

“The Lazy Membership Site Model”

How to Use Easy Content Sourcing and Product Creation Methods to Create Profit-Pulling Membership Sites!



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Introduction



Hi, this is Ewen Chia and I want to welcome to the first ever edition of the **Internet Wealth Newsletter™**, your ultimate source for the latest in Internet marketing tips, tricks and tactics!

This is a **FREE** newsletter by the way, if you want more, all you've to do is stay as a subscriber to my list.

Today, we're going to talk about **membership sites**, or rather, the **"lazy way"** of setting up a **profitable membership site**.

Why be lazy about it, you ask? When it comes to making a real living online, two things you want to have are "ease" and "speed".

In other words, the easier it is to implement your business model – and the faster you do it - the better. Newbies, especially, really need to get some profits rolling in as soon as possible. Seeing real results from your efforts will build up your confidence.



Seeing the profits from your venture will give you the all-important tool of **leverage**. You've got to get out there and start building up your existing customer base.

You've to gain a foothold, gain some momentum. That's why quick and easy methods, like the one we'll be talking about today, are ideal.

Let's get started!

Ewen Chia

Why Start A Membership Site?

A fair number of new Internet marketers seem to bypass the idea of starting their own membership site in their niche of choice.

“It’s too much work,” they say, “I can’t create all of that content on my own, and besides...I’m not technically savvy enough to set one up....”

The truth is that memberships DO NOT have to be a difficult venture at all. In fact, they may be *the ideal business model* for a newbie to use for his or her first Internet venture.

Why?

Let’s list some of the benefits that owning your own membership site will bring:

- ✓ **Recurring monthly income**
- ✓ **Instant pool of existing customers**
- ✓ **Flexible product delivery format**
- ✓ **Plenty of room to grow and spin-off new products**

The truth is you’re going to have to do *some* work whether you create a membership site or a ‘one-off’ ebook product that you sell from a single sales page.

The difference is that the one-off product gets you just that one sale, while a membership site will suck in repeat profits from your existing customers month after month.

So, you get to make money from the same people on the same product time and again.

This gives you the all important element of *leverage* (in terms of money and a ready pool of prospects) when you expand your product line.

How To Do It The “Lazy Way”

In a moment, we’ll take a look at some case studies to give you an idea of what other marketers are doing with membership sites in their niche of choice.

For now, let's talk about a couple of the methods you can use to set up your own site the 'lazy way'.

Let me ask you this: What do you believe is the biggest challenge you face in setting up your own membership site?

Is it content creation? Is it the technical side of setting up the system?

There are easy ways around both of these challenges!

You can create content in a number of ways and never have to type a single word yourself if you're willing to get creative.

How?

Let's look at **3 different methods**.

Member-Created Content

This is so easy it's almost criminal. Imagine setting up a site where the benefits of membership are created by the members themselves. In other words, you set up a site where the content is customer-driven.

A good example of this is any type of multi-media focused site dealing with tutorials and/or royalty-free creative content.

For example, let's say you're interested in photography as a niche market. You already know that there are scores of people on the market who need stock images for their web sites and other projects.

You could very easily start a membership site to fill this need. It would be a snap for you to fill out the site with "starter" content by taking some pictures of your own.

Then, create a community of people who upload and share their own images, granting all other members a license-free right to reuse them.

Pretty cool, right?



You could do the same thing with other types of media, too, such as stock footage or audio loops for music. You could even do it for things like recipes, web templates, or any other special interest area.

In some cases, you may need to have a few 'experts' providing a steadier, more reliable source of content (e.g., web templates or clip art), but that is easily done by combining this user-driven model with the **next model...**

Hiring Experts And/Or Freelancers

If you have the budget for it, you can hire someone else to create your membership site content for you.

In fact, even if you're short on cash, you could still get your content created by working out a joint-venture with the content creator.

Let's say you wanted to start a membership site in the pet owner's market, focused on dog training. You've decided you want to provide a collection of expert articles, as well as give members access *to* an expert in the field to answer their questions.

The hardest part of the task will be locating your expert. If it were me I would look around locally first. You could ask your vet or someone at a dog-grooming salon or obedience school if there's any one they would recommend.

