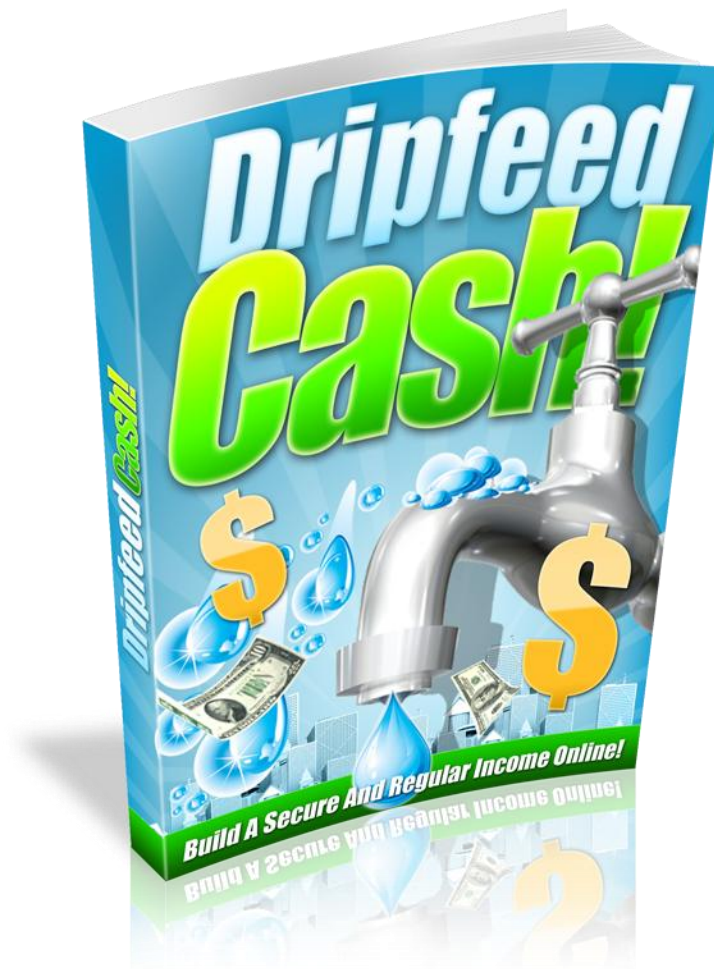


Drip Feed Cash

**How To Build A Secure And Regular Income
With Membership Sites!**



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Introduction

Out of the many different business models online, there is one that has consistently stood the test of time.

Membership websites.

With membership based communities, you can instantly generate recurring cash that floods your bank account like clockwork, month after month.

You can grow a following of loyal customers, build brand awareness, and dominate niche markets, swiftly and easily.

Membership websites, also known as continuity websites, can also help you penetrate new markets, by funneling your existing community from one website into another, pre-launching products, testing new markets and ultimately, saving you a lot of time and money in the process.

It's a powerful system at your disposal, and with your copy of the Membership Cash Strategy guide, you will learn everything you ever need to know about building, growing and maintaining, incredibly profitable, wide-scale membership sites quickly and easily.

When it comes to building a membership website, you are limited only by the time you devote to growing your community.

You can start off with smaller community groups, or can focus on wide-scale promotion, where your membership access is unlimited and you keep the doors open to anyone who wishes to join.

You can also set different price ranges based on a combination of factors, including your overall website theme and topic, the exclusivity of the content and material featured within your site, as well as your ability to update your website consistently, keeping subscribers coming back month after month.

In truth, creating a profitable membership website isn't all that difficult if you know exactly how successful webmasters have modeled their systems and launched their communities.

Using a solid blueprint based on proven results, you will be able to generate quick cash from a solid membership site that not only is an instant winner, but has the potential to sustain its viability for many years to come.

These strategies are rarely taught in online ebooks, but with this guide, we'll break down the walls of secrecy and reveal every proven strategy used by the membership site gurus.

So, without further delay, let's go!

Creating Your ‘Drip Feed’ Blueprint

In order to begin building your membership website, you need to first determine your overall focus.

What will your membership website be about?

In truth, there are literally hundreds of membership topics to choose from, based on your own experience and skills or your personal interest.

What we want to do however, is focus on selectively choosing our topics based on current demand and overall profitability.

It's one thing to be passionate about the subject of your site, but you also need to ensure that the topic you are considering is one that people are willing to pay for.

Conducting market research is a critical step in increasing the chances that your membership website will be a successful one.

Thankfully, even if you are brand new to the idea of market research, you can quickly evaluate potential markets just by following a simple series of steps.

It involves:

- Evaluating current demand for potential topics.
- Evaluating existing products for potential topics.
- Evaluating current competition for potential topics.

These three elements are very important when choosing your membership site's theme, because:

a) You want to make sure that there is an existing customer base for your memberships' topic.

b) You want to build a membership website around a topic that is scalable, so that you can create additional products, services and upgrades later on, consistently working towards extending your sales funnel.

c) You want to make sure that the market you are considering isn't overly competitive, or difficult to penetrate.

In order to quickly determine what topics are likely to be strong ones worth building a membership website around, you need to conduct niche research.

A niche is simply a specific topic or subject matter.

For example, weight loss is a niche market, so is golf training. You can then take it a step further and dissect that niche market into a sub niche, which is often a more strict, specific focus, such as:

Main Niche: Golf, **Sub Niche:** Golf Clubs

Main Niche: Weight Loss, **Sub Niche:** Weight Loss Supplements

The more you chisel down into a niche market, the smaller the market gets, however the easier it often is to target because you have a specific customer base in mind.

If you focus on a very small market within a mainstream niche, it's referred to as a 'micro niche market', which simply means the market is a lot smaller than a sub niche and certainly smaller than a mainstream niche.

When it comes to choosing a niche market for a membership site, you want to avoid choosing a micro niche topic, because you need to ensure that your topic is large enough to build a community around.

Think of it this way, when you create a membership site you have a primary product, or package. This is ultimately what entices a potential subscriber to join your site.

However, with membership sites you need to update them on a regular basis, and if you choose a niche market that is too small, it will be difficult to come up with ongoing content for that community.

This means that your topic should be completely scalable.

You need to be able to develop alternative content, additional modules and ongoing content packages that will sustain your community and

keep people subscribed to your subscription site.

What we need to do is find a solid balance between focusing on a larger market that isn't overly competitive.

While the more competition that exists within a market often symbolizes just how profitable that market is, we need to be able to break ground, enter into the industry and make waves quickly.

We want a hungry market, and even a competitive one, but we want to make sure that we will be able to compete.

Here are a few things to consider when evaluating competitive markets:

1) What can we create that is unique to the market and isn't already being offered?

2) How can we take existing content or information and re-create an improved version that people will want?

3) What other forms of content or material can we create other than what is standard in that particular industry?

You can definitely make money in competitive niches provided that you have the ability to creating unique material that will help your membership site stand out to those who are interested in your topic.

This isn't always the easiest thing to do however, especially if you are on a limited budget and unable to outsource the majority of your content creation.

You want to be realistic with what your overall objectives are. You can envision a bustling membership website in the weight loss industry, but if you are competing with Weight Watchers, you'll find yourself on a ship that is sinking.

Place your sights on profitable markets, just make sure that you will have the ability to put your own unique spin on what is being offered, so that people are lured into your membership website simply because you are offering something valuable that isn't found everywhere else.

To begin, we need to write down a few topic ideas that we can further evaluate.

