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Membership Gold Rush

You've probably heard how lucrative starting a membership site can be. Getting paid every month from members willing to pay your monthly fee for access to your websites content is an incredibly profitable method of generating recurring income.

With your own community, you can develop credibility, build brand awareness and establish yourself as an authority in your niche.

So, with the many positive elements to building a membership based website, how can you utilize existing tools and resources to instantly create a powerhouse of subscription based sites in a short amount of time?

Membership Gold Rush is a collective resource showcasing quick-start strategies to building profitable continuity based websites.

From maximizing conversion rates to subscriber retention, I will cover all of the bases to creating, running and managing a successful membership community.

Whether you have ever set up a membership website before or not doesn't matter.

The strategies featured within this guide are simple and straightforward. All you need to do is follow along, step by step, and apply the techniques in each chapter.

One of the great things about starting a membership site is you can simply take your hobby, existing specialized knowledge or interests and quickly turn it into a profitable business.

You can even begin developing a membership site on a part time basis, and as it grows, you can consistently add new content as you go, rather than having to spend weeks developing an abundance of content upfront.

Planning for and setting your site up for auto-responders, automated sign-ups, payment processing, automated cancellations, and removing refunded customers from your database is all part of a successful membership website.

By incorporating these strategies into your existing membership website or when creating a new membership website, you will be able to maximize your income tremendously.

It all begins in evaluating the different membership

models available as well as choosing your overall
topic.

So, without further delay, let's jump right in!

Choosing Your Membership Topic

A membership topic or theme serves as the **basis of your entire community's platform.**

For example, if your membership website is focused on weight loss, all of the content, tools and resources offered to subscribers would be relevant to losing weight, or fitness training.

Topics for successful membership based websites vary, and it's likely that you can find a subscription community model for pretty well any topic imaginable.

However, when first creating your membership website it's important that you focus on overall profitability, rather than simply developing a subscription site around a topic or theme that you are personally interested in.

After all, you want to focus on a scalable community base that can consistently grow and maximize your overall income.

Evergreen markets are focused around topics that are unlikely to change and can stand the test of time, and by choosing an overall evergreen theme, you can focus

on longevity.

After all, you want your membership site to continue to generate passive income for many years to come.

Another element to keep in mind is the overall size of your target audience and niche market.

- ✓ Will you be able to come up with fresh ideas for future updates to ensure that your website stays fresh?

- ✓ Is your market scalable with the potential for ongoing growth? Can you offer upgrade options to further maximize your income, or are products limited?

- ✓ Is your target audience able to solve their problems quickly (making it difficult to retain subscribers), or is your potential topic able to expand so that you can cater to a large-scale community?

These are just a couple of important questions to keep in mind when choosing your membership theme.

Then, take it one step further by identifying what you

are good at, experienced with or could offer to a potential customer base.

- ✓ Are you experienced with a specific instrument?

- ✓ Are you trained in specific programs or software?

- ✓ Are you experienced with a specific sport?

- ✓ Are you knowledgeable regarding a specialized topic?

Consider creating an e-course, informational series, ebooks, reports or training guides and developing them around a membership website platform.

Keep in mind that themed membership sites are always much easier to manage and monetize than generic communities. You want a strict focus on your membership community, so that you can expand on the topics, yet retain an overall theme.

The more focused your website is, the easier it will be to tap into your niche market and determine exactly what your target audience is interested in, and subsequently, give it to them.

Once you have created a list of potential ideas, you need to evaluate the overall profitability of the market before going any further.

While it's first important to identify what you can personally bring to the table in terms of content development, or material, you also need to make sure that other people are willing to pay for access to this content.

You can do this by browsing through existing marketplaces like www.ClickBank.com to determine how many products are available, the communication and delivery channels that are being used, as well as the popularity of your potential niche.

Simply be evaluating existing membership sites, you will get a good idea of the different platforms available, as well as what other merchants are currently offering the same target audience that you will be catering to.

From within ClickBank's marketplace, enter in your keyword search phrase and choose to sort by "Future $" which will showcase websites that are designed on a membership format only.

The idea is to create a reference file of existing subscription based sites that exist within your targeted markets.

The more thoroughly you evaluate existing models and successful websites, the easier it will be to create one of your own.