The key is to find that person who is both an expert *and* has an entrepreneurial streak. All you have to do is work out a deal with them to share in the profits from your site in exchange for their contributions.

This example is probably the most involved, and you don't have to go to this length of effort if you don't want to do so.

If you are creating a relatively simple site that relies on written content, graphics or any of the other types of media for which there are tons of freelancers, you can just hire the whole thing out.

Some good places to find freelancers and ghostwriters:

<http://www.elance.com>

<http://www.scriptlance.com>

<http://www.rentacoder.com>



Public Domain/Private Label Rights

Public domain material is already created and just sitting there for the taking. All you'd need to do is edit it and/or add to it to create something worth selling.

The key with this type of content is to think outside of the box. Don't look only at how-to books. Get creative.

For example, I know of one guy who makes a killing on Ebay selling antique sewing patterns he's pulled from the public domain.

You could easily take something like that and create a membership site around it (e.g., one new pattern delivered per month).

The same principle applies when you use private label rights. In fact, PLR content just might be the easiest, laziest source of content you can find.

There are plenty of sites (e.g. [Niche Content Packages](#)) offering private label articles, e-books, audio, video and more for a wide variety of niche uses, including Internet marketing.

Again, the trick with this is to be:

- 1. Super-targeted**
- 2. Creative**

You don't want to slap up any random collection of PLR material and call it done. You need to decide on a niche and a theme. It's all in how you package it.

For instance, let's say you come across a great collection of material on how to improve 'mind power' or intelligence. You could package that up in course format and deliver each PLR item as one "lesson" per month.

If all of this is sounding good so far, then let's address the issue of getting your site set up...

Lazy Membership Site Set Up

There are a couple of ways you can go about this. The first is to purchase a membership site script like [Easy Member Pro](#).

If you're technically savvy, you can install and set this up yourself.

If you're not comfortable doing the set up the, again, you can usually hire someone to do it for you. Many of the scripts for sale include free set up in the price. The key is to shop around and find one that fits your needs.

Now, if all of that is *still* a bit too intimidating, then here's a trick you'll love....

You don't even have to run your membership program from a web site!

(This is the "lazy" method ☺)

Instead, you can deliver all of your content via email!

This is really simple. All you'd need to do is place an opt-in email form (connected to your autoresponder) *on your "Thank You" page. You do NOT even need a membership script!*

The customer simply registers his name and email into your autoresponder after he's paid.

[Click here now to see a live example of this model in action...](#)

Meanwhile, you've loaded all of the content into the autoresponder and set it for whatever delivery schedule you want to follow. Piece of cake, right?!

You need an autoresponder for this lazy membership method obviously. I suggest going with either [Aweber](#), [Get Response](#) or [Monster Response](#).

It will probably help you to see some of these scenarios in action, so let's go ahead and take a look at some case studies now.

Case Study #1: Freelance Method [Super Affiliates Inner Circle Club](#)

This is one of my membership sites, and it's built around the idea of helping affiliate marketers get their businesses up and running with unique niche content they can use in their promotions.

It's a little bit like a "business-in-a-box" delivered each month:



Struggling To Make It Online? Then Get Ready To Change Your Life For Real. Because You're About To Discover...

"The ONLY Step-By-Step Money-Making System In The World That Will Turn You Into A Real Super Affiliate Raking In HUGE Commissions From Other People's Products Fast - 100% Guaranteed!"

And That's Exactly What You'll Experience. This Complete System Has Been A "Secret"...But I'm Going To Reveal It Finally So That Anyone Can Use This And **See Results At Lightning Speed**...Even If You're Just Starting, Or If You've Tried And Failed Before!

Ewen Chia's
super affiliates
Easiest Way To Make A Fortune From Other People's Products
www.SuperAffiliates.com

There are a couple of things I did to make this site value-packed and worth every penny I'm charging for it each month.

It is actually a combined model wherein I offer several training products as well as the raw material for affiliate promotions.

