

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Is Running A Membership Site Right for You?**

**By John Calder**

**Is Running A Membership Site Right for You? by John Calder**

© 2004, John Calder  
<http://www.TheEzine.net>

Surf any of the marketing forums, and you're almost certain to see posts about membership sites. Marketers are asking if their idea is a good one, how to control access, how to integrate billing, and so on. Why all the marketer interest in membership sites, as opposed to say affiliate product sales or releasing their own products?

The main reason is probably also the main benefit of running a membership site – and that is an ongoing monthly income from subscription payments. If a marketer builds membership levels, monthly income will also increase, thus increasing the financial reward for little increased effort. With a good membership site, the owner can maintain a steady, fairly predictable income regardless of other projects.

But can anyone successfully offer a membership site? The truth is, probably not. Whatever the topic of a membership site, the owner must have some degree of credibility and respect in that area. That's certainly true within the Internet marketing arena, but elsewhere as well. Not only should the owner have the knowledge, background, and sometimes contacts within their industry, but they also have to be able to sell the benefits of their status to prospective members. Said more directly, if you want to start a membership about dog shows for example, you need to be "somebody" within that market for the greatest chance of success. You may be able to get by otherwise, but would you want to compete against someone who did have such credentials?

And don't forget, a membership site is an ongoing commitment from you to your members, in return for their monthly membership dues to you. You will need to regularly post new material, interact by email and forum with your members, deal with customer service and membership issues, and stay on the leading edge of your field month after month. Make sure you enjoy the field and the interaction enough to make that kind of commitment before you jump in.

## **How To Make Internet Marketing Paid Membership Sites Work For You**

**By Michael Senoff**

There was a time when setting up paid membership sites on the Internet — where you have a site only people who pay you an ongoing fee can access — was all the rage.

Lately it seems this isn't as popular as it was. Mostly because so many of them fail. In fact, in many cases, it seems people drop out of paid membership web sites as soon as they sign up.

Even so, there are a few smart Internet marketers who have been able to make it work well.

And one of those ways to make paid membership sites work is to simply offer content people simply cannot get anywhere else.

In other words, you're probably not going to get them to pay you an ongoing fee to access your content unless you offer them something that's just not possible to get online or offline anywhere else but from you and your site.

Yes, that sounds simple, but that's really what it all boils down to.

The whole key to making paid membership sites work is giving people something unique, valuable, proprietary to you, and that you, and only you, can provide.

For example, there is a marketer named Matt Furey. He has a monthly membership site and he gives away a ton of material to people who sign up for a year. Not material people can download online somewhere else, but real, valuable books, CDs, and even personal assistance with members' questions.

These are all things you can't get anywhere else but through him and so his membership deal thrives and grows. You can do the same thing.

It doesn't take a whole lot of sophistication or technological savvy, either. Just follow the model above with what you're selling and you will be fine.

Copyright 2006 Michael Senoff

Michael is a sought-after Internet marketer, interviewer and business coach with more than 50,000 students on four continents. For a limited time he is giving away free over 120 hours of in-depth audio interviews at his famous website

Is Running A Membership Site Right for You?



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**