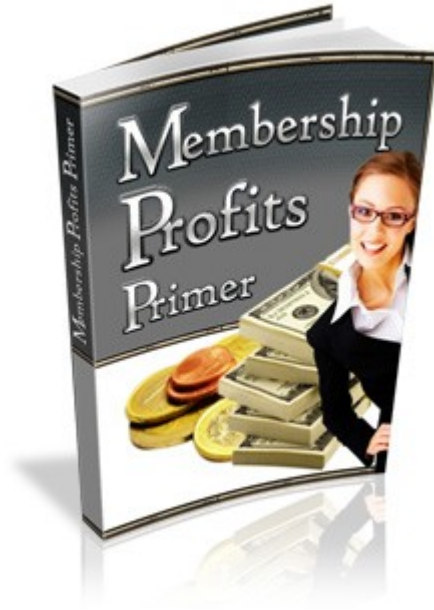


Membership Profits Primer



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Chapter 01: Introduction to Membership Sites

If you ask ten different successful Internet business people what their secret to success is - You will receive ten very different answers. The truth about the Internet and Internet marketing specifically is that there is no one size fits all solution. There are numerous different ways to make money on the Internet, but every system is going to work better for certain people. Some Internet marketing and income generating programs are extremely specific in how they have to work in order to turn a profit. One excellent endeavor that can cater to a variety of different people is the membership site business model.

One of the biggest challenges that most Internet marketers are facing is fluctuating income streams. With many product launches, and a variety of other income streams, it is common to make a killing one month and then to have a sour month the next. The membership site business model is one example of this form of income generation.

One of the things that makes this membership site concept such an outstanding one, is that there is a point where you can almost completely just sit back and watch the income roll in. Most of your effort is going to go into getting members to roll in, and once you have a steady membership base, you can simply watch the monthly membership fee roll in. There will become a point where thousands of dollars will simply roll in like clockwork every single month, and this should be your ultimate goal.

The average gross yearly income in the United States is only around \$28,000. Most people who make this much money every year are doing it through a job that they absolutely detest, and they are working forty hours a week or MORE doing it. What makes you think that you are tied down to that one dead end job that is going absolutely nowhere fast? If you want to generate that same

\$28,000 a year average that everyone is striving for without continuing at your current endless, thankless job, listen up:

Let's say that you don't want to work 40 hours a week but you still want to make \$28,000 every year without fail. Let us say that the membership site model that you choose has you selling memberships for \$29.95 a month. In order to generate your \$28,000 a year, you would only have to sell approximately 77 memberships. This does not take 40 hours a week of work. The only job that you have to do is to find or create the content that your site needs a few times a month, and all of this can be done from the comfortable setting of your very own home, and with the hours that YOU want to spend doing it, not what your boss dictates or your time card demands.

So, selling 77 memberships at \$29.95 every month will generate you \$2,333 per month, which is what you need to generate a grand total of \$28,000 every year. But what makes the membership business model such a lucrative one is the fact that there is absolutely unlimited potential when it comes to generating income. Absolutely anyone, with the right tools and content, can get 77 people to join their membership site. 77 members is actually a really small number. If you double that 77 members to 154 members, you can easily make \$56,000 every single year. Double it again to 308 members and you can find yourself earning \$112,000 every year, without fail and without having to put in 40 hours at the office.

Now imagine this: There are membership sites out there that have thousands, or even hundreds of thousands of members. Build your community, develop your site, make it go viral - And you will find it building upon itself as more and more people discover how fruitful it is to become a member. Are you excited?

You should be because this is the business venture that is going to get the ball rolling for you. There are so many exciting opportunities for insane success in membership site marketing, that you really cannot go wrong.

Now, it is important that you keep one thing in mind: These figures assume that everyone in your membership remains in your membership for the duration. However, you will encounter members who join and then leave after a month. Still, in general, the number of new members pouring in every month is going to supersede how many people are cancelling at the same time. In other words, what you can generally expect to experience is an increasing number of members from month to month.

What makes membership site success so great, is that starting a membership site allows you to take what you are interested in, good at or what you do for a living, and it allows you to turn that specialized knowledge into a business that is truly profitable. Although it will more than likely eventually develop into a full time endeavor, online membership sites like these can begin as a part time project, meaning that you do not have to leave your regular 9 to 5 until you are ready to.

The purpose of this particular guide is to provide as much comprehensive information as possible on what it means to create a membership site. We are going to touch on who can profit from membership sites and how, what business models make the most successful membership sites, and a number of resources that will help to get you started in the process, should you decide that the membership site business model is the right online business endeavor for you.

The accepted practice online used to have a lot to do with offering things for free. Everyone was offering something for free, and most consumers were

looking for something for free. In this day and age, however, free is slowly going out of style, and fee based is the way to go. This is in part because many smart entrepreneurs are beginning to see the virtue in selling their hard-earned knowledge to others in a variety of different forms. Content, for example, used to be completely free to anyone who wanted it online, but now because information seekers are willing to pay good money for real, original and high quality content, entrepreneurs are beginning to sell it for a price. In the end, everybody wins.

People really do prefer to get the most unique, high quality content that they can get, even if it means paying for it. These days, most websites are giving serious consideration to the idea of charging even for basic level access to their content, either through a one time fee, or through a monthly subscription. For example, the Wall Street Journal's website, located at <http://www.WSJ.com> has been successful at turning its free information website into a subscription-based model. This has actually inspired a variety of other publishers to do the same. Some publishers are also looking to create a hybrid membership site that combines free website content with fee-based website content to meet the needs of those who wish to pay for good content, and those who simply do not.

In the case of this type of hybrid membership site, a significant amount of content will be offered for free, perhaps with banner ads or other advertising content to make up the cost. Then paying members will have access to this level of content, and additional, perhaps better content with no advertising, and perhaps with the inclusion of other special features as well. This type of strategy will allow a site to keep its traffic up overall, giving special treatment to subscribers without taking away the rights of those who cannot make the subscription payments. Publishers are able to generate revenue that will get their bills paid, and will still have plenty of time to develop their site to draw in new members every month.

In order for this model to be successful, small sites that do not have large brands like the Wall Street Journal will have to be able to tap into a specific niche market, providing some level of information that cannot be found anywhere else. If your website has a subscription fee and your level of content does not surpass what hundreds of other free websites are offering, people are going to have trouble paying your subscription fees.