Every member who joins receives:

- ✓ **The 120 page “15-Step Top Secret Super Affiliates Blueprint”**
- ✓ **Step-by-step video tutorial training**
- ✓ **Monthly expert audio training**
- ✓ **Commissions-Live Video Case Study**
- ✓ **The ‘Mystery’ Instant Business-In-A-Box**

My goal with this membership was to over-deliver as much as possible, and make it a true “insider’s club.” It looks like it was a lot of work to create, doesn’t it?

However, I barely had to touch my keyboard to get this done. Instead, I called upon my army of freelancers to create the graphics, video and written content to my exact specifications.

Each month, someone other than me creates that “business-in-a-box” based around a hot niche market. These ‘kits’ include:

- ✓ **A 20+ page report on the nice topic for affiliates to use as subscriber bait**
- ✓ **A collection of 10, keyword optimized articles on the niche topic**
- ✓ **Five forum signatures**
- ✓ **10 pay-per-click advertisements**
- ✓ **The top 50 keywords for the niche**
- ✓ **A custom landing/opt-in page**
- ✓ **An autoresponder series**
- ✓ **An overview report of the niche in question**

It's all quality content that fills a definite need, and the site is wildly successful!

[Click here to have a look...](#)

You may or may not want to create something with quite this much content for your first site, but I think you can see the general idea I'm working from on this one.

Case Study #2: Expert/Member-Driven [Guitar Tricks](#)

Here is an example of a site built around the 'expert' method. The site features multimedia tutorials that teach members how to play guitar in a variety of styles:



A monthly membership fee is charged, but the content update schedule is virtually 24/7. As you can see from the screenshot, the site boasts 45 instructors so far, and over 3000 lessons.

There are a couple of things for you to notice about why this membership site is so successful.

First off, think about your average person sitting around at home wanting to learn something new or just jam on their guitar.

Before audio and video really took off on the web, most of the "guitar lessons" one could find online were presented in written format.

You had to sit there and try to figure out another person's tabs or sheet music. Boring!

The **Guitar Tricks** membership site blows this lame approach out of the water.

Instead of giving members a bunch of crummy guitar tabs, they get *live* lessons from true guitar experts. These lessons are available at the push of a button and there are tons of them.

There's rock, jazz, country, folk...they even break it down by guitar hero. Want to learn how to play like Eddie Van Halen, Jimmie Hendrix or The Edge?

It's all right there in video format, and members can watch the lessons as many times as they need to.

Case Study #3: Public Domain/PLR Science Of Getting Rich

Rebecca Fine's "Science of Getting Rich" site has been online for quite some time. She began with an old public domain book of the same name by a man named Wallace Wattles.

In this instance, her 'membership' consists both of the members of her online forum, as well as those who join in her private coaching program:

Keep in mind that she did not have to create the core of the content herself. The information in this one little book has been enough to spin off courses and products on "advanced" prosperity consciousness.

The original book is given away for free as a leader generator/membership builder, and sales are made up on the back end.

Simple Step-By-Step Approach To Making Money With Your Own Membership Site!

Before we start, I recommend you have a look at Ryan Deiss' **Continuity Blueprint**:

[Continuity Blueprint](#)

He's created a very powerful, very simple method for creating membership sites that are guaranteed to rake in passive income for the long term.

Every part of the process is explained clearly – from choosing your nice topic to setting up your site to keeping the new memberships rolling in to account for the natural cancellations that occur.

Step One: Choose a Topic

Targeting is, of course, very important and step one is where you'll want to think about it.



You need to choose a niche market, and then see if you can narrow that market down a bit further to a sub-niche.

The goal is to find an appropriate topic for a membership site.

How do you know whether your market will be interested in a membership-based product?

Part of your research should include a trip to you local bookstore to see if your target market has any magazines or newsletters devoted to it.

If people are willing to pay for quality content via a magazine subscription, there's a high likelihood they will also pay for quality content online through a membership site.

Step Two: Register a Domain Name

You'll want to register a domain name that reflects the theme of your membership site.

If your site is focused on 'weight-loss', for example, then you'd want to get a domain name with weight-loss related keywords in the name.



You can grab inexpensive domain names from most domain name registrars.