1) Monthly Content: High Conversions, 75% Recurring Commissions. Earn Recurring Income. Amazing Member Retention! Site Offers Monthly Training, PLR Products, Resell Rights Products, Articles, Adsense Sites, Graphics, Templates, & A Lot More! Get Value Results In High Conversions & Retention Rate And Recurring Income.
$/sale: $31.85 | Future $: $204.73 | Total $/sale: $236.58 | %/sale: 75.0% | %refd: 86.0% | grav: 1.25
view pitch page | create HopLink

2) CB Bonus Domination 2.0. Affiliate Crushing System Used By The Top Super Affiliates And Gurus. Automation System And Complete Training Modules Provide Something For Every Level Of Affiliate Marketing: Http://cbbonusdomination.com/affiliates.php.
$/sale: $38.00 | Future $: $71.05 | Total $/sale: $40.97 | %/sale: 60.0% | %refd: 86.0% | grav: 42.86
view pitch page | create HopLink

3) The KickStart Course. A Step-By-Step, 52-Week Training Program For Starting And Running Your Own 100% Unique Online Business. Marketers Sara Brown & Tony Shepherd Show You How They Created Their 6-Figure Internet Business, With Nothing Held Back.
$/sale: $11.95 | Future $: $69.00 | Total $/sale: $80.94 | %/sale: 50.0% | %refd: 100.0% | grav: 4.24
view pitch page | create HopLink

You want to search through existing membership sites and communities in order to determine how their membership site is structured (traditional, coaching, email based, etc), their price structure, affiliate program details (including commissions offered to those who promote them), as well as the specific content that is being offered and overall value on the site itself.

Is their content original and hard to find?

Are they pricing their subscription reasonably based on existing resources?

How can you improve on their existing platform?

Can you expand on the topic's coverage and provide additional resources, tools and information?

Write down any ideas that you come up with as you evaluate existing membership sites in your niche market, for future reference.

This will help you thoroughly analyze the existing subscription sites in your niche so that you can create an enhanced version of your own.

You should also research your market using www.Google.com by entering in relevant keyword phrases that will pinpoint existing subscription sites available, such as: "your niche+membership".

Wrapping your search query in quotations will ensure that Google's search engine generates a more accurate listing of results.

You also want to pay attention to the amount of existing competition advertising within Google Adwords sponsored boxes.

If you intend on promoting your membership site within Adwords, you will want to first evaluate the average costs based on existing ads and targeted keyword phrases.

Repeat this process on http://www.CJ.com and http://www.PayDotCom.com

Another method of reviewing potential markets is by exploring www.Amazon.com to determine the number of available products focusing on your subject matter. This is a great way to determine whether or not your market is a popular (and profitable) one.

And finally, SPYFU, available at http://www.SpyFU.com is a great niche research tool that will provide detailed statistics on keywords as well as existing Adwords advertisers.

All of this research takes a bit of time but it's a critical step in effectively evaluating the theme and topic of your membership site.

If you want to maximize your chances of being successful as a new membership webmaster, you need to give yourself a competitive edge by being thoroughly prepared to conquer your niche and dominate your

competition!

Regardless of your overall topic, the one thing to remember is that you must provide specialized information, coaching, or a service that is hard, if not impossible, to find anywhere else.

You want your visitors to clearly see the value in your subscription service, so the more exclusive your content and material is, the higher perceived value it will have (and the more you will be able to charge for access).

The information must be kept updated and it must be relevant to your subject.

Depending on what you are interested in, passionate about and have experience with, you could create a unique subscription based website that caters to people looking to learn a new skill, such as design tutorials, weight loss, parenting, design, or anything else you can think up where an existing market of potential buyers exists .

While you can create a membership website within nearly every mainstream or niche market online, it's important that you speak directly to your prospective market, so that you are identifying their wants and needs and

offering them access to a direct solution to their problems.

Desperate buyers are a goldmine for membership webmasters, and by focusing on creating a community that offers information, tools and resources that is delivered on a regular basis, you will be able to maximize your profits while subsequently, maximizing retention rates.

Google Alerts is an exceptionally useful tool for locating hot topics and current trends that could serve as potential ideas for your membership site. You can access Google Alerts at http://www.Google.com/alerts
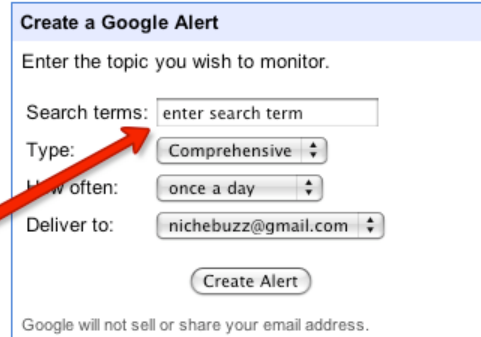

Yahoo Answers and Yahoo Buzz are also two very useful research tools that will help you come up with killer membership topics based on overall popularity.