Your website has to be comprehensive, accurate and dynamic if you want it to succeed. It needs to be able to give readers a true sense that they are belonging to a membership that is special, at least if you want to increase the perceived amount of value that your site holds. People who follow this type of membership site business model do so because they believe that 100 paying visitors is more powerful a number than 100,000 free visitors.

Chapter 02: Is a membership website a worthwhile endeavor?

The Internet is really exceptional at serving as an equal opportunity employer. That is to say, absolutely anyone can start a business on the Internet with a small amount of experience or expertise. Anybody who has a specialized form of knowledge or a hobby that they want to share can create their very own membership business online. There are really only three things that you need to get started: a subject to center your membership site on, a website that members can subscribe to, and the tools necessary to build the website that you desire.

So now that we know that you CAN start a membership site, the million dollar question that you need to put a lot of thought into is: Should you?

Many of the people who set out to create a home based business of any time, especially a home based membership business are going to fail right from the start. This is because in many cases, their level of motivation, coupled with their enormous expectations is simply completely unrealistic. You need to do a reality check before you even begin to start a membership website if you want to come out on top in the end.

First, let us dispel some myths really quick: A couple of web pages is not going to do it. Investing very little or no money at all is not going to do it. Refusing to invest your effort or your time is simply not going to show results. And finally, you will not be a self-made millionaire this week, this month, or even this year. These things take time to build and grow. You will make a steady income, but not from day one. And if you do not have the time, energy and patience to grow your subscription site into something magnificent, walk away now.

There are a lot of opportunities associated with starting a membership website, but they need to be carefully studied before any irrational decisions are made. Do you have the traits that are required in order for you to be successful? Do you have a theme or subject that you can produce content for? If you passionately believe in the concept that you have, go for it. Your total commitment is going to be required for success, however, so keep that in mind when you make your decision.

This entire process can easily come to seem daunting for someone who does not already have a great deal of experience online and in Internet marketing. Still, as complex as this entire process is beginning to seem, there are a variety of easy to use and low cost solutions that are offered by companies out there. What this will do, is make it possible for nearly anyone to create and market their very own membership website without incurring hefty costs in the process. If you're looking for a low cost, high success option to turn to when creating your membership or subscription site, you can rest assured that those solutions are out there for you.

The truth is this: Yes, creating and marketing your own membership or subscription site is a worthwhile endeavor. As I mentioned earlier, there is no one size fits all solution for people who want to get into successful Internet marketing, but the membership site business model is one that can be custom tailored to suit so many levels of interest and experience, that many people can succeed from it. There aren't many tools required to begin your own subscription site, so as long as you have the right tools, the right motivation, and a good head on your shoulders, it would be worthwhile to see what you can come up with.

Chapter 03: Who can benefit from starting a membership website?

Anybody who wants to start a membership website business online can. All that you need to get started is a subject for the membership, a website for the membership, and the tools that are necessary to build and develop the site. The real make or break issue when it comes to building a membership website business is the subject of the membership.

You can obtain a domain name for as little as \$10 per year, and for as little as approximately \$25 a month, you can find and obtain all of the tools that you need to build the website. You may also choose to have your website built for you, but the costs associated with this avenue tend to be much steeper. However, because the tools are readily available online, even if you have limited skills on a computer there is no reason that you still cannot successfully build your own membership website.

As far as choosing your membership site topic is concerned, the thing that you need to remember more than anything is that your goal should be to provide specialized information, data, teaching or coaching that is either difficult to find elsewhere, or outright impossible to find in any reasonable amount of time. You need to be able to readily update this information, and all of the information that you provide should be completely relevant to the subject of your membership website. You need to select a topic that you are very passionate about, because your membership base is going to be made up of people who are just as passionate as you are.

The only thing left for you to do at this point is to advertise your website.

After you build your website, the process of finding or writing the content that you will offer to your members is going to be the most time consuming thing.

Membership websites need to supply information in one form or another and it is important that you deliver this content and information with timeliness if you want your members to stick around for longer than their first month. There are a number of time consuming ways that you can provide information on your membership website, including answering posted questions, providing instruction or offering teaching. Every type of membership website out there is going to require that you devote some time to adding information at least semi regularly throughout the month.

There is one way that you can combat this problem, which is to outsource some of the work that you have to do. Considering how profitable your membership website could end up being, paying someone to help you out by creating content should not put more than a small dent in your profit potential. There are a variety of different types of jobs that you can outsource, allowing outside parties to maintain aspects of your membership website for you for a fee. Some of these outsourcing jobs could be web server administration, customer service, billing, writing and building content, and moderating forums.

So now I bet you are wondering where you can find people who are qualified for these types of jobs. You might try posting to local college job boards, or posting on your local craigslist. Both of these options are free. Another option is to use a paid service like Get a Freelancer or eLance, both of which are mentioned in the resources section at the end of this eBook. These websites allow you to post

projects, and service providers like content writers and server administrators will place bids in order to win your business.

There is a big market for content creation and other jobs that can be outsourced. You will never be in short supply of eager copywriters and content writers who would more than willingly stock your pages with content for a small price. Just keep in mind when paying someone to work on your membership site, that quality really does come at a price, and you do get what you pay for. While it may be a little more expensive to pay for the highest quality of content - the price will be well worth it when it drives members to your website in droves.

Chapter 04: Membership website business models.

There are two different membership website business models that need to be explored in depth. You can choose either of these business models based on your needs and capabilities, though it is important to explore both in full before you make a decision.

The PAID Membership Website Model - -

Membership websites, subscription websites, or whatever else you decide to call them all have one thing that links them together: They provide steady income for the people who run them every single month throughout the year. They can produce several hundred dollars a month or tens of thousands of dollars easily. The myriad of different topics that these websites follow is virtually endless.

These paid membership websites often provide coaching or mentoring in one form or another. Others publish useful information and articles surrounding a particular product, niche or idea. Some of these membership sites publish product reviews or the results of studies and tests. There are other membership websites that provide specialized services, or that serve as a meeting place for likeminded people, or people who share a common interest, hobby or occupation. There are also membership websites that seek to provide step by step instruction or teaching for specific endeavors, such as playing music or painting.

The paid content or subscription business model has a lot of advantages that set it apart over the other business model, the free content business model. Free website models generate their revenue through advertising, which can actually be rather difficult sometimes. These free sites are unable to keep up if they are not making steady revenue, and visitors will eventually stop coming if the site is

not updating frequently enough. The paid content membership business model relies both on customers and advertising in order to generate revenue. There are a number of different benefits that are associated with this type of business model, many of which are described below -

- **Steady streams of income** - One of the largest advantages associated with subscription based membership site models is that you can generate steady streams of income. Subscription terms most traditionally last either a month, or a quarter which is a three month period. Some membership sites have a membership period that lasts a year.