Consider topics that you have a personal interest in. While we will need to make sure that they are profitable markets, it's a great place to begin when generating potential ideas.

Are you experienced with a specific skill, hobby, interest, or training of some kind?

Keep in mind that you don't have to be an expert on any specific topic in order to create a successful membership site based around it. You simply need to pinpoint potential ideas that are worth investigating.

Using your own personal interests as the base for that research is simply an easy way to get started, but you could also include a combination of topics that you simply believe are profitable ones, whether you have a personal interest or investment in them or not.

Consider hungry markets and desperate buyers as well.

What problems do people have that they are desperate to find answers or a solution to?

What topics offer the opportunity for someone to improve their life?
(Financially, personally, relationships, etc)

Desperate buyers are people who are willing to pay for a solution to a problem. These are people who don't want something, they feel they NEED it.

For example, acne sufferers belong to the desperate buyers group, as do those suffering from obesity. Just the same someone looking to save their marriage could be considered a desperate buyer.

The more desperate your market is, the easier it will be to create specific products catering to the things that are important to them.

When you form the bridge between a desperate buyer and a product that solves their problem, you have a surefire winning combination.

Hungry markets tend to combine both desperate buyers and regular buyers in one group.

For example, a membership site focusing on 'How to make money from home' could encompass both desperate buyers who need to find an alternative method to generate income or in finding a new job, to hungry buyers who have a current job but are interested in upgrading their lifestyle or in making the transition from employee to self employed.

Jot down your ideas, so that you have a platform of possibilities to work with. We will then take each idea and run it through the mill, to determine overall profitability.

We do this a few different ways:

- 1) Survey existing products in the niche.**
- 2) Evaluate the size of the market.**

There are various ways of conducting niche and market research. You can choose to explore digital marketplaces, if your products are going to be primarily info product base, or you can take some time to browse through online marketplaces like **Amazon** or **BN** to determine the number or products available for your topic.

With Amazon, the larger the inventory of books, audio and video for your topic, the more likely that it's a profitable market to get involved in.

For digital products, you should spend time evaluating existing

products and websites from within marketplaces including [ClickBank](#), [PayDotCom](#) and [ShareASale](#).

For markets where your content will consist primarily of digital products, evaluating existing membership sites using Clickbank is very easy, and a fantastic way of taking a closer look at the popularity of a niche.

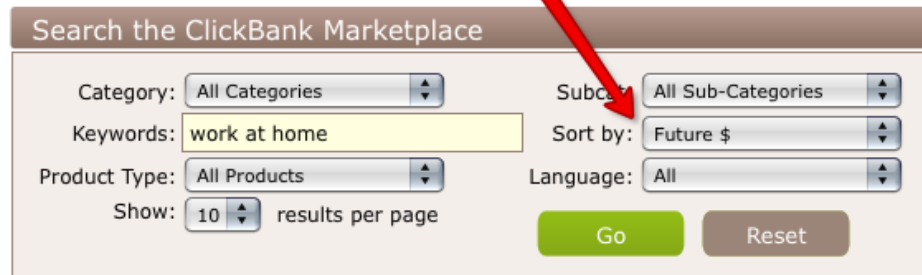
Load up [ClickBank](#) and visit the Marketplace area.

From within this location, enter in specific keywords relating to each market you are considering.

For example, if I was interested in the work at home niche, my keyword string could include 'Work At Home'.

One thing you want to do when evaluating markets using the ClickBank marketplace is to use the built in search filters that will let you choose to search only membership based websites.

You do this by selecting the 'Future' option from the drop down menu in the 'Sort by' field.



Search the ClickBank Marketplace

Category: All Categories Subcategory: All Sub-Categories

Keywords: work at home Sort by: Future \$

Product Type: All Products Language: All

Show: 10 results per page

Go Reset

This way, only recurring membership websites will appear within your search results.

When searching for potential topics, you want to evaluate a number of elements:

- 1) The price of competing membership sites.
- 2) Communication channels and delivery options.
- 3) Featured content (quantity, quality, etc)

Since you will be competing with the merchants that you are evaluating, it's important to determine the going price for membership sites in each market.

You will want to set your price structure so that it's competitively priced, especially when initially launching your website and attempting to attract interest.

You will also want to survey existing products, including how much

content a typical membership site in your potential markets are offering, as well as how they are delivering the goods to their customer.

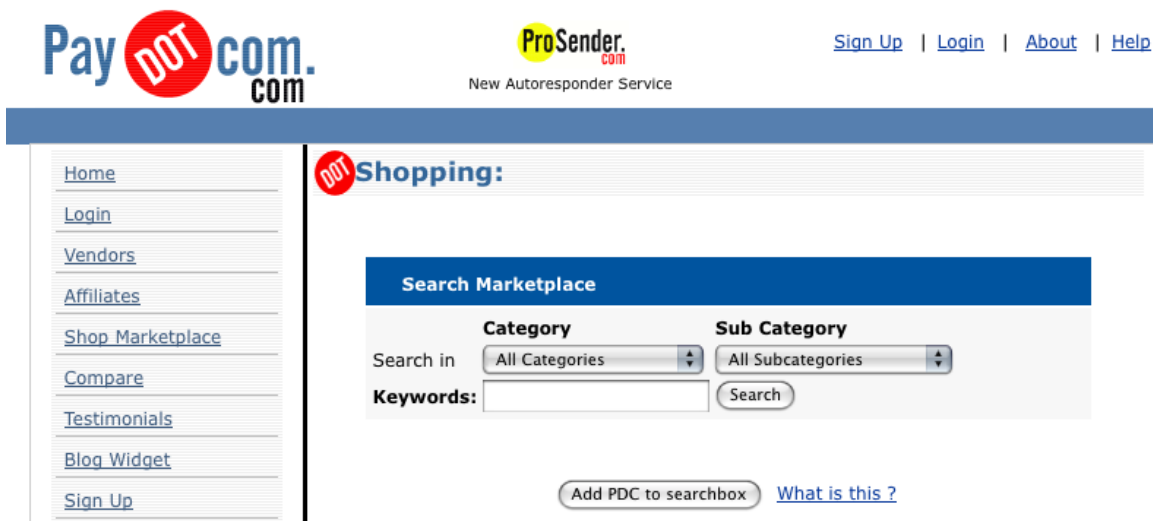
What membership scripts are they using? How are they communicating with their subscribers? (Forums, chat, weekly webinars, etc).

The more information you can compile based on each topic, the easier it will be to determine whether you feel you are able to compete with existing communities in each niche.

Keep a rolling swipe file of all of the information you collect, so you can quickly evaluate it later on.

Conducting niche research is simple, but can take a bit of time. It's a very important part of the process when gauging profitability and focusing on building membership sites that are likely going to be worth the time and effort you put into developing them.

You should also run your search through other digital marketplaces, including **PayDotCom** where certain merchants will be featured that choose not to appear on ClickBank.



Paydotcom does not offer the option to search for only recurring membership based websites, however you can still quickly evaluate existing communities using their search engine.

You want to compile enough information to be able to get a clear idea as to the overall competition of a market, but more importantly, the quality of existing membership sites out there.

Apart from evaluating products and membership sites from existing marketplaces, you can also do a bit of additional research by checking out what people are talking about in related forums, communities and social networks.

By using free services like **[Google trends](#)** you can also receive instant alerts each time a specific keyword or keyword phrase appears within the Google search engine.