With Yahoo Buzz, available at http://www.Buzz.Yahoo.com
you are able to keep on top of current trends and hot
topics.

Just remember to keep your membership's overall theme
VERY specific!

If you choose to start a membership site about dog, for
example, you will need to choose a specific breed.

Instead of just dogs, your theme should be; Poodles
with sub categories that could include: Tiny Toy
Poodles, Miniature Poodles, or Standard Poodles, etc.

If you are really into video or computer **games**, start a
membership site devoted to specific game genres. People
all over the world and from every walk of life get
really involved with a specific video or computer game
and love to talk to others about the game and give each
other hints.

There are thousands…maybe millions…of people who love
certain crafts and hobbies.

However, those who love to quilt aren't interested in
wood working so your membership site should be about a
specific craft or hobby itself.

Focused membership websites always out perform generic ones, so keep that in mind when laying the groundwork for your own.

Choosing Your Membership Platform

When it comes to building your own membership website, you have quite a few different options in terms of exactly how it's structured and designed to run.

For starters, you could choose to create your subscription site based on the traditional format, where subscribers pay a monthly fee to access protected content or directories on your website.

However, there are other equally profitable models used by successful membership webmasters online, including autoresponder based memberships, and even coaching membership models that offer the opportunity for you to earn consistently just for helping those within your market.

Here are the more popular membership models:

Traditional Membership Platform

With a traditional membership website, your subscribers pay monthly for content releases and updates.

By far, this is the most common method of building a
membership website, however it does require specific
criteria in order to be successful.

Typically, traditional membership sites either offer a
low trial price with the cost increasing once the trial
is offer.

Example: $17 for 7 days, then $37 monthly, set on a
fixed term rate, meaning that the monthly costs do not
change, allowing a subscriber to be "locked in" to your
current price, even if you increase the costs in the
future for new subscribers.

Coaching Membership Platform

Coaching websites offer clients coaching services for a
set fee. It usually consist of a set amount of time and
follow-ups.

With a coaching membership site clients will still have
that, but they may also have access to forums to speak
with other clients and ask public question of their
coach and other experts. They may also have access to
learning material that is specific to what that coach
teaches.

With a coaching based membership site, lessons are accessible only to members of the site, with schedules being made available for all members in regards to meeting times, personal coaching sessions and more.

Coaching is available, but not limited to, Internet marketing, career, life, specialized skills coaching and even such subjects as parenting coaching. If you have a skill that you can coach others in you can form a membership site exclusively focused on that topic.

You need to be objective when analyzing your website, however. You need to be conscious and aware of the different types of members you are going to receive, and focus on ensuring that your content and material communicates directly to them.

Think about their skill levels (if you are selling courses, tutoring, coaching, etc).

Coaching based membership websites are extremely easy to set up because unlike traditional membership websites where you'll need to develop and publish content prior to your website launch, with service based membership websites, you can update your website less frequently, creating content and resources as the site grows.

Email Based Memberships

With an autoresponder based membership offer, you are able to set up complete membership sites quickly, with very little start up costs, after all since the majority of the content will be delivered via email, you don't need a dedicated server, or expensive membership software.

You will also want to determine a delivery schedule, making sure to send out the newsletters on the same day each week, for consistency.

When it comes to frequency, the usual choices are daily, weekly, bi-weekly, or monthly.

When you are deciding what your publishing schedule will be for your website, keep in mind the kind of information you will be supplying to your membership and it's "dated importance".

If it is information that changes quickly and regularly, then you are going to need to consider RSS feed alerts, as well as a solid CMS (content management system) that will make it easier in developing, managing and organizing content.

Free Or Paid Platforms

Paid for membership sites are set up by businesses or individuals with the objective of making money by supplying hard to find information, access to specialized data or lists, or instruction in various fields.

Membership sites are owned and operated by people who either own the sites or who are hired by the site owners to monitor and administer them.

The topics for paid for membership sites are even more varied than the free sites and certainly more specialized.

With free memberships, the foundation is usually based on allowing free entry with the intention of selling a membership upgrade. Using teaser options like this, you initially attract a customer with a no obligation, no cost offer.