If you are able to successfully retain customers for larger subscription terms, you will continue to generate money from that same customer without having to add in something extra. In other words, retaining your older customers allows you to earn more than bringing in new customers.

- **Low start up costs** - One of the key components of any and every business decision is the costs involved both at the start and over time. Website costs can be broken up into three different groups, the set up, the maintenance and the running costs. The set up costs are going to depend largely on what you plan to do with your website, and who you turn to in order to help you realize your goals.

The start up and maintenance costs that are associated with subscription websites tend to be similar to those associated with free websites. These include the costs necessary for basic equipment like your desk and computer, the domain name costs, incorporation fees, and costs associated with website design and website hosting. All of these costs are going to be similar from one business model to the other. The largest investment that you will have to make

has to do with the software. This expense can be low both for small and medium websites, and in some cases you may find the software that you need for free.

While building your website, the only additional costs that you are going to have to contend with are security costs and additional payment processing costs, both of which tend to be relatively reasonable in price. Low start up costs with any business typically mean a much lower level of risk.

- **High level of profit** - The profit margins that you will be able to sustain with a business model like this one will be very high once you've built steady streams of income and are maintaining low costs.
- When you create a website that is successful, it would not be far fetched to expect to reach your break even point in no time flat. The typical cost for a content website is around \$20 for a single month subscription. Even with a customer base that is smaller or medium sized, you can find yourself earning significant profits. With every increasing member that you sign on, the costs associated with be almost non existent but you will be growing your profits on an exponential level.

Keep in mind that success is capable of breeding even more success. As your membership numbers begin to grow, the word-of-mouth will grow even further. Larger membership bases also open up additional income stream possibilities, such as advertisers who are hoping to market their products to your audience, or affiliate income for example.

- **Low Requirement for Personnel** - Unlike your traditional company with a brick and mortar retail or warehouse location, one can successfully operate and maintain a website all on his or her own. You are the only person that your membership website really needs in order to be operated and maintained

successfully. If you are lacking the technical experience and expertise it may be fruitful to outsource some of your business' tasks, but you still need extremely limited manpower compared to the average business venture. This offers a variety of advantages, including the fact that it greatly reduces operational costs and gives an even higher level of profit potential.

- **Easy to Scale and Manage** - One of the greatest benefits of these types of membership websites is that you can easily scale them as you need. You can quickly and easily expand these websites with very little cost. Software solutions, databases, and many other aspects of the entire picture can easily be scaled to handle large or small databases and member bases whenever necessary. The physical costs that are associated with scaling up are truly minimal; you only really have to spend money in order to bring in new members.

- **Quality Membership Base** - People are only going to make an effort to become a member of your website if they have an interest in the content that you are offering, or the service that you are offering. This actually has another advantage in addition to generating the revenue that you are seeking for your website. Paid subscription is actually going to basically ensure that the only people you are advertising to is a customer base full of targeted customers that are clearly already quite interested in the subject of your products or services. In other words, because customers join your membership website with an interest in its subject, there should be no difficulty retaining your customers.

High quality subscriber and membership bases can be demanding, and they are going to expect value for their investment. However, this group stands out as a special bunch of people with a special need that you can fill. You would never be able to generate a perfect target group by any other means, so take advantage of it!

- **Opportunities for Cross Selling** - Anyone who is a professional in the sales industry is going to tell you that generating sales from existing customers will always be infinitely easier than trying to find new customers to sell to. Subscription websites like this, then, are a truly wonderful way for you to attempt cross selling your products or services to people who are already your customers.

One example of this concept can be found on Amazon.com and similar websites. When you choose one book that you are interested in, Amazon's site will gently tell you that customers who purchased the book you have interest in have also purchased other books. Half a dozen other books will be listed then for your consideration. This is almost like an impulse buy in that it urges you to make one additional purchase before you check out. This is a truly excellent way for you to attempt cross selling other services, products and content to your membership base.

Cross selling is an excellent way for your membership business to realize all of its objectives, because it allows you to retain customers, to attract new customers, to provide useful products and services, and to keep competitive with all of the other websites online.

- **Affiliate Income Potential** - Using affiliate schemes on your website will allow you to earn additional income through affiliate marketing in addition to what you are making through your actual membership. When it comes to affiliate schemes, you are asked to provide links to another ecommerce website or product provider, or really any site on the Internet depending on the particular provider. There are website owners all over the Internet who are looking to increase their visitor streams, and they can do this by offering incentives to people who advertise for them.

Incentives are generally commissions that come with any sale of a product or service that originates at your website. Some affiliate income schemes offer a fee for every click that your visitors make to visit the provider's website. This is a truly effective strategy for marketing, and it also allows you to generate income for your website, which is excellent if you have a large base of members that will be interested in the products or services you are marketing for other providers.

Keep in mind that the products and services that you offer affiliate links for should be things that your visitors and members will have interest in. Will a visit to the provider's website offer information or products that are interesting or relevant to the members of your subscription website? If your customers will be attracted to the product or service that you are considering advertising for, then you would probably see some success in generating income from the affiliate advertising endeavor.

Affiliate links that will interest or intrigue your membership base serve two different purposes. First, these links provide additional value to your customer who is always looking for new products, services and information relating to the subject of your website. Second, providing these affiliate links will help you earn some additional income on top of what you generate through membership fees.

In paid membership websites providing affiliate links can be a healthy way to generate income. Your visitor is already paying a fee to visit your website, so you should not feel as if you are losing business if they use the affiliate link to travel away from your membership website. Because your members are paying a fee for access to your website, there should be no doubt that they will return time and time again.

- **The ability to reach out globally** - The web is obviously quite global, with millions of users all over the world. You do not have to limit yourself to specific markets just because you live in one specific area. The Internet is a multi-lingual place, and if you can cater to a variety of languages, you will find yourself attaining easy success. There are plenty of service providers out there who have what it takes to translate your English work into other native languages so that you can cater to people all over the world, even if English is not their native tongue.

Even if you yourself cannot provide versions of your website in other languages, many search engines like Google do provide translation services for people seeking information from websites that are not in their native tongue. This means that you can reach speakers of other languages even if you cannot translate your pages for them. Niche markets can easily be transformed into mass markets through the Internet, and people who are interested in your service will find you from word of mouth, search engine queries and a variety of other sources both online and off.

