

How to...

MAKE MONEY WITH ONLINE MEMBERSHIPS



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How to Make Money with Online Memberships

Regardless of how you earn money right now, most online business owners should work toward starting some kind of online continuity or membership program. This will allow for more regular monthly income, enable you to focus on marketing rather than products, and allow you to deliver top notch items to your audience at a price they can afford because you spread the cost among several people instead of working one-on-one with them.

What are Online Memberships?

There are many different names for online memberships. Some people call them “inner circles” or “group coaching” or “subscription plans” but the entire point is that your audience joins a monthly membership that gives them access to a new product each month for a set “members only” price. This price is usually slightly lower, includes a bonus, or has an additional benefit, which non-members do not receive. When you attract multiple customers to your membership plan, you can make a lot more money.

If you had a membership program that cost \$20 dollars per month, how much can you earn? How many potential members are out there? For some memberships, the sky is

truly the limit. For others, the potential customer base will be smaller due to the niche. In that case, charge more for the membership to ensure that you earn enough money to cover your costs and a profit.

Monthly fees are nothing new to people. We all do it every month for our rent or mortgage, cable TV, Internet, phones and more. Most people are already sold on the idea of paying on a monthly basis for products, services, or information that they want and need.

The trick is to find out which type of membership program will work for your target audience. What little “extra” or benefit can you offer that would tempt customers to change from being one-time buyers to monthly subscribers? Before starting a membership plan, it is important to brainstorm the different types of potential membership ideas that will earn money and then match them up to your skills, resources, and target audience.

9 Money Making Membership Ideas

There are many different types of online membership programs that you can consider starting. The following ideas may or may not fit your niche, but they can inspire ideas that are just right for you and your business. As you are going over your options, think about what you will offer, to whom you'll offer it, and how you'll do it – what experts and technology you'll need to create and deliver the product, service, or information.

Here are a few ideas and different types of memberships you could offer.

Topic Of The Month Club – These are very popular. You can do any type of “topic of the month club” that you want from PLR content, templates, software, apps, and even physical products. Just be sure to figure out the true cost of physical products including development, shipping and handling, returns, and more.

1. **Group Coaching Club** – Do you have knowledge that you can share with a group of people? Do you already have a coaching business? If you do, you can start a group-coaching club. It's a great way to screen people before offering one-on-one coaching, which comes at a higher price.
2. **Graphic Design** – Graphic designs can be offered in a membership. You can offer a PLR graphic membership where everyone gets the same designs, or you can offer a special-order membership with a specific number of graphics included in the membership price. If you need to outsource the work, you would become a project manager.

3. **Private Forum** – No matter what the niche is, diet, exercise, parenting, small business, etc., people like the idea of being able to have private discussions, which do not show up in search engines. You can provide that area with a “members only” message board area.
4. **Lessons & Certifications** – Many people want to learn how to do things. Use your expertise and resources to create eCourse or “How-to” memberships. Perhaps you know how to rewrite PLR, cook a certain food, use particular software, or create websites. All of these and more can be taught with a monthly membership subscription.

Perpetual Memberships – This type of membership lasts forever. It may include brand-new information and services every month. In addition, it may include a forum for members to get together, discuss issues, and have access to you.

Limited Time Program – Some membership programs are short term or limited time. They can start continuously using a drip program or they can start on a specific date and go for the limited time such as 8 or 12 weeks. It could even be an entire year. The point is either the membership or the price ends. At that time, the members become lifetime members.

Retainer Program – Some membership programs are really retainer programs. The customer signs up to have access to you for a specified amount of time. It is up to them to follow through with accessing your services and knowledge during the time allotted. This works well for monthly services such as those offered by virtual assistants, writers, or graphic designers.

Association Program – You’re familiar with associations already – many groups have membership fees to participate. Some that you may have heard of are Church memberships, business memberships like BNI, chamber of commerce, and so forth. The important thing is that if you create an association for a specific group of people that you create offerings that associations usually offer to their members.

Inner Circle – This very exclusive membership is only open to a limited number of individuals. Due to that, you can charge a higher fee for this personal access to you and your knowledge. You might offer monthly teleseminars, webinars, podcasts and more for your inner circle.

Figure out where the membership program fits in your funnel so that you price it correctly. Also, consider the amount of work the membership program will take. Some will take little more than setting it up while others will take more work. It’s up to you how it works because only you can decide these factors.

Ideas to Include in Your Membership

Once you decide on the type of membership to offer, you will need to decide on what products to include in it. Consider the amount you want to charge, the target audience's ability to pay, and their needs, as well as your own.

