



Brought to you by Robert Kennedy.

This Guide is intended to give the reader a brief overview of the benefits of having your own membership website, and how to create a profitable income from it. Part one will cover site creation. It will also cover information products, and where to find them. In part two I will stick to discussing traffic generation techniques that you can use to drive a steady stream of traffic to your website.

Creating a membership website does not take a lot of specialized knowledge. If you do find the process of setting up your site difficult then I suggest you hire a professional to install one on your website for you. If you have a membership website script already this should only cost you about fifty dollars for a basic install. If you wish to customize your site it could run you another couple of hundred dollars (more or less) depending on the script you decide to use, and how much custom work you require. Please visit www.FusionInternetMarketing.com for more information.

Part One

When you consider running a membership site, you'll need to look at the information you're going to supply to your members. Content is always needed for a website, but for many people creating their own product from scratch is too daunting a task. But, there's an easier solution to get you started, and if you follow this correctly your membership site will be the best it could ever be.

The first thing you need to do is decide what your membership site is going to be about. Once you know what you are offering your members, the next task is to then create those products. Now this is where the majority of people fail, because they have no idea how to create the products. Is there a simple way to create information products, you are asking yourself? The answer is yes. Today, you are going to learn how easy it is to create your own products, and not only that, but have instant products to offer your members.

There are two things you should be looking to develop in your membership site, to rank as one of the top sites around. One is to have high quality products, and the second is to always consider your members and meet the needs they have for instant products that they can sell within a short time. Most will only want to make a few changes to the sales page and then start to sell. Your job is to be the provider they are looking for, and if you get this right, you will have a loyal member base for a long time to come.

Who would want to create a membership website in the first place? There are several reasons why a membership site can help you make more money, and more sales. If you want to build a customer list, (and you should if you want to maximize your sales potential); then you can use a membership site to keep track of all of your customers information. A membership site can

be used as a database for any kind of organization. You can use it to store names, addresses, emails, and phone numbers. You can also set up specialized "members only" areas that members can access online. Inside of your members area you can provide information that will be of benefit to your members. This could be access to bonuses, discounts, or any kind of special knowledge. Integrate this with a forum, and you will have your very own online community.

Giving away free products such as ebooks is a common way for internet marketers to build email lists. The idea is to give away something of value in exchange for your customers name and email. You can do the same thing by giving away free memberships, and include the ebook, or any other types of information products inside of your membership area.

Selling information products also happens to be the best business you can start. You can truly start your own business with no money at all, as long as you have a computer and internet connection. With a small investment of buying a domain name (\$10.00), and hosting (\$10.00 per mo.) you can create your website, and start selling information products. Other advantageous are that you get paid before the customer receives the product. You won't need a storefront. You will not need space to store your products. You don't have to show up for work every day. You can even run your internet business from anywhere in the world. When you sell a digital item online, people will want an instant download, and you should have already got this in place for your business. With a membership site all this will be done automatically for you. That means you would only have to work once, and get paid over, and over for the rest of your life.

Compared this to a ordinary "brick and motar" business: You would have to find a location to sell your goods. That alone would

cost you a small fortune. Then you would have to purchase expensive stock. Each morning you would have to show up and sit there, whether you have customers or not. Then if you hire staff, you will still have to manage them, and pay them.

Information products are not just limited to ebooks. You can also sell software, videos, and graphics. You could create products yourself, and eventually you probably should, but you do not have to.

Private label rights, is something a lot of people buy, but very few people use in the correct way. You see, when you buy PLR products then you should already have in mind how you can convert this to a unique item. Unique doesn't mean adding a couple of words here and there, but making so many changes that the original creator doesn't recognise it as the same.

When you buy good products, you will find that the research has already been completed for you, and you can then use your purchases as a platform to create an even better product. You need to decide how to change these purchases and then set time aside to do that.

If you buy an ebook, then you need to consider adding a few new chapters to the book, renaming the title and also the chapter headings, as well as rewriting the rest of the book. Once you have that completed, then you need to create stunning new graphics. Can you enhance the package by adding in a video or audio? You are looking all the time to produce something that is top quality.

To stand out from the crowd, you want to go that extra mile in your production, rather than thinking anything will do. Once you have everything ready, you then need to consider the rights you are going to give your customers.

One of the rights many people are looking for are private label

rights (Plr); they want to have a package that is high quality, that they can sell onto their customers without doing a lot of extra work. With Plr products you are given the rights to use the product in anyway you want, and even put your name on it as the creator. Master resale rights (Mrr) means you can sell the product, and the resale rights, but you cannot alter the product in any way. Resale rights (Rr) allows you to sell only the product itself, but the people whom you sell it too are not allowed to resell that product.

Money Making Tip

Numerous products with private label rights can be purchased for a fraction of their worth at www.informationninja.com

There is a downside to selling information products. Theives can easily steal your products by viewing the source code of your website, and see where they will be directed after payment. With that info all they have to do is go directly to that web address, and download your product without paying. With a membership site this cannot happen. Your products are protected and can only be accessed by members.

You have the option of creating different membership levels; For example you could have a free membership with limited access. A silver membership with enhanced membership could sell for \$15. Then have a membership with full access for \$20, or whatever cost you decide.

A membership site is also a fantastic sales tool. Your free membership will attract potential customers. After they sign up you can make a one time offer (Oto) that is only available the first time they log on. This could be a special price on your products,

or on a upgraded membership (Gold). If they decline this Oto, you can even have a second Oto for a downgraded version of your information product, or a limited access membership (silver). Whatever you decide to charge is all up to you. You also have the option of billing your customer a one time fee or on a monthly basis.

Promoting your website can be a time consuming task. By using the leverage of the viral sales force that is built into your membership site, you will rapidly increase your sales. Each member receives a special individual affiliate link for them to promote your website with. This method gives you a commissioned sales force. Whatever commission you decide to pay is up to you. For example your free members might receive 30%. The next level up 50%, and the top level 80%. Give your members the tools they need to promote your site, such as sample emails, forum threads, banners, and splash pages. With all of this in place you are building your list and income virally with no additional work on your part.

Additional benefits are that you can track your sales through your site within the membership site administration area. Test different sales copies and track the results. Have special codes for discounts or joint ventures with varied prices and commissions.

You will need a script that is used to protect your membership website. There are several different ones that you could use. I would recommend one of the following:

[Launch Formula Marketing](#)

[Amember](#)

Membership scripts continued....

[DL Guard](#)

[JV Manager 2](#)

[JV manager 1](#)

Amember Videos tutorials (free)

[How to build your membership site from scratch](#)

[How to plan out your membership site](#)

[Setting up pages for your membership site](#)

[How to set up a word press blog for your membership site](#)

[How to create your own membership site forum](#)

[How to create your own membership site using Amember](#)

[Security in your membership site](#)

[Testing your membership site](#)

By having your own membership site, you have open up a entire new way of promoting, and earning money on your website. You can minimize the effort required in running your business. Increase your sales, and build a monthly residual income that runs on autopilot.

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

You have the MRR License.

- [Yes] Can sell Resale Rights
- [Yes] Can sell Master Resale Rights
- [Yes] Can be added to membership sites
- [Yes] Can add various bonuses as a sales incentive
- [Yes] Can be packaged with other PAID Products
- [Yes] Can be given away
- [Yes] Can be offered as a bonus
- [Yes] Can be offered through auction sites
- [Yes] Can be added to free membership sites

(No) You cannot change the contents or include your name as the author.

=====

IF additional bonuses are included they may have different licensing requirements from those stated above.