Your membership will run every hour of the day and every day of the year to a truly global audience, giving you a real chance to educate, inform, sell and persuade your clients, partners, prospects, staff, customers and contacts all over the world at any point in time. This is impossible for most offline business ventures, meaning that you have created a much larger and much more successful marketplace for yourself that simply did not exist before.

- **Leverage current resources and knowledge for more income** - You may have specialist knowledge or know-how that has been developed over the years and that applies to the niche that your membership site is going to be centered around. Have you considered leveraging this knowledge and experience by reaching and appealing to a much wider audience? If you have been offering tutorials, boot camps or seminars in your area already, then you probably already know that those formats have limited reach. Use the training materials and resources that you have culled and developed and consider making them available through a subscription website format.

It may take some time and effort for you to be able to get your material organized so that you can turn it into an electronic-friendly format, but it is well worth the effort. The biggest factor that you are going to need to consider is whether or not the information that you have is unique, and whether or not anyone is going to benefit from having this kind of information. Who would be willing to pay to get this kind of information?

This business model can actually be a stellar way to capitalize on resources that you already have available in order to generate even more income in the long run.

- **How to generate money with this business model** - The initial means of generating income through paid membership site models is through the paid subscriptions to the website itself. However, this is NOT the only form of income that you can generate when running a subscription site using the paid membership site business model. There are numerous other ways to generate money through your membership site, several of which are touched on here:

Renewals - Recurring income is possibly one of the greatest parts of running a subscription website, which is something that many other online companies are lacking. Most Internet businesses survive primarily through the sale of a handful of products, but large quantities must be sold month after month after month in order to continue turning a profit. Paid membership site owners do not have to worry about selling different products every month, they only need to concern themselves with membership renewals over time. First time subscribers can truly breathe life into a membership website, but the thing that keeps a site like this alive is the renewals which produce consistent, ongoing income.

Advertising - People who own paid membership websites can sell advertising space in places all throughout their site to companies that are selling services, products or information that relate to the subscription website's theme. This is a truly exceptional way to add some new income to the site. Unfortunately, many membership site business owners overlook this possibility for income generation.

All you have to do is contact companies that are selling products that relate to your niche or topic, asking to find out who would be interested in buying advertising space from you. You can sell advertising space to people who know that they will be targeting the right audience, since every member of your subscription site will have a proven interest in products and services similar to their own.

Endorsement Correspondence - You can offer to different companies marketing products or services that are related to your website theme, making endorsements of their products in your e-mail, newsletter or Ezine to get your endorsements out to all of your members through your mailing list. If you have already established yourself as a true authority or expert in the field that your membership site is centered around, then companies will be more than willing

to pay for high quality personal endorsements of products that are related to what members are looking for, knowing that your members have faith in the expertise and knowledge used to review those products and services.

The second time of membership website business model that needs to be examined is the free membership website model, which as the name suggests, offers subscription content for free to members who do not want to pay a monthly fee. While this appears from the outside to be an option that does not generate many income streams, or that cannot be nearly as profitable as the paid membership website model, there are actually a number of advantages to this type of membership site, and plenty of avenues to explore for income generation.

The FREE Membership Website Model - -

Basically, the difference between a traditional membership website model and a free membership website model, is that member does not have to pay a fee in order to get access to the website, but they are still required to register.

Registration for a free membership website usually entails entering a username, a password and an e-mail address in order to participate. Some registration forms require additional information, such as geographical or regional information, or occupational information to keep track of what types of people are joining.

Some free membership websites limit themselves to information that is less useful or not quite as new and fresh, while the premium paid members can have full access to everything.

Much of what the creation of a free membership business model entails is actually just the same as the creation of a paid membership business model.

The only primary difference is that no charge is required in order for members to register and gain access to the website. For limited access, members would simply put in their desired log in details. For full access to the website and its content, they would be asked to make a payment. Some free membership websites simply never charge a membership fee, however, and rely completely on other sources for income generation, such as product sales, affiliate marketing, advertising space and so on.

Individuals who are looking to create free membership websites are not looking to do so for free - So obviously it is important to have a plan to make an income in some way or another. Most free membership websites exist as an avenue for selling a specialized product or service, by providing a limited amount of information to bring in members, then working to interest them in your wares. While information is provided, it clearly is not the main objective for this particular type of free membership website.

Another popular method that is becoming increasingly popular is the One Time Offer. How this works is that users are asked to register their name and e-mail address in order to sign up, and then they are immediately presented with a One Time Offer that will grant them access to a much enhanced version of the free product, membership or other service. This type of marketing is also commonly referred to as Butterfly Marketing. If you are looking for a powerful way to set up your own free membership website, this may be an avenue worth exploring.

What would happen is that first you would generate money using the one time offer, but even if some members click on "no thank you" and still want to use your free membership site, you have still managed to collect two extremely important pieces of information: Their name and their e-mail address. What you are really doing here, in addition to trying to turn some profit, is building an e-mail newsletter list. This is a truly amazing concept that could be just the ticket

for you to turn a simple and quick to run free membership site into something much larger and much more profitable in the long run.

Free membership websites definitely do have their own unique set of advantages. When you begin to set up your membership program, one of the first questions that you should ask yourself relates to what your main objective or objectives are. Is your main objective going to relate to supplying information to members that they would not normally be able to find? If so, then your website should not be a free website, because people will gladly pay for information that they cannot find elsewhere. On the other hand, if your main objective has more to do with selling your product, products or services, or selling products that have been produced by other individuals or companies, then a free website model may be the ideal opportunity for you to grow and prosper.

Free online membership products and services have gained a lot of popularity online. According to an estimate from the summer of 2006, there are more than 45,000 different membership products that are currently in circulation and being marketed online, with more than 150 million subscribers willing to pay for these products and services in the United States alone!

Let us say that you have a website that is themed to ladies shoes. You may have a forum, message board or blog where fellow lovers of ladies shoes can come together to discuss them. You may also have informational articles on ladies shoes that all of your members can read. However, your primary objective is going to be to sell products relating to ladies shoes, which will appeal to the members of your website. Your primary source of income will be derived straight from the sale of these products, rather than from collecting fees from the membership site's members.

Free membership website business models do require a great deal less time for administration purposes than subscription websites that require a fee for access. You can generally find and write content much more easily, and a lot of the content of the website will actually be supplied by the members, taking a great deal of the work off of your shoulders. The members will comment on blogs and write forum posts, allowing the website to grow even when you are not there to guide it. You can run contests, quizzes or other interesting little additions in order to continue generating interest in the site, and active feedback from its members.