This is a great way to keep on top of potential markets and determine not only the level of competition in the market, but what customers

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are asking for, looking for and interested in.

Forums are also a fantastic way to evaluate overall interest and be able to pin down specific types of products that you could consider creating for your own membership site.

By browsing through existing threads and categories on relevant community boards, you can keep a pulse on what is being discussed, what people are actively looking to purchase, which is a goldmine when drawing out a potential blueprint for your own membership site.

Yahoo Buzz

<http://www.Buzz.Yahoo.com>

I have used Yahoo Buzz many times over in order to investigate possible topics for my membership websites. It's a really easy method of keeping on top of trends and hot topics.

Yahoo Answers

<http://answers.yahoo.com>

This is a goldmine of membership website ideas. Yahoo Answers is a community where people can ask questions and others can answer them, earning points along the way.

Just by browsing through categories and reading over the latest questions, you will be able to compile a list of possible membership topics, quickly and easily.

Choosing Your Membership Platform

Once you have chosen your overall topic (and this can take a bit of time, so be sure to carefully evaluate the markets before settling on one), it's time to consider your overall platform.

A membership site platform is simply the type of membership website you intend to offer, whether it's free or paid as well as how you plan to deliver the goods and communicate with your subscribers.

To begin, there are many different options available to you and depending on your niche market you will need to determine what is likely to work best.

One thing to keep in mind is that it's important to thoroughly evaluate the platform that your competitors are using. The reason for this is an obvious one; people get used to certain things and not everyone adapts easily to change.

If subscribers are used to logging into a traditional membership platform, where they enter in their username and password to access content on a monthly basis, you might want to stick to this format, simply because it will save you a lot of time and work explaining how a new concept or format works to the same subscriber base.

That doesn't mean that your actual content or your overall sales funnel should be a replicated version of a competing site.

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In fact, I am going to show you exactly how to ensure that you are squeezing every last dime out of your membership site, while competitors are consistently allowing leaks to cost them thousands of dollars in lost profits.

What we are talking about now however, is in evaluating the layout and platform of competing sites, such as whether they are offering a free membership site with upgrades, a traditional site, and so on.

For now, let's take a quick look at the different formats that are most common within the membership industry:

Traditional Login & Access Format

This is where a subscriber creates an account, chooses a username and password (or your system assigns one automatically to them), and then logs into a protected members area where they can download or view restricted content.

This material is available only to paid members, and subscribers are able to pay for access on a regular basis (weekly, monthly etc)

These types of membership sites have no end date, they can continue for many years to come provided that the content continues to be updated.

This is by far, the most popular platform for membership based sites online.

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Fixed Term Membership Format

A fixed term membership site typically only runs for a specific period of time before terminating.

With a fixed term, members can either pay a flat fee to access the entire length of the membership site, or they can choose to pay in specific intervals (6 months, 12 months, etc).

This works best for markets where developing ongoing content may be difficult, or for membership webmasters who are more interested in creating a batch of content that recycles, rather than having to consistently create new material or updates.

You can also choose to run your fixed term membership sites using autoresponder services, eliminating the need for costly membership software.

In fact, just by using an email marketing program like **Aweber** you can create your short term membership site and set your content to be delivered automatically through your autoresponder service.

Email based Membership Format

This is where you use an autoresponder service, as just mentioned to power and run your entire membership program.

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You can choose a fixed rate/term format, or even a traditional membership site, provided that you consistently add new material to your outgoing email sequences.

Using the email based membership format, you can get started relatively quickly and easily just by subscribing to a reliable autoresponder service and injecting a series of emails set to be delivered on specific times and dates, as each subscriber signs up for your service.

The downside to an email based membership site however, is that it is often harder to create a community feel to your membership site, which can be a huge benefit in retaining subscribers.

If a member joins your website and meets other subscribers and becomes used to constant interaction via a community forum or private area, they are far more likely to log in regularly and stay subscribed in order to continue gaining access.

If you do decide to use the email based membership format, consider offering your subscribers with an additional bonus of being able to access a private members only area.

This area could feature a private forum or chat area, that allows your subscribers to interact with one another as well as with you directly.

There are benefits to many of the different membership formats we've just covered.

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With traditional membership sites, the benefits are in being able to build an ongoing community, where you can build and grow a solid base of customers on an ongoing basis.

With fixed rate / term membership sites, the benefits are in the simplicity of its set up.

You only have to create a specific batch of content that recycles as new members join and previous subscriptions expire after each member has received the material.

Regardless of the format you choose, you will want to make sure that you have the following check list of items prior to launching your membership site:

Ready Made Content

This is where you either have 2-3 months of content available to members right away, either by allowing access to all of it instantly, or the current months content available with two months of archives being sold as an upgrade.

You could fill your membership site with fresh material using reports, articles, interviews, audios, videos, ebooks, graphic packages and so on.

Bonus Packages and Special Offers

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Provide your members with a combination of bonuses, whenever possible. Once again, these should be exclusive to your website and relevant to your topic.

You should have at least one unadvertised bonus package featured within the members center.

This is a package not listed on the sales page and not advertised elsewhere. This is where you over-deliver and give them more than they thought they were paying for. This will help address buyers remorse immediately after someone subscribes to your website.

1-2 Back End Products

You want to be able to squeeze every dime out of your membership site, and in order to that, you need to create 1-2 back end products that can serve as upgrades, add-ons or special 'member only' deals.

You want to present this to your subscriber immediately after they join your site, and are still in buying mode.

Make sure to create a simple process where they can either upgrade their membership account to gain access to extended downloads, or they can simply purchase directly, using a digital delivery processor to ensure that the content is sent independently to each member who elects to purchase it.

Important Membership Elements

After choosing your membership format, you will need to determine exactly how you intend to deliver your content and material to paid subscribers.

If you elect to go with an email based membership site, then all of your content will be sent through your autoresponder service.

With traditional based membership platforms however, you will want to choose a scalable, solid membership based software program that will make it easier to manage and grow your entire community.

A few things to keep in mind when evaluating potential software or scripts that will power your front and back end, is that you need to be able to control every aspect of your community, including:

1) Time Release Content

Also known as drip feed content, you will want to be able to deliver content on specific intervals, rather than all at once.

The reason is obvious, if a subscriber is able to gain access to all of your content instantly after joining, there is very little motivation to stay subscribed to your service.

Instead, you want to be able to control the content flow, so that a new subscriber is only able to gain access to a specific content package, or if you are running your membership site on a monthly basis, you would want only content from the first month of joining to be visible to each subscriber.

2) Content Management System

Unless you are proficient with HTML and coding a website yourself, you should look for a software solution that offers a built in content management system.

This way, you can create pages directly from within your administration panel.

If you are interested in simplifying this process, you could consider using a Wordpress based website, where you can plug in membership protection while reaping the benefits of using a ready-made free solution to building feature rich websites.

I will show you exactly how to connect a Wordpress blog with powerful membership based software in the next chapter.

3) Autoresponder Integration

Whether you choose to incorporate an email based membership site into your program or not, you will want to be able to add every subscriber to a mailing list.

That way, you can follow up each time you update your site but more importantly, be able to build a profitable back end system that offers additional upgrades, content packages, one time offers and special downloads.

4) Time Release Content

Also known as drip feed content, you will want to be able to

5) Full Scale Affiliate Program

In order to jump-start your membership site and power it up with fresh subscribers and targeted traffic, you absolutely need to integrate an affiliate program into your website so that both guests and members can earn commissions by referring new members to your program.