To gain access to limited information, a visitor to a free membership based website would require supplying an email address, choosing a user name and a password, and potentially verifying their subscription via email (after being added to a mailing list).

In order to gain full access to the site, the same subscriber would have to upgrade their free account to a more feature laden one.

The free membership module works well, especially if you are able to provide useful, relevant content snippets for free with the "meaty" stuff being available only to paid members.

On the flip side with paid membership websites, you are establishing your customer base upfront, and weeding out any freebie seekers from those who are more likely to subscribe on a monthly basis.

The topics for paid for membership sites are typically more varied than the free site model and certainly more specialized.

Choosing Your Membership Software

In order to set up your membership site quickly and efficiently, you will want to look into the different membership scripts and software solutions that are available to you.

While there are many different options available online, you need to ensure that the script you use is powerful, scalable and flexible.

You need to be able to integrate this script into your website quickly and easily, and the software should allow you the freedom of setting up and managing your membership website so that it suits your needs and makes it easy to maintain.

With these programs, you are able to upload files, create a system and launch your site with very limited effort.

In fact, with some of the higher end membership scripts, the features extend beyond simple member registration and log in, to enabling you to offer One Time offers, Backend products, bonus specials and even introductory trials, if you are interested in capturing a visitor's information without requiring an immediate

subscription.

Be sure to spend some time evaluating each membership
script prior to purchasing.

You will want to make sure that the system is scalable
and can grow as your membership site does, and that the
developer fully supports their script and will be
available to assist you should you need it.

**Here are a few membership scripts that I highly
recommend:**

http://www.MemberGate.com

http://www.MemberSpeed.com

http://www.LaunchFormulaMarketing.com

http://www.RapidActionProfits.com

http://www.easymemberpro.com

http://www.DLGuard.com

If you aren't sure how to develop or design a
membership website, consider using Wordpress as the CMS
(Content Management System) to organize and manage your
entire website.

With amember.com, you can purchase an add on module
that will seemlessly integrate a membership script with
a Wordpress blog, forming a bridge between the main

(guest) area and the subscribers only content categories.

Regardless of the software that you choose to power your membership site, there are a handful of features that you will most likely want to make sure are included, even if you don't intent on using them initially, odds are, as your community grows you will benefit by being able to incorporate these elements:

1: Timed Release Content
With timed release content, you are able to create and schedule posts, pages and updates so that they appear on scheduled times and dates.

2: Unlimited Membership Levels
Your membership site software should offer you the option of creating various levels (Silver, Gold, etc) so that you can offer extended upgrades and upsells.

3: Sequential Content Delivery – Depending on your setup, you may want to graduate your members from one level to the next.

4: Autoresponder Integration
It's very important that you are able to capture your visitor and member's information so that you can send follow up emails, promotions and alerts of when your

website has been updated or is offering a special
offer.

List building is essential in communicating with your
members and in maximizing subscriber retention. The
more frequently you communicate with your subscriber
base with new features, releases and updates, the more
likely your members will remain active.

You will want to sign up for an autoresponder account
at www.GetResponse.com or www.Aweber.com

5: Integrated Affiliate Program

You also want to make sure that your membership script offers the ability to run an affiliate program, so that you are able to encourage members to promote your website while earning commissions.

6: Simple Scalability

You need to make sure that the membership software you choose will allow for your community to grow, and is equipped and coded to handle large amounts of data and constant activity.

The last thing you want is for your live site to crash simply because your membership software wasn't equipped to handle your website traffic.

One quick and easy method of building full-scale membership sites is by integrating membership software into the Wordpress blogging platform.

This way, your website will be fully optimized for the search engines, while you are able to benefit from a full featured content management solution.

In order to bridge your membership content and seamlessly integrate it into a membership access portal, I suggest using either of these membership based scripts exclusively designed for use with Wordpress:

Wordpress membership scripts:

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

www.MemberWing.com
With MemberWing, you can instantly set up a membership
website using nothing more than Wordpress and this
simple plugin.

Tasks that take a lot of time to do by hand can b e
handled automatically with software and that will free
up a lot of your time to do the creative things that
make your website profitable.

Once you have chosen your membership website's theme
and software, you will need to register a domain name
and set up a hosting account that will house your
subscription center.

www.NameCheap.com and www.HostGator.com are both
affordable options.

Finalizing Your Membership Details

When it comes to membership websites, there are a few things you will want to integrate into your system in order to maximize your profits, and retain subscribers.