When you focus on the sale of products rather than the sale of memberships, you will find that there is no real pressing need for you to build a system for customer support. This factor alone is going to eliminate a great deal of time, aggravation and work that is normally associated with website management. But just as there are upsides and downsides to everything, there is a downside to the free membership website model. Your free membership website should be able to run itself without eating up a great deal of your time, correct?

Unfortunately, you have to be there to monitor many of the aspects of your website, including forums, blogs and message boards. You have to do this to keep spam and other harmful or offensive material away from your members, even if you are not being paid anything for the service. Even though you are not making any money from people posting on your website, you are still quite responsible for anything and everything that is posted there. So unless you are running an anything-goes adult content website, you are going to need to spend some good time monitoring your website consistently.

If you want to keep traffic flowing to your website, and to maintain a level of interest that will bring the income that you desire, you need to make sure that you are consistently adding relevant, interesting and timely content on your

website, even if content is not your main objective. You need to publish an eZine or newsletter at least bi weekly if you want to keep the visitors to your membership informed and interested in your website and your products. Writing content for this newsletter may be time consuming but it is also rewarding in the long run.

You must be willing and able to fight against spam of your members. Comply with anti spam legislation, and make a point to offer safe guards to keep spammers from harassing the members of your subscription site. No matter how sure you are that your products are going to sell, that does not mean you should spam your members because if you over do your advertising, people will opt out more quickly than they opt in.

Another thing to avoid is allowing your advertised product to be a dud. This can oftentimes happen to a free membership site owner, who will then run into an irate member who is going to spread the word that he or she was not satisfied with your product offering. You need to be on the look out for messages like these, and take immediate steps to resolve the issue before things get out of hand.

Even though you would not be charging for your membership, there are still plenty of ways for you to generate money. The first thing that you need to do is to bring people to your website through the use of a theme and adequate marketing and promotion. You need to provide good quality, highly relevant information and you need to provide ways for members to communicate with you such as through a blog, forum or message board if you want to attract members. From this point, you should aim to collect e-mail addresses so that you can use an Autoresponder to communicate with members as they sign up.

Here are some unique ways to generate income streams with a free membership subscription site business model -

1 - Sell your own product. Sell a report, an eBook, eZines, how to instructions, or a variety of other physical products that your members will take an interest in. Build bird houses for a bird-themed membership website, or offer guitar lessons for a musical themed membership website. There are a myriad of different products that you can develop, your only requirement is to find the one that fits.

- 2 - Sell products that others have produced through affiliate marketing programs. These can be real products like eBooks, reports, how to instructions, newsletters, eZines or a variety of other real life products. The advertisements for these products will be placed on your website. When members of your subscription website click on these advertisements, you will be paid a small commission for a percentage of the sale of any product that they purchase. So for example, if you have a pet themed membership website, you might want to post advertisements for animal related products like pet food or gift items. When your members click on these advertisements and make a purchase of one of these products, you will make a commission on the sale.

- 3 - You can sell advertising space on your website to companies that are marketing products and services that are related to the theme of your membership website. You will not make a profit based on the sale of the products, but you will get paid for advertising the product by the company selling it.

- 4 - Some companies will actually pay you if you endorse their products in your newsletter or eZine. These are more than just advertisements, after all - They are personal endorsements by you that recommend the product.

- 5 - You can also generate money through butterfly marketing or one time offers on your membership site. Once a prospective member signs up for free on your membership website, usually only by entering their name and e-mail address, you can offer them a one time offer for your product, or for another product or service that is related to your membership. Not only will this allow you to generate additional income, but also to build your mailing list as well at the same time.

The opportunities for income generation using this business model are virtually endless. If you are looking for ways to build an income from a free membership website business model, the five tips mentioned above will certainly get you started. But don't stop here - Keep going and create as many income streams as you can to live the life you want.

Chapter 05: Choosing your Business Model and Idea

Now that we have examined the benefits of setting up free and paid content membership sites over the Internet, it is time to look at the most lucrative way to generate cash flow online. Paid membership websites are the way to go, so let us focus on those. Like every other business, your first step should be to figure out what you want to sell. Without a product or service that is attractive and unique, your business is absolutely not going to succeed.

Choosing the theme or the subject for your membership website is purely a matter of your personal preference. Some membership websites offer coaching or mentoring, while others stockpile useful articles and information on a product or niche. Others still reference information, contain online reviews or provide specialized services. The theme that you select for your membership website has to be something that you have passion for, and something that you have in depth knowledge about so that you can share your knowledge and expertise with other people sharing the same passion.

You can sell nearly any content or service that you like, as long as you have something to offer that is marketable, and that you can get to your customer. You may be competing with large companies for a piece of the market share, but if what you have to offer is unique or higher quality, you will be chosen even when your competitors have more invested. There is such great potential on the internet, and a lot of that potential is currently untapped.

The internet's primary use is for communication, entertainment, education and researching. There should be no wonder then why nonperishable and information intensive content sources are the most popular thing on the internet. The most popular online services being sought out online are periodicals, travel, magazine subscriptions, software and books. Content rich

websites, then, are exactly what people are looking for. There are a variety of different categories that you can take advantage of online, including but not limited to the following -

Potential Concepts for Membership or Subscription Sites

- Auction and marketplaces
- Business information, content and research websites
- Community websites and community directories
- Consumer research and consumer reports information
- Credit Help websites
- EBooks and newsletters
- Entertainment and Lifestyles websites
- Fan Clubs
- Fitness and health advice, diet information and weight loss
- Greeting cards websites
- Horoscope and family tree
- Legal Research and Legal Information websites

- Medical research and Medical Information websites
- Online gaming and games websites
- Online learning and training and other course websites
- People search websites and people information resources
- Personal advice websites, motivation websites and self help
- Personals and dating websites
- Sports news and information about sporting events
- Technical Helpdesk and advice websites

Chapter 06: Selecting Your Idea: Factors to Consider

Now we have looked at a variety of different ideas and business model concepts for your subscription website, but the key here is to differentiate between each idea in order to determine which will be most likely to turn your subscription or membership website into a true success. Here are some factors that you absolutely need to be willing to consider if you want to turn your business idea into a real success online.

- What is your specialty, and where does your expertise lie?

The first thing that you need to be able to do is to identify what service or product you have a real expertise in. Everyone has a hobby or something that they have expertise in, you just have to find yours. Use the full potential of the web in order to generate your primary source of income. You just have to find enough people who see value in what you are offering, and who feel strongly enough about the profitability of the content, information or products that you are offering. Write down the what, how, why, where and who of your plan. How flexible can you be? Describe your weaknesses and your strengths and pinpoint the factors that will affect your profitability.