- Affiliate Program
- Bonuses
- Certification
- Checklists
- Individual Discounts
- Discussion Forum
- eBooks
- eCourses
- eReports
- Exclusive Content
- Group Coaching
- Interviews
- Job Board
- Member Highlights
- Membership Listing
- PLR Content
- Podcasts
- Q & A with Access to You
- Special Reports
- Templates
- Text Content
- Tricks, Tips & Motivation
- Video
- Webinars

You can include some or all of these ideas into your online membership program. Base what you offer members on factors such as membership price, member access length, number of potential members, and available resources including talent, software, tools, and budget.

10 Programs & Software You Need to Run Your Membership Program

In order to run a profitable membership program it's important to use the right tools and software. You want to make the membership program as hands off as possible. With the right tools and software, you can do that.

1. [aMember](#) – One of the most loved membership software programs among Internet marketers, aMember can really do it all depending on what features you want to offer for your membership program.
2. [Invision Power Boards](#) – This community message board is very popular and works with several different membership programs such as aMember.
3. [Wishlist Member](#) – Wishlist is a WordPress membership plugin. It integrates with your self-hosted WordPress install to turn it into a membership website. It has many features that people like such as the ability to drip-feed content to members.

4. [EasyMemberPro](#) – This software has a built in affiliate program, auto responder integration, and more. It's secure, and has many of the features that you want and it's simple to use.
5. [WordPress](#) – Many software choices work well with a self-hosted WordPress site, which can double as a general website with sales pages and membership site with sections available only to members. If you don't have a self-hosted WordPress website consider switching.
6. [iGroops](#) – With this membership software you don't even need a website, it's the entire thing including message boards, content delivery, a store and more.
7. [PayPal Pro Business](#) – In order to collect payment you will need something like PayPal Pro or another payment processor that works with your membership software choice. A favorite among customers is Pay Pal because it's well known and trusted.
8. [AWeber](#) – Most of you know that AWeber is, whether you use any of the other software listed, you really need to build an email list and one of the best software programs out there is AWeber. It will integrate with most membership software and work nicely to help you market your membership.
9. [JigSawBox](#) – Do you want to offer group coaching? You can deliver coaching in a drip format, offer discussion areas, coaching notes, assignments and more. Designed by a coach for coaches if you are a coach or want to add coaching to your services through a monthly membership program this software may work for you.
10. [MemberSuite](#) – If you want to start an association and handle everything from content delivery, customer relationship management, and more in one spot then Member Suite may work well for you. If you want to have live events for your members, this software will work great for your needs.

Other software that you might use with your membership program is Adobe Professional, Google Hangouts, Skype, graphics programs and more. In addition, you may want to hire some help to get your membership off the ground fast such as a Virtual Assistant, a member-community manager, or other experts to help you install, set up, and manage the membership program.

How to Market Your Membership

Once you create your membership program the work is just beginning. Now you need to market the membership in the best possible way, according to who your audience is. Several channels can be used to market your membership.

- **Build Your Expertise** – Find ways to get known as the leading expert in your niche by appearing on podcast interviews, Internet talk radio, as a guest blogger, an author, and speaker.
- **Pay Per Click Marketing** – Once your program is ready and open for business you can use some pay per click marketing via Google Ads and Facebook.
- **Email Marketing** – You can use PPC to build up your mailing list before you launch your online membership by giving away something that the target audience needs and solves a problem for them.
- **Blogging** – Use online content to give members ideas and information that they care about. Build up to the membership offer in your product funnel.
- **Affiliate Marketing** – Recruit affiliates to help you market the membership. If you know some super affiliates, offer them free memberships in exchange for being an affiliate of the program.
- **Freebies & Giveaways** – You can start with a short eCourse, webinar, teleseminar, or something else. The key is to get the buzz going about your new membership program. You want it to reach as many people in your target audience as possible.
- **Price Your Membership Right** – This is an important aspect of marketing. If you price your membership too low, you may leave money on the table. If you price it too high, fewer members will join. Find the sweet spot.
- **Social Media Marketing** – Another great way to market your membership program is to use social media to market your program and tease your audience with membership sneak peeks.

Your marketing must appeal to your target audience. It should include “what’s in it for members”. Tell your audience about the benefits of joining. Explain what problems will be solved when they join.

Making money with a membership program is a great way to add to your product funnel. The membership can be a top level offering to the other things. It can be a midlevel product if you're a coach and will use the membership as a stepping-stone to your more costly one-on-one coaching program. Once you have an active membership, any new product you deliver will make money, so the money you can make with a membership program goes far beyond the membership.

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