This is an exceptional method of generating fresh leads on a regular basis, while taking your online business to a whole new level. There is no other method of maximizing exposure that even comes close to what an active affiliate army can do for your business.

Membership Software Options

With membership sites, you need to automate as much of the process as possible, freeing up your time and resources.

When it comes to membership software, there are many options to choose from, with some ranging from simple processes, to others that offer a full scale, all in one solution.

If you can afford to, you should consider one of the more feature-laden solutions, so that you can offer an enhanced, well managed community for your subscribers.

This would include:

- ✓ Managing archives and protecting content.
- ✓ Releasing content at pre-set times.
- ✓ Extended administrative options and control.
- ✓ The ability to offer upgrade packages and add ons.
- ✓ Allow you to create various levels (Gold, Silver)
- ✓ Managing subscribers, access, updates.
- ✓ Autoresponder integration options.
- ✓ Forum integration options.
- ✓ Built in affiliate program management

Here are the most feature laden scripts available online:

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Member Speed:

Features:

Automatic account creation
Detailed statistics and control
Time Delayed Content
Affiliate Program Integration
Multi Level Options (Silver, Gold, etc)
Autoresponder Integration
Built in support desk
Multiple payment processors (Paypal, ClickBank, etc)

Launch Formula Marketing:

Features:

Delayed content release
Detailed statistics and control
Automatic account creation
Affiliate Program Integration
Multi Level Options (Silver, Gold, etc)
Autoresponder Integration
Multiple payment processors (Paypal, etc)

AMember Pro

Features:

Easy set up and installation
Multiple levels (set to protected folders)

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Automatic account creation
Affiliate Program Integration
Multiple payment processors (Paypal, etc)

For most membership sites, **Amember** is sufficient, however it does lack the flexibility of offering time released content, which is very important when running a membership website.

DL Guard

Features:

Shopping cart integration
Protects digital downloads independently
Expiring Download links
Affiliate Program Integration
Autoresponder Integration (GetResponse)

Wordpress Based Membership Sites

When it comes to membership sites, since Wordpress automatically provides the ability to create content that is scheduled for release in the future, you could use Wordpress as the basis for your membership center.

Even better, Wordpress is a complete CMS, meaning that you can create pages and posts directly from within its admin panel, rather than having to manually create HTML pages in an editor like

Dreamweaver.

You will however, still have to protect your members center and your paid content, and if you choose to use Wordpress, there are a couple of plugins that have been created to transform a regular Wordpress blog into a feature laden membership website.

MemberWing

Member Wing is very easy to integrate and use, and seems to have been created for Internet Marketers, as it comes with the ability to offer “Teaser Copy” (partial content displayed with the option to upgrade to review the remaining content).

It also features “Gradual Content Delivery”, a functionality that allows webmasters to create content that is released automatically on scheduled dates and times, encouraging members to stay subscribed to the site.

Member Wing also supports Paypal, PayDotCom and E-junkie, and offers “Progressive And Mixed Content Protection” which simply means that you can create multiple levels or premium content, starting off with all members joining one group (basic) with the option to upgrade for extended access to other downloads or content.

Other Wordpress membership scripts:

WPWishList

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Features unlimited membership levels, flexible options, sequential content delivery, control viewed content, shopping cart integration and more.

If you have a copy of **Amember**, you can also purchase a plugin that will protect your Wordpress pages, however it is lacking the extensive features that MemberWing offers.

Here are a few membership scripts worth considering:

RapidActionProfits

Offers extensive features including the ability to pay affiliates upfront, instantly (very good feature for attracting super affiliates)

Fantasos

Created by John Delevera, Fantasos was created by an Internet Marketer for Internet Marketers.

Choosing Your Price Structure

When it comes to choosing your price structure, you will want to survey existing competitors to determine what they are offering, and for how much.

You want to price your membership offer competitively, so you can attract as much attention and “steal” subscribers from competing sites. However, you also want to make sure that you are able to generate as much profit as possible at the same time.

You will also have to take other things into consideration when determining the price of your membership, including:

- **How specialized and unique is your content?**
- **How often are you intending on updating your site?**
- **Are you offering higher priced upgrades?**

If so, your base price could be lowered as a way of creating a larger community that you can sell higher priced back end products and services to.

Are you established within your niche market?

If you are considered an authority on your subject matter, you can charge more for your packages, even if the content is similar to others.

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If people know that you are trustworthy and experienced with the topic you choose, your content will be considered far more valuable, since you are known as a leading source.

If you are new to the industry, you will want to do your best to first build your brand by starting off with a lower priced membership site and increasing your prices as your community grows.

Are you able to offer coupons or promotional items to external sites?

Can you secure exclusive deals for your customers that they cannot get anywhere else?

The type of service or membership site also plays a factor in setting your price structure.

For example, if you are offering coaching, private consultations or direct access to training, your prices are likely to be higher than if you are just offering downloadable products.

The scarcity of your information will be critical in regards to what you can charge, so you always want to focus on securing original material, such as:

- Exclusive interviews with experts
- Video tutorials with transcripts
- Exclusive ebooks, reports, articles

You could also consider adding physical products to your membership site to increase its overall perceived value.

Creating physical products shouldn't be an intimidating process. These days it's extremely easy and affordable to create DVD's or CD's and by doing this you will increase the perceived value of your product, even though it is exactly the same thing as if they downloaded it online.

When people join a site where they are receiving something tangible, instantly the product is viewed to be worth more. This is basic human nature. Doing this will give your program an edge especially if no one else in your niche is doing it this way.

There is no specific price structure for every website, as the perceived value will depend on the niche, the existing competition, and the scarcity of your information itself.

Keep in mind that you are not permanently locked into a price point, so if you start off at a lower, introductory rate and find that your membership site is in demand, you can increase the price as your community, and overall content inventory grows.

Just make sure that if you do choose to modify your price structure that you apply it only to new subscribers NOT to existing ones.

You want to encourage existing members to retain their memberships and if you change their subscription pricing, they are likely to opt-out of your membership site, simply because it's not the original deal or offer that they agreed to subscribe to.

Always email your members with any price changes as well, especially if you lower your membership cost so that existing subscribers can gain access to the lower priced deal, and don't feel as though they were left out of your special offers.

Membership Profit Tips

Regardless of your membership's format, or overall focus, there are a handful of things that you need to focus on in order to ensure that your community continues to grow, and that your membership site is able to retain its momentum.

This includes:

Keeping Content Fresh

Unless your membership is based on a fixed term format, where your subscription ends after a specific time, you will want to ensure that your membership site always offers fresh content that is updated on a scheduled basis.

It's critical that you design an update schedule and content management system so that your subscribers know when to expect updates, and that you are able to effectively manage your entire community.

Break Content Down

Consider breaking up longer ebooks into mini-reports, or a series of action plans. Not only will this add more content to your website but your subscribers will find it easier to digest. Besides, it will also make your content inventory appear to be more extensive.

Strive For Originality

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You want your own proprietary content and products.

If you are planning to use private label, resell rights or master resell rights content, try to use it as filler material, or as bonuses rather than your primary content. You don't want your subscribers to be able to easily find the same content anywhere else.

Manage Your Community Effeciently

You need to be able to stay in constant communication with your subscribers, and to be able to develop and grow your community on a regular basis.

Create a Scalable Community

Don't become fixated only one on topic, but instead, focus on scalable markets where you can create additional modules, updates and upgrades that are available only to subscribers. Consider offering your material in various formats as well.