- Who is your target audience?

You need to be able to understand the needs of your target audience. This is absolutely essential for every business in existence. Can you service more than one kind of audience? You need to profile every ideal client that you plan on coming in contact with. Who are your prospects? You need to work out a good working marketing strategy in order to make sure you are appealing to the right people. Figure out who your customers are going to be and start answering the important questions about how and where to market your business. The more

you know about your potential target audience, the more prepared your marketing strategy will be when your membership website launches.

- What is unique about your idea?

Unique business ideas or service offerings are one of the most important factors contributing to the success of a membership website. If you want to stay in business for a good long time, you need to have completely original and unique content, service and products because that is what is valued on the internet in this day and age.

While it may be likely that your content, product or service is not completely 100 percent unique, there are ways to stand apart from the competition. One such way is to offer additional perceived value, which is what making sales is really all about. Try offering information that is hard to find, or offer it more cheaply than other competing sites can give it for. Some people will subscribe because what you are offering is revolutionary. Some people will subscribe because they find it to be dependable or reliable, and others will subscribe because they are getting a good deal. The best way to provide a unique solution is to focus completely on the needs of current and potential customers.

- Who is the competition?

We already mentioned the unique factor, so you should understand that the most practical way for you to create something that is unique is to study what your competitors are offering. Who are your competitors and what are they offering? Look out for news information and case studies based on competing companies, to get a fair idea of what allows them to stand out and what does not. You may even be able to study customer reviews of your competitors in order to get a better idea of who they are and what they are offering you. This

information is truly invaluable because it will help you offer something to your customers that they absolutely cannot find anywhere else.

Looking to see what your competitors are doing and achieving is another excellent way to create an idea of your own.

- Where can you find content resources?

You already have an idea for an outstanding information product or service that you can sell or offer on your website. You have also been able to work out the necessary techniques to make this a unique product or service, which is wonderful. However, if you do not have access to the resources that you need to implement this plan, all of these things mean absolutely nothing. You need to have a good understanding of your resources if you want your business to work.

Do you have access to high quality copywriters, or other staff members who can deliver the work you need to execute your master plan? Are you flexible enough to adapt the service you devised in order to meet the needs of your customers? Do you have the necessary resources to keep your service updated, and to keep an edge over the competitors within your niche or industry? You need to think of all these things before you go about finalizing any business ideal that you have.

- Can you fulfill the needs of your customers?

There is absolutely no substitute in the world for exceptional customer service. If you want to increase your customer base and then retain those members, you need to be able to offer fulfillment and customer service capabilities that are absolutely top notch. The bottom line is that you need to provide absolutely outstanding customer service each and every time you come in contact with a

current member, potential future member, or even a past member for that matter. After all, there is always a chance that you can win them back.

Quality and high satisfaction guarantee that your customers will come back time and time again. High quality and satisfaction will also generate exceptional word of mouth referrals that will be vital to keeping your membership alive. Let your members create your leads by spreading the news about your membership, and save yourself valuable advertising funds and marketing time.

- What costs and cash flow are required?

Finally, you need to sit down and really work out your budget, the startup costs associated with this type of business, and any and all ongoing costs that you are going to incur. For a small venture, these costs really are not very high. But you need to consider startup costs like basic equipment costs, incorporation costs, domain name registration, software costs, logo and website costs, hosting costs and many others. You also need to consider ongoing costs like website maintenance and hosting costs, merchant and gateway account costs, bank account costs, and a variety of other operational costs such as advertising fees. You need to keep all of these costs in mind as you start up your business - And you need to budget well if you want to go into the black quickly.

Chapter 07: Successful Examples of Membership Websites

There are a variety of excellent examples out there for membership websites that are successful. This is a small list of some excellent examples of successful membership websites that you may want to look to for inspiration or advice when creating your own membership site business model. Your primary intention should be to create something completely unique, but there is never any harm in drawing motivation or inspiration out of what are essentially competitors on the web.

American Greetings - <http://www.americangreetings.com> - The American Greetings website is actually a niche that is not as popular for fee based business models, but it is a winning service nonetheless. The success of the American Greetings website can be attributed to careful planning and a century of expertise in the card making business. The American Greetings website has gone through a seven year journey through a variety of different business models for delivering website content. American Greetings made its start on AOL in '95, then moved to the web itself in '96 with the same fee based model that was being used by its offline parent company.

The business model that American Greetings follows is hybrid, in that it offers some free products in all categories, but most of the better greeting card products are offered for a monthly subscription price. This website also generates ad revenue which is an outstanding way to earn additional income. In order to arrive at this structure, the company surveyed 5,000 different people and all of their research indicated that a single subscription model would be ideal.

Car Fax - <http://www.carfax.com> - This website allows consumers to reach the detailed histories on used vehicles that they are interested in purchasing. Visitors to the website only need to put in a valid VIN or Vehicle Identification Number, and for less than \$20 they can be connected to vital information that could impact their car purchasing endeavor. This includes information like salvage information, flood and fire damage reports, previous ownership, odometer fraud, liens, and collisions or accidents. This is one of the most successful subscription models out there, with a constantly increasing customer base especially over the past few years.

Car Fax is an excellent example of two important facets of developing your own successful membership site business model. The first is to identify a niche where a pressing need for guidance, support or advice exists. The second is to leverage the power of IT or information technology online in order to build a content repository that will be hard if not impossible for competitors to emulate. Car Fax is an excellent example of what early movers can do.

Salon - <http://www.salon.com> - This website was founded in 1995, and Salon.com has become a leading new media company. Companies that have been willing to advertise on Salon.com include Lexus, Hewlett-Packard, Ford, IBM, Sprint, Absolut, Discover Card, Intel, PBS, Universal Studios and Intel. This website provides subscribers with special services, including the ability to download Salon content for offline reading and a variety of other services as well.

Secrets to Their Success - <http://www.secretstotheirsuccess.com/> - This membership site business model allows you to take a completely private tour of two Mom & Pop style web sites that earn more than \$100,000 a year. This way you can discover the true step by step processes and strategies that have been used to generate these insane profits. Paid content subscription websites just

like this one have enjoyed incredible success, especially in the past few years. This type of business model emerged after the dot com era fell apart. What this means is that before the success stories could become success stories, there were a large number of failures.

