest to support advertising or subscriptions. So, let the big guys do the market research. If it's good enough for them, it's certainly good enough for you.

Forums will also give you an avenue for traffic, which we will discuss later.

### **Step Three:**

Read the discussion forums, participate, and answer a few questions if you can. Your objective is to find out what problems these people are having. Make sure you read the rules of the discussion forum before posting.

You should specifically answer questions because your answers position you as an expert in the field. If people view you as the expert, they will buy your products.

You should also ask the following questions, especially if it is a sellers forum:

1. Would you benefit from having a follow up system for your business that is designed specifically for \_\_\_\_\_?
2. Would you benefit from a complete system, including website, follow up system, and hosting made specifically for \_\_\_\_\_?
3. Would you benefit from an updated directory of \_\_\_\_\_ to help you build your business?

These questions will help you figure out the type of subscription site to offer.

**Note: Fill in the blanks according to the niche for the forum you are posting to.**

## **Step Four:**

Write down your questions and a the number of responses with in a 3 day period.

The Popular Question Form on the next page will help you with this step.

This is a very crucial step because it acts as a survey from people in a selected niche to find out what type of service they would be interested in.

After you calculate the number of responses, choose your TOP 3 niches.

## **NOTES:**

## Step Five:

Use Yahoo's Overture Search Term Suggestion tool to complete research on your selected niches.

One of Overture's most valuable resources is the search term suggestion tool. This tool will allow you to search a term or subject and find out how many people searched for that term in the previous month on a selected number of search engines. This tool alone, will give you an idea if people are hungry for information on your areas of interest list.

In order to use the search tool, you do not have to sign up. Here is the link again below:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Use the Overture.com Search Term Suggestion Tool to complete the Overture Search Form on the next page.

### Here's an example:

I used the Overture Search Term Suggestion Tool to look up "cake decorating." I found that there were a total of 100 suggestion terms all together for this topic and 40,173 hits on the subject in the month of the search.

Don't you think people might have a little interest in cake decorating?



## **Step Six:**

Circle the top 3 markets with the most searches each month.

## **Step Seven:**

Take those top 3 markets and search solutions to their problems. You can do internet research, call a few experts, etc. This will further establish you as the expert and give you ideas on possible subscription services. You want to be known as an expert problem solver.

## **Step Eight:**

Go to the discussion forums and discuss your solutions. Pay close attention to your feedback. You may even mention that you are working on a site to help others in the niche.

## **Step Nine:**

The market that gives you the most feedback is the market you should concentrate on first.

## **Step Ten:**

Develop the subscription site and announce the release on the board.

## **Step Eleven:**

Promote your site using the strategies discussed below:

### **Pay Per Click Advertising (PPC)**

Pay-Per-Click, also referred to as PPC, is a method of advertising your website where you pay every time someone clicks on your advertisement. Major search engines such as Google and yahoo utilize this type of marketing.

You can do this by signing up with the Google Adwords program and buying low cost ads for your article sites. Google allows you to pay as low as 5 cents per click.

You can also buy advertising through Yahoo's Overture.com, where you'll pay a minimum of 10 cents per click.

### **Write Articles! (My Favorite)**

You can also write articles based on search terms and problems within your niche. You can find a list of keywords by using Overure's search term suggestion tool at this site below:

<http://inventory.overture.com/d/searchinventory/suggestion/>

All the terms that come up can be great topics for articles.

You should also identify problems that people have within your niche and write articles addressing the solutions.

Ex. In the cake decorating and baking niche, one of the major

problems people have is deciding what to charge. So, I wrote an article addressing this issue.

A great way to discover problems is participating in the message boards as discussed earlier.

You can also use other people's articles on your website by searching article directories.

An article directory contains articles on various topics that you can use on your site as long as you include the author's information, which usually includes a brief statement and their website.

Here is a list of article directories for you to choose from:

<http://www.articlehub.com>

<http://www.articlecity.com>

<http://www.goarticles.com>

<http://www.ezinearticles.com>

<http://www.freesticky.com>

<http://www.isnare.com>

You can find many others by doing a search on google.com or yahoo.com for "article directories."

**Note: At the bottom of each article, you should include a link back to your subscription sign up page. This strategy will send targeted traffic to your site.**

In addition to using the article database for content, you should also submit your own articles.

### **Let People In For \$1 for the first 7 Days!**

This strategy will work like gang busters! All you have to do I let people try your site for \$1. Everyone can afford \$1 and they join to find out what you have to offer. If you set your site up on PayPal.com, there is a subscription feature that will build your subscriber after 7 days for your regular monthly price.

I started my first few membership sites that way and you'll easily sign up 100 - 1,000 members easy with this technique.

### **Start and Affiliate Program And Let 50 Plus Power Members In For Free as long as the promote your program!**

You can start an affiliate program with your membership. This will allow members to promote your site and get a monthly percentage of the membership fee paid to them in a form of a commission.

You can really ignite your membership if you get 50 or more people that promote your product in exchange for a free membership. I call them Power Members!

Imagine if you had 50 Power Members that refer 10 members each. That's a total of 500 members!

## Membership Software

In order to run a subscription site, you are going to need software to run your site.

There are many options, but here is what I recommend.

1. Go to <http://www.scriptlance.com> or <http://www.rentacoder.com> and post a project. Make sure you give very good details about what you want to have done. Programmers will bid on your project and you choose who you want to do it.

**Note: Make sure you ask the programmer to load the script for you if you don't understand how to do it.**

I like this option because you can get the membership management software you want tailored to your idea or concept.

2. You can also purchase a membership script from a software company. I recommend the sites below because I've used them on one capacity or another.

<http://www.amember.com>

This company offers a very flexible membership script that can be used with different payment processors such as paypal and 2Checkout.

3. You can get a free script and use it. This is a good option if you are strapped for cash.

[Http://www.locked-area.com](http://www.locked-area.com)

This company offers a free version and paid version. I have used

the free version of this script and it works good. However, because it's free several people will be able to recognize it and potentially hack into your site.

### **Conclusion:**

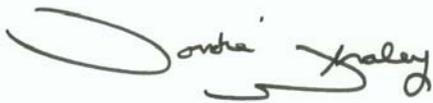
This is a great business to get started with very little start-up money. This report has provided you with a marketing strategy, forms, and techniques to be successful. All you have to do is get started.

When your business has grown enough, you can hire someone to run the business for you and you can keep a percentage of the profits.

There is no excuse for inaction. You either want to use this manual to make some extra money or you want to read this information as a "casual reader" who doesn't intend to start this business.

If you put this information to the test, you'll be successful.

Good Success!!!



Vondre' T. Whaley  
<http://www.earnbox.com>

## **More Great Resources!**

<http://www.patelsecrets.com>

This site is a “Think Tank” for entrepreneurs. It includes business ideas, marketing tips, audios, master resell rights, and tips from my most trusted advisor, Mr. Patel. This is a must join!

<http://www.nichefishing.com>

This strategy teaches you how to uncover profitable niche without have a list and make incredible profits.

<http://www.vondrelive.com/eric.html>

It's always great to learn from other people who are successful. Eric is a guy everyone should listen to. Click on the link above to get more information.

## **Highly Recommended!**

<Http://www.OnePageWebsiteProfits.com>

Learn How You Can Set Up Easy Little One Page  
Website And Earn \$600 - \$1,500  
Or More Per Year!