For example, if your primary product line consists of ebook products, consider creating video tutorials that compliment your product line.

Offer them as upgrades or enhancements to a subscriber's regular package.

Ask for Feedback

Don't be afraid to directly ask your community what they are interested in or how you can improve your site.

Make them feel a part of your community by surveying them, allowing them to control the type of content and updates that you create, and focusing on what your subscribers are truly interested in as well as their varying levels and skills.

You want to do your best to accommodate all of the different subscribers you will encounter, from new ones to seasoned ones.

Inventorying your subscribers will provide you with the insight you need to ensure your website is a success.

Maximizing Your Profits

There are a number of different ways to maximize your overall profits and enhance your subscribers experience, as being part of your community.

Here are the top methods that are used by successful membership webmasters:

Charter Memberships:

Give your subscribers a reason to promote your website by offering joint venture partners a Charter membership to your website.

Offer them special bonuses, downloads - just to jump-start your website.

It will provide immediate relief of that initial start up phase and allow you to determine what your members think about your content, with a soft launch before you go all out.

This is also a great way to beta test the system for bugs, errors, broken links or problems with navigation or downloading products and content.

Annual Memberships

If you offer them a special deal if they join annually you want to make

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sure that they are receiving a significant discount.

You want to focus on yearly memberships because that way your members are locked in. The only downfall is that people tend to forget that they joined and when you re-bill them yearly, they may end up challenging the charge with their credit card companies, simply because they cannot remember where they signed up.

Low Up Front Cost with Higher Recurring

Certain membership sites will charge their customers a one-time access fee, and then a monthly fee thereafter.

For example, offer them the opportunity to pay \$97 to join, with \$29.95 every month thereafter.

If going with this kind of set up, you'll need to provide at least three times the value of the initial payment, in this case \$97.00 - and then update your content regularly enough to justify an ongoing fee of \$29.95 monthly.

A huge benefit to charging a registration fee is it will lot longer retention rate for your members. Your cancellation rate will be much lower since people don't want to have to pay the initial registration fee again.

Types of Products to Offer

Here are a few of the product types that you can offer within your membership site, as well as backend and up-sell offers:

- Tele-seminars
- Audio and Video
- Interviews (exclusive)

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- Book Compilations
- Training/Coaching
- Software
- Physical Products such as printed books, CD's, DVDs

Also, be sure to record everything you do.

If you give an interview, host a conference call, conduct a workshop, training, whatever it is – always record it. This material can be used as bonus products, or featured as an up sell or backend upgrade.

Over-Delivering is key if you want to form a solid, profitable relationship with your subscribers.

Membership Tools & Resources

When it comes to choosing a hosting provider for your membership site, you want to be careful to select a company that allows for easy account upgrades.

That way, as your membership site grows you can expand your hosting account to accommodate additional space or bandwidth.

*Here are a few that I highly recommend: **HostGator***

Great for start up websites and smaller scale membership sites. Accounts can be easily upgraded.

You also need to register a keyword based domain name for your membership site.

When selecting a domain name, pay attention to its brandable elements.

- Is it memorable?
- Does it represent your topic or theme appropriately?
- Is it easy to spell?

Above all however, when you do select your domain name, you want to make sure that it contains relevant keywords pertaining to the subject of your website, and that people will be able to manually type it into their browsers search bar without the possibility of misspelling

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it.

Here are a few domain registrars that I recommend:

NameCheap

GoDaddy

Moniker

When creating an autoresponder based membership site, or to simply integrate a mailing list into your subscription process, you should always consider remotely hosted options.

That way, in the event your membership site or hosting provider experiences problems, you have an easy way of contacting your members base and notifying them of any potential problems.

Here are a couple of leading providers:

GetResponse

Aweber

iContact

Creating Video Based Products

When creating video clips, Camtasia is one of the easiest video creation tools to use and one of the most popular. If you are on a Mac, Camtasia has yet to release a version exclusively for us, you might find the following resources useful.

- ❖ iMovie (comes with most Macs)
- ❖ Keynote (good for visual presentations and slideshows)
- ❖ iShowU
<http://shinywhitebox.com/home/home.html>
- ❖ ScreenFlow (our favorite)
<http://www.varasoftware.com/products/screenflow/>
- ❖ Snapz Pro:
<http://www.ambrosiasw.com/utilities/snapzprox/>

Examples of Popular Membership Sites

- ❖ Platinum Resell Rights
<http://www.platinumresellrights.com>
- ❖ Mini Fire Sales
<http://www.minifiresales.com>

15 Business Membership Site Ideas

Affiliate marketing. Search engine optimization. Copywriting. And the list goes on...

When you start rattling off marketing topics, the list is definitely long. Fortunately for those wanting to start a membership site, nearly all of these topics can be turned into fun and profitable sites.

If you're interested in starting a business or marketing membership site, here are 15 specific ideas to get you started...

1) Finding and Recruiting JV Partners

Browse around on some of the major marketing forums, and you'll see JV topics coming up repeatedly.

Everyone wants to know the secrets of creating profitable joint venture deals, finding great partners, and getting those potential partners to say yes.

Truth is, volumes can be written about this topic.

You could create an entire ebook on finding partners, another ebook on getting your foot in the door, another ebook on building relationships, another ebook on creating

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compelling proposals, another ebook on partner management... and the list goes on.

And because there's so much to write on this topic, it could very easily be turned into a membership site.

Because the art and science of finding joint venture partners changes very little, this is the sort of training site you may limit to a specific duration.

Example: If you have 16 lessons, then the duration of the membership is 16 weeks.

If you'd rather have a membership site with no clear end in sight, then you can consider offering a joint venture matching service. That is, members get the opportunity to present their joint venture to other members.

2) SEO Made Easy

SEO (Search Engine Optimization) is another big topic.

And because it's a topic where the "rules" change from time to time and people are constantly discovering new tips and tricks, you can run either a short-term or long-term membership site.

In addition, you can offer a service alongside your training.

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Example: You can set up a system where members with related sites are able to trade links from one another. Ideally, you can set up “triangles” or “webs” where each member gets one-way incoming links (rather than reciprocal links).

3) Profiting from PPC Marketing

If you talk to people who are new to pay per click (PPC) marketing, you’ll often hear horror stories of folks dumping hundreds or even thousands of dollars into AdWords with nothing to show for it.

They don’t gather leads, they don’t make sales. And in some cases, AdWords disables some of their keywords because they’re not performing well enough.

Next thing you know, these struggling marketers are posting on forums, “AdWords doesn’t work.” Of course those that make a profit every day (sometimes to the tune of thousands of dollars) know differently. And with a little guidance, the struggling PPC marketers could start turning a profit, too.

Here’s where your new PPC membership site comes in. You can:

- Show people how to choose GOOD keywords.
- Give them the secrets of crafting killer PPC ads.
- Teach them how to create a high-converting landing page.
- Show them step-by-step how to set up a campaign.

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- Reveal to them how to test and track their way to success.
- And show them all the other steps, tips and tricks they need to know to start running profitable campaigns.

In addition to this training, you can also give them “real world” results every week or perhaps every month.

Specifically, you run test campaigns, tweak them and share your results and analysis with your members. Your members will thank you for putting theory and words into action to produce real-live results!

4) From Sell a Little to Sell a Lot

There are plenty of people who are eager to learn how to write a good sales letter.

Some of these people want to learn how to become copywriters so that they can start a business writing letters for other marketers. Then there are marketers who want to learn the art and science of copywriting so they can improve their conversion rates.