Sporting News - <http://www.sportingnews.com> - The Sporting News website is a leading United States sports media company website that reaches out to as many as eighteen million people every single week. The content of this publication is available in a variety of sources including a radio network, radio stations, books, magazines, websites, through wireless devices, and even on iTV. The Sporting News publication debuted in 1886 and the website is used to provide information about it to subscribing members.

The customer base for the Sporting News has been increasing ever since the website launched. SportingNews.com has quickly become one of the most successful sports content sites on the internet, providing truly live news and information about sporting events not only all over the United States but also all over the world as well. Some of the leading categories in the paid content business are sports, entertainment and leisure. This particular site is an example of a traditional publisher taking their content to the web, there are many applications where similar membership sites can be offered.

Wall Street Journal - <http://www.wsj.com> - While not every website or business is able to create a paid subscription membership site business model, some sites do it flawlessly. One example of this concept is the Wall Street Journal website at <http://www.wsj.com>. Ever since this paid content subscription site began in 1996, its subscriber base has been increasing consistently. The Wall Street Journal Online is the largest paid subscription site on the entire net. The fee is a \$99 dollar per year fee that offers users full

access to the entire full text of every Wall Street Journal publication as well as updates all throughout the day, and archives for the publication as well.

It required courage for a media company like this to seek the internet medium in 1996, which was earlier than most companies. The content is available through print media, but by making it available online it is opening up so many additional features to be able to get access to print media through online research and archives. Any time a company can make an entire library available in a few mouse clicks, you will find success. Another excellent feature that stands out is offering personalized access to alerts and notifications when interesting content is published.

If you have access to information on the subject of your choosing and you want to share that interesting and vital information with other people who appreciate the same niche, this may be the most fruitful and profitable business venture that you could explore.

Chapter 08: Developing your Business Model

Throughout many of the earlier sections, we went into depth on all of the advantages that come with building a subscription website business model. We also talked about the factors necessary in determining your business idea. Now we are going to talk about the issues that are related to building and developing your own business model. Let us focus mainly on setting rates and earning revenue streams.

Your Subscription Rate and Pricing Model - Devising your own subscription rates and pricing model is one of the first aspects of the development of your overall business model. The best way for you to accomplish this is to study what your competitors are doing, and how their pricing models work. You should also consider any services or products that are offered by your competitors as well. Choosing your subscription rate means selecting between monthly subscriptions, quarterly subscriptions, annual subscriptions or even one time subscription fees. According to studies done by the OPA or Online Publisher's Association, all of these website models are making considerable gains in popularity, meaning that no payment schedule is really right or wrong.

One of the most important considerations to make is whether or not to offer different levels of membership with different subscription rates attached. Websites usually offer a more inexpensive package that offers a limited amount of access or content, and then a slightly pricier package that offers full access and a much wider range of services and products. Some membership websites offer discounts and incentives for members who buy in advance, such as paying for six months of a monthly subscription, or paying a year in advance. Employing discounts like this is an excellent way to retain membership.

One time subscription charges are a little different, because they work when the content is going to be downloaded all at once, such as if you are offering an eBook for download. If you are not offering any recurring changing content that the members will want to return for, usually a one time subscription charge is ideal, because who is going to want to pay a second, third or fourth time for something they already downloaded on day one?

Periodic subscriptions on the other hand are ideal for when your website is offering value that will remain over a period of time. If the content is changing, or if access is granted to specialists, or other members for discussion, then your membership base will more than likely return again and again in search of this new information, and these new avenues for communication.

Do not forget that you can offer free content and premium content on the same website. This is actually a worthwhile business model, and is highly recommended, especially for website owners who are looking to create multiple income streams rather than just one.

Free Content and Premium Content - Should you charge for all of your content, or just some of your content? Free content tends to attract potential members, and premium content gives them a reason to stick around. How will you separate your premium content from your free content? You want to be able to ensure that your paid subscribers know that they are receiving value in the content that they pay for, without making free subscribers feel alienated in any way. Still, highly successful websites have been launched with a hybrid model between free content and premium content.

Other Streams of Income - You can also earn streams of income and commission fees through cross selling to your members in addition to the money that you generate through subscription sales to your membership

website. If there are services or products being offered online that you believe your members will enjoy, you should leverage this relationship by working with the vendors of those products and services in order to bring them to the members of your website. You can earn a lot of commission or affiliate income on relationships like these.

You may also be able to charge your members additional fees for personalized or otherwise specialized services, privileges or coaching. You can also offer them your own resources, including books you have written, videos, training material and other great resources that your members will enjoy having access to. Anything that you can promote to your membership that relates to its topic can help you generate additional income streams.

Scaling and Growing the Website - As we discussed earlier, one of the advantages associated with online business is how easily you can scale your website. Scaling up is absolutely essential for any business of any time, but it is even more important for website businesses. Your databases and your software need to have the ability to handle large databases of customers and members, even if you are very small when you get started. It is absolutely essential that your business model be flexible as a means of accommodating your customers' needs and scaling up your business in the process.

Financing and Investments - You can approach venture capitalists or banks as a means for raising financing for your website, however before you visit these lenders there are a number of considerations that need to be made. Many people immediately telephone up an investment officer at a bank, or a venture capitalist company trying to set up an appointment so that they can explain their potential and their financial needs to the lending company. Most of these visits will be outright resisted by venture capitalists until they have been given a chance to read a business proposal.

Without a clear and concise business proposal, or at least a summary proposal, your venture capitalist is not going to have a very good idea of what your business details are. If you do meet, he or she will not be prepared to ask the important questions regarding your business needs. Your business proposal is vital, then, and is not much different than a traditional business plan, or like any other proposal. Your goal should be to propose something to someone - Or more concisely, to suggest how you and the venture capitalist can both make money on this endeavor.

Raising venture financing for an online business can be difficult, but there are scores of ventures that are still getting investments in their early stages from eager venture capitalists. The paid content website model is a solid and stable model for business that should make it possible for you to raise the financing that you need. Just keep in mind that well executed plans and good business ideas are necessary for success here.

Options for Exit - Several different types of Internet business have been able to come into considerable success for the original investor when they decide to exit the venture. Large players in related markets may be interested in purchasing the business. There are a variety of different ventures out there where the original investor has turned a significant process in moving on from their business. While exit options are not ideal for everyone, they are still a consideration well worth making in the future.

Choosing the Schedule for Publishing - You have created a membership site, and the people who have paid you to join your membership site are going to be depending on you to provide information that is relevant in a timely manner. Your members have a right to expect that this information be updated regularly, because they may be using this vital information to make decisions. You need to be able to state up front what your publishing schedule will be like,

so that your members will have a solid understanding of when fresh content information will arrive.