Some of the most popular include:

<http://www.RegisterDomainNameHere.com> and <http://www.GoDaddy.com>

Step Three: Get a Web Hosting Account

You'll need a web hosting account for a couple of reasons. First, you'll need a host to point your domain to once you've registered it.

Second, you need a place to host your actual site, along with your sign up page, graphics, content and other materials.

Third, you'll need the web host to run the actual membership site script for you.

Step Four: Get a Membership Script

If you don't plan on using the "lazy" **autoresponder method** we covered earlier for delivering content, then you'll need to get a membership script set up on your site.

If you do a search in Google for free scripts, you can find some pretty good solutions. However, you'll need to be able to follow the instructions for installing the script yourself.

The easier option if it's in your budget is to just purchase a script.

Paid scripts usually offer a lot more troubleshooting support, and some sellers are willing to install your script for you.

Some paid script options include:

<http://www.amember.com>

And a “free” option:

[Build A Free Membership Website](#)

Note that some of these are higher in price because they are complete packages – including training, scripts and general site creation software.

Step Five: Add a Recurring Payment System

In order to collect subscription fees, you will need to link your site with a payment processor that can handle recurring payments.

Your top two choices for this are:

Clickbank: <http://www.clickbank.com>

A Paypal account: <http://www.paypal.com> linked up with a service like **Paydotcom:**
<http://www.paydotcom.com>

*You can use Paypal solo, but your affiliate management and other issues are a lot easier to take care of using Paydotcom’s system.

Step Six: Get Content

Finally, you need to load up your membership site with content.

Again, you can source content through any of the previously covered methods:

Expert
Member-driven
Freelance
Public domain
PLR

Your fastest bet is to form a joint venture partnership with an expert. This is especially true if you’re clever about how you package the content.

For instance, instead of having your expert write a whole series of articles up front, you could do monthly interviews with your expert for the main focus of the site.

Some Final Thoughts

I hope by now you're getting an idea of just how easy it can be to set up your own membership site. Not only is it easy, it is also *fun* and you can get pretty creative with it if you want.

The key is to *figure out what people want*, first, and then find a way to deliver it to them in spades.

Try to zero in on niche markets where the demand for fresh and/or unusual content is high. Package that material as the “ultimate source” for satisfying the market’s interest.

Do some research and look at what similar membership sites in your niche are charging each month.

Be willing to experiment with your pricing model as well. You don’t have to charge on a monthly basis if you feel it isn’t appropriate to what you’re doing. You can charge bi-monthly, quarterly or yearly if you desire.

For an extra kick, you could also charge a higher, up-front “one time” fee, followed by a lower monthly membership rate – e.g. – join for \$19.99 and pay \$9.99 per/mo thereafter.

Your options are almost limitless with this, and I’d highly encourage you to put this model into action, even as a newbie, because you’ll get:

- ✓ **An instant product**
- ✓ **A pool of existing customers to sell other products to on the back end, or even for new product launches**
- ✓ **Passive, recurring income that you can leverage to expand your business**

All three of these elements put you in an ideal position to grow your income over time.

Just think about the potential profits for a moment. If you had a membership site right now where you were charging a recurring subscription fee of \$15 per month, your income could look like this:

1 subscriber = \$15/mo

10 subscribers = \$150/mo

100 subscribers = \$1,500/mo

500 subscribers = \$7,500/mo

1,000 subscribers = \$10, 500/mo

Looking at this realistically, let's say you built your site up to 300 subscribers. That's \$4,500/mo or \$54,000 per year.

Remember, this is *passive* income! You've already done the work, but you get paid over and over again each month.

Duplicate your efforts by building several membership site that run on autopilot, and you'll REALLY see your income start to pile up.

If you were to start a second membership site, at the same price, and again built your subscriber base up to 300, you'd **double** your income.

But, it gets better. Subscribers to membership sites are much more likely to be interested in, and open to, the other offers you want to put in front of them.

You can use the 'real estate' within your membership site to advertise your own products or your affiliate offers to make even more income on the backend.

So, what are you waiting for? This is the lazy, easy way to some serious income.

Get started today...