If you focus on those who want to start copywriting businesses, then you’ll want to add in lessons such as business licensing, where to get clients and other marketing topics.

For both groups, you can offer copywriting lessons such as:

- How to use the AIDA formula (attention, interest, desire, action).
- How to craft a killer headline.
- How to craft compelling bullets.
- How to write a good guarantee.
- How to profile the target market.
- How to write short ads (like classified ads and PPC ads).
- How to test and track your results.

And so on.

In addition, you can offer weekly or monthly critiques of your members' sales letters. The best way to do this is by offering video critiques, so that members can "look over your shoulder" and listen to you as you critique the letter.

It's a win-win situation, because members get "free" critiques, and you get training materials and content to use for future and present students.

5) Polishing Press Releases

This idea is similar to the previous membership site idea, except that you're offering training and critiques for press releases rather than sales letters. Some of the topics and lessons you might consider using include:

- How to write a good press release (the basics).

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- How to format a press release.
- What a media editor is looking for in a press release.
- How to get your phone ringing off the hook and your hit counter spinning.
- How and where to submit your press release (includes online distribution sites like PRWeb, the "do it yourself" method, buying updated media contacts, hiring a professional distribution service, etc).
- How to prepare for the flood of traffic after a successful media blitz.

And so on – you get the idea.

6) Getting on the Social Marketing Wave

Despite the fact that people have been talking about social media marketing for a few years now, it's really just in its infancy. And that's because the evolution of the web from an information web to a social web is also just really getting started.

Anyone who grabs the social media wave now stands to profit both in the present and in the long run.

As such, you can start up a membership site that teaches people the best way to use social bookmarking and social networking sites to drive traffic and build backlinks to their site. Some of the topics you might teach include:

- How to create viral content that will take on a life of its own.

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- What type of content to bookmark.
- What type of content to put on social networking sites.
- How to build “friends” lists – and how to use these lists.
- How to get a good reputation on these sites.
- How to use these sites to get backlinks.

Alternatively, you can teach people how to profit from this craze by starting their own niche social networking sites. Some of the lessons you might teach include:

- Choosing a niche.
- Choosing the right software for your needs.
- How to attract members.
- And other marketing topics people need to know to run their own social bookmarking or social networking site.

7) “Best Posts” For Busy People

Before we jump into this idea, let me warn you – this one requires you to actively maintain the site.

You see, many of the ideas we’ve talked about so far can more or less run on autopilot. You can create much of the content ahead of time, upload it, and then create an autoresponder series to deliver links to the content.

Not so with this idea.

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So if you don't think you can regularly maintain a site, then skip this idea because it's not for you.

For those who're interested, here's the idea:

You scrounge the niche on a regular basis and compile the best forum and blog posts. You write a short description or summary of each post, include the link and send the compilation to your members.

At the very least, you do this on a weekly basis. Better yet, do it at least twice a week.

Simply put, this is a time saver for busy people. This is for people who want to keep their finger on the pulse of the niche, but don't have the time to scan the forums and blogs regularly for new products, niche news, developments and so on.

8) Discount Membership Site

Here's a fact: People will pay money to save money.

Just look at some of the discount stores that are so prevalent in the U.S., like Costco and Sam's Club.

These are "members only" stores that charge their members a yearly fee for the privilege of shopping at the store. In return, the shoppers get discounts that you can't find anywhere else.

You can do the same thing in your niche.

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Simply start a membership site that's basically full of product reviews and discount links.

In order to get these discount links, you can do one of two things:

- Ideally, do a joint venture with the merchant/vendor. They agree to provide a discount for your members. In exchange, you agree to take a smaller commission (or depending on the product, you may forgo your commission altogether in order to offer a "loss leader" product for your site).
- Another way to do it is by paying buyer's "rebates" out of your commission checks. If you go this route, be sure to read the vendor's affiliate agreement and terms of service first to ensure this is allowed.

9) Product Creation Workshop

Instead of calling your site a "membership site," you could instead call it a workshop.

The actual mechanics of how you set up and run your site are the same – but you may actually boost the perceived value of your offer, thereby allowing you to charge more per member.

One such idea is to run a product creation workshop. Here you might include weekly lessons that members follow in real time, with the goal of completing their product right as the workshop ends.

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Here are a few topics you might include over the course of the workshop:

- How to choose a potential topic.
 - How to do market research to determine if the market wants the product.
 - How to do competition research and analysis in order to create a better product for the market.
 - How to create a unique selling proposition (USP) / how to position your product in the market.
 - How to create a video product yourself.
 - How to create an ebook product yourself.
 - How to create an audio product yourself.
 - How to create a software product yourself.
 - How to get JV partners to help create a product.
-
- What format is best.
-
- What delivery method is best.
-
- How to boost the perceived value of a product.
-
- And other similar ideas.

10) Niche of the Week

Every marketer has his or own strengths. And everyone has their own part of the product creation and marketing process that they like to focus on.

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Think about this – if you're strength is in finding and researching niches, then you can bet you'll find people willing to pay you to do this.

It's a time saver for them. And if you're good at it, then it's also very profitable for your members.

Here's the sort of information you might provide for each niche report:

- Full market research. An analysis of whether there's a hungry niche and what they're buying.
- Competition research. Let your members know what sort of products are already selling on the market, what seems popular, etc.
- Product analysis. Here you analyze the strengths and weaknesses of the most popular products on the market. Doing so helps your members create better products.
- Keyword research. If you use WordTracker, then provide KEI values so people know which words to attempt to rank for.
- Affiliate programs report. This report lets your members know what types of products they can promote in the niche as affiliates, what commission rates they'll earn and so on.

- AdSense rates. Here you give people an idea of how much people are paying per click for their AdWords ads, which helps people get an estimate of how much they'll get for clicks on their AdSense sites.

Instead of offering all of this for one price, you may even consider offering a multi-tier membership site (e.g., bronze, gold and platinum memberships).

Platinum members get all the reports for each niche every month, while gold members get fewer reports, and the bronze members get perhaps one report.

11) Flipping Antiques on eBay

You can run this site one of two ways:

1. You can offer general advice, and let members apply this advice to the niche of their choosing. That means that the advice works whether someone wants to buy and flip depression glass or if they want to buy and flip African antiques.
2. Alternatively, you can run a site that specializes in one particular category of antiques and collectibles. For example, you can teach people how to buy and sell Civil War collectibles, metal signs, shaving kits, glassware, etc. Basically, you can specialize in antiques of all kinds from a certain era, or specific antiques from all era.

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Either way, you may include topics like:

- Where to find antiques below cost (e.g., poorly described or categorized eBay auctions, other online auctions that aren't as well trafficked, flea markets, estate sales, etc).
- How to take care of the items (e.g., cleaning or even repairing them can quickly and drastically devalue them).
- How to store them.
- What to look for in a "common" antique that will increase its value.
- How to research the item so you know how much to pay (so that you can still make a profit when you sell it).
- How to take good pictures of the item.
- How to write good eBay auction ads.
- How to make money with your existing customer list.
- And everything else folks need to know to find, buy and flip antiques for fun and profit.

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12) Flipping Websites for Fun and Profit

For those who don't want to deal in tangible goods, you can run a membership site that teaches people how to find under-performing websites, how to polish them so they start making some money, and then how to sell them for a profit.

Alternatively, you can create a site just around flipping domain names.