When it comes time to decide what your personal publishing schedule is going to be like for your membership website, it is important for you to keep in mind what types of information will be supplied for your membership. If the information that you are supplying for your membership website changes on an hourly basis, then it may be important for you to use an RSS feed in order to deliver this kind of information in a timely manner. Information that needs to be updated daily on the other hand is going to require a good content management system.

If your content on the other hand is the type that needs to be published weekly, that's something you can probably handle on your own. Still, having a content management system is a good way to make this process much simpler.

If you are planning out a newsletter, it is absolutely vital that you put time into considering how often you will send your newsletter out to your membership subscribers. Essentially, it is essential that you create a schedule for all of your content delivery, and you need to stick to that schedule in order to make sure that your members are satisfied with your content offering. How often SHOULD you publish your content? How much content is too much, and how much is not enough? When it comes to frequency of content publication, you really have four different options: These options are daily, weekly, bi weekly and monthly. Anything more or anything less is probably not ideal.

- Daily Content Delivery - What this means is that you would be releasing content or newsletters 365 days of the year. This is only fruitful in some applications - In most scenarios, you will wear your welcome out with your

members no matter how devoted they are to the subject that your website is based on.

- Weekly Content Delivery - Weekly content or newsletter publication can also be a lot of work. You are looking at 52 newsletters a year in this scenario. That's a little over four newsletters every single month. Do you think your members will appreciate this level of communication with you, or perhaps something a little less?

- Bi Weekly Content Delivery - Publishing your eZine or newsletter two times a month is generally just often enough that you can keep things fresh in the minds of your subscribers, without allowing them to become annoyed by you or by receiving too many correspondence e-mails from you.

- Monthly Content Delivery - Monthly content generation is only enough content publication in certain circles, but definitely not all of them. Your members may easily forget about you and your membership site. If your members forget about you, they certainly will not return to renew their memberships, which mean a loss of membership numbers and less money in your pocket every month.

Chapter 09: Conclusion: Where to go from here...

The thing that is going to keep your membership website growing dynamically and bringing in steady and reliable income streams is your ability to improve, and then improve again. The law of nature applies in business as well, in that everything either has to grow, or die. If you want to insure that your membership website grows and thrives, you have to be willing to improve upon it close to constantly.

The content that you provide to your membership should always be up to date with information that is useful and relevant. You should always be on the hunt for information that your subscribers are going to want to see, or find interesting or helpful to them. Try adding more than simple print information to your website - Incorporate video or audio information as well. There are many people out there who enjoy seeing and hearing information just as much as if not more than they enjoy print. Setting up audio and video is actually really simple with the right tools, and can make a truly enormous difference in how much traffic you generate.

If you offer an Ezine, or a newsletter of any type, you should make sure that the information contained within is both timely and vital in nature. This way, your members will become accustomed to eagerly waiting for each new issue. You want to make sure that your subscribers are actually reading your newsletter, not just deleting it as soon as it arrives in their inbox, so take as much time as you can on this part of maintaining your membership business model.

If you are planning to use an Autoresponder, use it to your greatest possible advantage. You can use this to send out vital news information, getting the attention of your membership base. If you do not already have a forum, a message board or a blog on your membership website, you need to start

implementing one or more of these vital tools. Why? Members enjoy having a chance to put their two cents in, and you will benefit from having the input that they provide.

You may also want to bring experts or gurus within your specific field to come in and host chat discussions, or interviews. This is the ultimate form of information on your website, and your members will certainly be interested in exploring what a rousing discussion on their passion will be like.

The truth when it comes to starting a paid membership website or a free membership website model is simply that you need to make the choices that are right for you, and who you are. Before you ever even consider creating your own membership website, there are a couple of questions that you absolutely need to ask yourself. Consider these questions:

1 - Will you choose to set a membership or subscription website up at all? If you have the traits that are needed; which include willingness to work hard, having the time and the money that need to be invested, the willingness to put the effort forth, and the open-mindedness when it comes to learning from the mistakes of others, then the answer to this question should be a resounding YES.

2 - Will you choose a free membership website model, or a paid membership website model? Both business models will eventually bring in a steady and consistent income, but this does not mean you can run both. Read up all that you can on both of these business models and their potential before you make this vital decision. Weigh all of the pros and all of the cons assigned to both. What type of membership site would you like to run?

3 - Are you willing to invest your money into this project? Creating a new membership website is the beginning, and there is no real end in site. Do you have the money to invest into a project like this? While start up costs may be low, they do exist and you will have to consider all of them before you begin to make any investments.

Are you aware of what ongoing costs are required of you as you maintain your membership website? You need to keep these things in mind. If you cannot answer this question with a resounding YES, you may be dealing with more of an investment than you are currently willing to contend with.

4 - Are you willing to take the time to learn new technologies, and to invest in them? Every day things are changing, and if you want to be successful in this industry and with this particular website model, you absolutely must be willing to grow and adapt with the changes that occur when they will benefit your business to do so. The only thing that is not going to change in this "topsy turvy" industry is the fact that things are going to change. Are you willing to take the time to adapt to these new technologies and opportunities, and will you be willing to invest in the ones that will benefit your business?

5 - Are you already good at marketing, and can you successfully market your new membership website to make it successful? If you are not already good at marketing, are you willing to do whatever it takes to learn how to adequately market your membership website? Good marketing is absolutely the key to success when it comes to any business of any kind, and there are no exceptions to this rule, not even membership websites.

It is going to take some money for you to advertise and market your membership website in the right way, regardless of whether you are developing a free membership site model or a paid membership site model. If you want to attract members, marketing and advertising is absolutely vital. It is also going to take learning so that you understand where to invest your marketing funds, and how to do it to your best advantage. Can you easily and firmly say that yes, you are ready for this facet of the entire process?

If every question mentioned above received an honest and upfront "YES", then you have what it takes to earn serious money in the membership website business. Now is the time to go forward with your plans for membership website development.

Good luck!

Chapter 10: Resources

Free HTML Editor – [NVU](#) allow you to create your own web pages the simple and easy way without any HTML or PHP programming knowledge.

Domain Names – [GoDaddy.com](#) grab your ideal domain name for a bargain here.

Web Hosting – [HostGator](#) Host unlimited domains, prices start from only \$7.95 per month!

Merchant Account – [Paypal](#) offers you to accept credit card payment from your customers all around the world with various currency options.

Autoresponder - [Aweber](#) offers the most reliable autoresponders on the net!