Some of the topics might include:

- Where to find the best deals.
- What to look for when evaluating a site.
- How to avoid getting ripped off.
- How to turn a poor-performing site into a money-making site.
- How to drive traffic to the new and improved site.
- Where and how to sell it for a profit.
- And everything else people need to know to make money flipping websites.

13) Learning the Legal Side of Business

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Run a search on Google or browse your favorite business forum, and you'll find there are plenty of products servicing those who need information about choosing a business model, marketing the business and more.

However, you'll see relatively scant information about the "drier" topics that touch on the legal aspects of the business.

Perhaps this is because the topics are rather dry. After all, sitting around filling out paperwork to get business licenses and doing one's taxes certainly don't put money in the bank (at least not in the way the exciting topic of marketing does). And so people often skip right over some of this stuff – to their detriment.

There are two ways you can ignite people's interest in this topic:

1. By scaring potential members. Let them know how much money they stand to lose if they don't get the legal side of their business.
2. By opening people's eyes. Here you let prospects know how much money they can keep if they know the right way to do their taxes.

Obviously, you'll need to be a tax accountant or attorney in order to tackle some of these topics, or you need to hire one to work with you. But you can cover topics like:

- Business licenses.
- How and when to incorporate.
- How to do your taxes.
- How to save money on your taxes.
- What to do if you get sued.
- How to protect your intellectual property.
- And other legal and tax issues.

One idea you may consider is to offer a relatively cheap or even free membership in this site. Then you can make money on the backend by joint venturing with the attorneys and tax accountants whose products and services you recommend to your members.

14) Patents and Manufacturing and Distribution... Say What?

Many online marketers dabble in if not focus on selling information products.

That's because they're cheap and easy to create and distribute. Indeed, you can even offer them as downloadable products to virtually eliminate overhead costs.

But many marketers have ideas about physical products they'd like to create and sell. Problem is, they have no idea where to start. They have an idea for a product, but they don't know what to do next.

That's where you come in with a solution. You can offer a membership site that teaches people everything they need to know creating and selling physical products, including:

- Whether a patent is needed, and how to get one.
- How to find someone to create a prototype.
- How to find someone to manufacture the product.
- What to look for before you sign a contract of any kind (e.g., how to avoid getting ripped off).
- How to find people to distribute the product (e.g., how to get your product into an offline store).
- How to market the product yourself.
- And everything else someone needs to know to create and sell physical products.

15) Starting a Business on a Shoestring Budget

There are plenty of people who want to start a business, but they think it's expensive.

Even if they realize it's not expensive, there are those who are looking to save money by purchasing low cost tools and resources to get up and running. This is especially true during hard economic times, when people are reluctant to spend freely (and credit is tight too).

You can service this niche by creating a membership site that teaches them how to get their business up, running and profitable on a shoestring budget. Then you can teach them how to reinvest some of their profits to grow their business.

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Some of the lessons you might teach include things like:

- Where to get a reliable yet inexpensive web host, credit card processor, domain registrar, autoresponder service and so on.
- Where to get good yet relatively inexpensive services such as web design, copywriting, script installation and similar.
- How to save money by learning how to do some of these jobs yourself
- Step-by-step instructions to do things like setting up an autoresponder or a PayPal button.
- Where to get freebies and coupons (e.g., where to get a coupon offering \$50 in free AdSense clicks).
- Cheap or free places to advertise.
- Cheap or free resources to learn other aspects of business and marketing.
- And other cheap or free tools, products and resources people can use to get up and running fast.

Business Ideas Summary

There you have it – 15 business-related membership ideas you can steal and start using immediately.

Of course, those 15 are just the tip of the iceberg. Indeed, you can simply use the above list of ideas as a springboard to your own profitable ideas.

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Either way, I hope you make a fortune with them!

12 Non-Business Membership Site Ideas

Once you start looking into non-business niches, you've opened the door to a nearly endless supply of ideas.

If you can think of a niche, there's probably a hungry market eager to buy goods and services.

And if they're already buying goods and services, they'll probably purchase memberships into your site.

In short: You're about to discover a dozen non-business membership ideas... but there are thousands upon thousands of ideas you could pursue instead.

That means that while you can take these ideas and put them to use, don't be afraid to merely use them for inspiration to create an even bigger list of profitable membership site ideas.

Now let's get on with the list...

16) How to Become a Full-Time RV'er

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In case you're not familiar with the term (it's popular in the U.S.), RV is short for "recreational vehicle," also known as a motor home or travel trailer.

Now, most people use RVs for family vacations for a week or two out of the year. However, there are those who are considered full time "RV'ers" – these are people who've sold their houses and live in their RVs. Often they travel to warmer climates in the winter, and back to their home region during the summer.

As you can imagine, the idea of full time RV'ing appeals to some people. But the problem is, it's also a huge lifestyle change, and these folks are looking for guidance. You can provide that guidance by covering such topics as:

- How to choose the right type of RV.
- How to save money on insurance.
- How to get online while on the road.
- How and where to get your postal mail.
- How to do basic RV maintenance.
- Good RV resorts.
- Cheap RV resorts.

And so on – there are plenty of topics you could include. Just visit RV forums to see what people are asking about.

17) Seduction Secrets for Men

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Here's a hot niche topic that have made ebook sellers rich – "pick up" or seduction secrets for men who'd like to get more dates.

Your membership site may include:

- Health and hygiene tips.
- Fashion tips to look good.
- Boosting self confidence.
- How to catch a woman's eye.
- How to flirt.
- How to get phone numbers.
- Where to take her on a first date.

And so on.

If you need more ideas, just visit the numerous seduction sites online to see what sort of information they're offering. Also, use WordTracker to do some keyword research – it may surprise you when you discover what types of information men are seeking.

18) Fat Loss Secrets For [Enter Niche Here]

As you likely already know, weight loss continues to be a hot market. But if you want a piece of this market, you should find a niche to serve.

Here are a few ideas just to get you thinking:

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- Future brides who need to lose weight before the wedding.
- People who need to be in shape before joining the military.
- People who need to lose weight or their employers will have them pay more in health insurance.
- New moms who want to lose the baby weight.
- Middle-age people trying to prevent weight gain as they age.
- College students trying to lose the “freshman 15” (the 15 pounds they put on through poor eating habits since leaving home).

Those are just a few ideas – there are plenty of weight-loss niches out there.

As for content, it’s the same type of content you’d see in any weight loss product, including: Diet secrets, information about exercise, motivation and supplements.

19) Weight Gain Secrets

Typically we think of weight-loss sites, as that’s a bigger market. But there’s also a decent-size market of people who’re looking to gain weight. This market includes:

- Bodybuilders looking to put on muscle and mass.
- Athletes who need to get bigger (like football players).
- Tall, skinny teenage boys who’d like to get defined.

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- People with medical conditions who've lost a lot of weight and are struggling to put it back on.

And so on.

You can provide diet tips, workout (bodybuilding) tips, supplement tips, motivational information, etc. You can even put together contests to see who improves the most in six, eight or twelve weeks.

20) Daily or Weekly Motivation/Inspiration

Here's a neat little membership site you can put together, upload into an autoresponder, and then forget about (save for marketing to get new members). That's because it's fairly easy to create an "evergreen" motivation site that could go on for years using the content you create today.

Now, the best idea is to choose a niche and delivery daily or weekly motivational messages and articles to them. Here are just a few niche ideas to get you thinking:

- Motivational messages for people wanting to lose weight.
- Motivation for members of a specific religion (in this case, it might not be motivational messages so much as meditations).
- Motivation for people with cancer.
- Motivation for people starting a business.
- Motivation for people going through a divorce.
- Motivation for athletes.

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As you can see, there are plenty of people needing motivation. Just carve out your niche and start delivering daily or weekly messages to boost and inspire them!

21) Law of Attraction Secrets

Not everyone believes in the “Law of Attraction,” but those who do form a somewhat rabid market. That is, they’re always looking for new information on attracting what they want into their life.

As with most of these membership ideas, you can focus on a particular niche for best results.

Example: You can focus on people who want to attract love into their life, or those who want to attract peace or, perhaps those who want to attract wealth and success.

Regardless of the niche, here are lessons and other ideas to get you started:

- Explanation of what the law of attraction is.
- How it works even if the person isn’t consciously using it.
- How to put emotion behind one’s intentions and desires.
- How to attract anything, effortlessly.
- Daily meditations and visualizations (also, reminders that members should in fact be doing this daily).
- How to use attraction tools like dream boards and gratitude journals.

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While you can offer this course through an autoresponder or regular membership site, you may consider offering a support forum (this is true not just of this membership idea, but of several we've discussed). This allows members to share their results and motivate one another.

22) Getting Over Grief

You can create a site for people who've recently lost someone close to them, but they're finding it hard to get over their grief. Again, here's a site where you may want to offer a support forum, as those in grief will take great comfort in getting support from other members.

The actual content you provide can include daily messages of comfort, along with solid ideas for helping the person get over their grief (while at the same time assuring them that their grief is normal and temporary).

As with all these ideas, you may choose to create a site around a specific niche, such as:

- Those who lost a loved one in an unexpected way, such as a murder or a freak accident.
- For widows or widowers who've lost a spouse.
- Parents who've lost a child.
- People who lose a loved one after a long illness.
- People who've lost a beloved pet.

Again, the possibilities are nearly endless.

23) Going Green Tips

Some people want to conserve energy and resources as a way to help the planet, while others want to do it to help their bank accounts.

You can choose to service either of these groups of people (or both) by setting up a “how to go green” membership site.

You can create an all-encompassing site that helps people “go green” in all aspects of their lives.

Or you can choose to focus on one aspect, such as reducing their carbon footprint at home, choosing their transportation wisely, driving tips that save gas, how to “go green” on vacation, “go green” tips for business owners and so on.

The exact content and lessons you provide largely depends on the overall topic you choose. But the basic idea is to teach people how to reduce, reuse, recycle and save.

24) “Do It Yourself” Car Maintenance and Repair

Have you or someone you know ever wished you could save a few bucks by learning how to change your own car oil? If so, you’re not alone.

Plenty of people are interested in learning how to go basic maintenance and repair so that they can take care of their cars better, save money, and just get that good feeling that comes with being independent.

You can service these people by creating a car maintenance and repair membership site, which may include topics like:

- How to check fluid levels and fill as needed.
- What type of oil and fluids to buy.
- What to avoid (things that are bad for the car).
- How to change the oil.
- How to change belts.
- How to change filters.
- How to change a tire.
- And other car-care tips to increase the life span of the car.

If you're dealing with fairly basic tasks, you may be able to offer your advice in a fairly general way. Otherwise, you can offer a niche site such as "Car-Care for Chevy Owners." Or you can get more specific and open a site for a particular model (e.g., Car-Care for Corvette Owners).

25) Classic Car Restoration

As long as we're talking about cars, here's another idea: classic car restoration.

Here you choose a specific type of car, such as a 1970 Corvette. Then you show people step by step how to restore the car. Your lessons may include:

- Where to get a good deal on a project car.
- Where to get parts.
- The tools you need.
- How to reupholster the seats.
- How to swap out the motor.
- How to repaint the car.
- How to change the brakes.

And so on.

Basically, you give a step-by-step guide to choosing and restoring a car. If you space the lessons out appropriately, members can complete a lesson per week and restore their car during the duration of the course.

26) Fishing Secrets

Topics that save people money and make people money are always popular. But have you ever noticed how much money people spend on their hobbies? That's why you can service a hobby niche and make a bundle.

One such hobby niche you may consider is the fishing market. Of course there are plenty of niches to choose from within this greater market. For example, you can start a site for:

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- Trout fishers.
- Fly fishers.
- People who only fish in one region of the world, such as Canada.
- People who fish from freshwater lakes.
- Stream / river fishers.
- Deep-sea fishers.
- Beginners, intermediates or advanced.

And so on.

Depending on who you're targeting, you may include topics and lessons like:

- Rules, regulations and licensing requirements.
- Choosing your equipment.
- The best tackle and bait (may include reviews of popular tackle and bait products).
- The best time of the year to fish.
- The best time of the day to fish.
- The best rivers, lakes, streams, etc to fish in.
- Where to get good deals on "fishing packages" (e.g., vacation packages to fishing locations).
- And everything else people need to know to start landing big fish.

If you want to give people the full experience, you can even include tips on cleaning and cooking fish.

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27) How to Save Money

I just mentioned a moment ago that any time you can help people make or save money, you'll generally have plenty of customers. That's why I thought we should with a membership idea that helps people save money.

Here again there are plenty of niches to choose from. And as usual, the content and lessons you deliver will largely be decided by the niche you're servicing. Here are a few niche ideas you can use:

- How to save money on home heating bills (e.g., how to winterize the house).
- How to save electricity.
- How to save gas.

- How to save money on the monthly grocery bill.
- How to save money when you use your credit card.
- How to invest your money wisely in a 401k or IRA.
- How to save money by investing in the right stocks.
- Tips to creating a budget and saving money every month.
- How to save money by repurposing and reusing products.
- How to save money on your regular bills (e.g., switching cell phone carriers, scaling back on your cable package, etc).
- How to save money by looking for deals (e.g., where to get good deals on vacations, where to get freebies and trial offers, etc).

You can also further target your “save money” site by choosing a particular niche, such as:

- Senior citizens.
- College students.
- Newly divorced people.
- Unemployed people.
- Single mothers (or other one-income families).

So as an example, you may create the “Senior Citizen’s Guide to Saving on Home Heating Bills” or the “Single Mother’s Guide to Saving for Retirement” or “The Retirees Guide to Traveling the World on a Shoestring Budget.”

Non-Business Ideas Summary

Now you have a dozen solid non-business membership ideas.

However, I’m guessing that as you were reading these ideas, you thought of another dozen or so off the top of your head.

Write them down right now so you don’t forget them. And then take a few minutes and brainstorm as many other membership ideas as you can, because one of them will make you a fortune!

Paths to Riches

Now you have a list of 27 membership ideas (15 business and 12 non-business ideas).

And if you followed my advice in the last section, you likely have several more ideas that you thought up while reading this report.

That means you have at least 27 (and likely many more) ideas that could serve as your path to membership site riches.

**Any one of these ideas could be made profitable.
And as you noticed, many of them can be run virtually on
autopilot.**

But even though it's fairly easy to set up and run these sites, they won't set themselves up.

That means you need to take action.

You need to choose your niche, sketch out what you'll offer this niche, set it up, and then attract members.

If you're already familiar with the niche, you can have your first lesson or two created in a few hours... and then get your site set up within another few hours. You don't need to create the entire lesson-set before you start accepting money.

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In other words, you could be making money with these site ideas by tomorrow. But you need to take action right now by selecting your niche.

Go to it!

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