One easy way of enticing visitors into becoming paid members is by offering what is known as 'teaser content", which showcases snippets of content on the main website in order to entice a visitor into becoming a paid subscriber.

Sites that provide information to find work-at-home jobs, for example, can see the listing of jobs but cannot apply for the jobs unless they are members of the membership site itself.

You will also want to pre-determine your content schedule. This way, you can stay on track with updates and your subscribers will know exactly when to expect new material. If you ever have to change your update schedule, always notify your members so they are aware of any changes.

Adding Value To Your Membership Site

Savvy membership webmasters rarely rely on the subscription income alone when focusing on the membership model as a way of making money online.

Instead, they integrate a handful of extended options that will funnel in additional cash, from the same subscriber base.

For starters, adding in upsells, special offers or upgrade packages are great ways of enhancing your membership site while maximizing profit potential.

For example, you could consider setting up a membership site that offered various levels, starting with Bronze, then upgrading to Silver and finally Gold. Each level would gain access to extended content, special downloads or exclusive offers.

Another method of thoroughly monetizing membership websites is that rather than offer a front end system that is based on a recurring fee, you could instead, offer a flat rate access fee with upgrade options.

For example, your membership site could be priced at $97 entry fee (one time charge) with a monthly rate of $67. What this does is help in customer retention,

because if a subscriber cancels their account, they would then have to resubscribe, paying $97 again before being given the monthly discount rate.

You should also consider using pressure tactics, such as time sensitive offers, or limited quantities or spots left within your membership community.

You could also consider offering coupon codes, with only a specific number available before expiring. This will motivate your visitors to take action and subscribe before the offer ends.

Here are some other ways to further enhance your membership site:

Feature An Affiliate Program
You will also want to incorporate an affiliate program into your membership website, so that both visitors and subscribers are able to generate commissions from every referred sale they make.

When structuring your affiliate program, focus on offering a very appealing commission percentage; in order to recruit active affiliates who will help you jump-start your marketing campaigns.

Different companies pay different percentages and amounts for leads and sales. The differences paid for a sale can range from 75% down to 1% depending on the company and the product.

What you decide to pay your affiliates will depend entirely upon what you are selling and to whom you are selling it. A good idea would be to check what other companies selling a product comparable to yours is paying their affiliates.

However, how much you pay your Affiliates really depends on how much your product/service costs, its profit margin, how much you're willing to give up and what action you want to take place.

When running an affiliate program, you will want to make sure that your current membership script or software is able to effectively track all sales and leads, as well as provide detailed information to affiliates (including overall earnings, stats, payment dates, etc).

You could also actively join affiliate programs that are focused on your niche market yourself, and incorporate your affiliate links into a "Recommended Websites" page, so that you are able to maximize earnings by promoting third party products and related

websites.

For example, if you run a membership based website focusing on golf training, you could feature affiliate products that include golf gear, advanced lessons, physical books and even video tutorials.

This way, you can maximize your income by featuring affiliate based tools, resources and materials that you are not offering yourself, without having to advertise competing membership websites.

Just make sure that the products or services you are recommending are relevant to your overall theme.

Sell Ad Space Within Your Members Center:
You could also consider offering advertising space within your members center, once your subscribers base has grown.

This way, you could monetize "un-used" space within your members center by allowing third party merchants to promote their products and services to your community.

If you run a members forum, you could also consider integrating promotional banners and allocated ad spaces that feature affiliate based products.

If you run a newsletter (and you should), you could also offer solo ad campaigns to advertisers who are interested in gaining exposure at affordable rates.

Just be sure to adjust your advertising prices as your community grows and your overall ad campaigns become more valuable.

List / Email Promotions:
Apart from allowing advertises to purchase email based advertisements, you could also monetize your subscriber mailing list by sending out promotional emails that showcase affiliate products, as well as your own special offers.

Consider creating a special bundle that features new content, relevant to your membership site, and making it available as an upgrade only to existing members.

Renewals: Recurring income is one of the best parts of running a membership website, and something that many other types of online businesses lack.

Just remember, while first time subscribers certainly breathe life into a membership website, renewals keep it alive.

Make sure to consistently remain active within your community and to do your best to provide high quality, exclusive material to your subscriber base on a regular basis.

Generating Traffic To Your Website

Once you have your membership website set up and ready to launch, it's time to begin generating targeted traffic to your landing page.

To begin, you should set up a registration process so that whenever a visitor lands on your website, you are able to capture their name and email address, adding their details to your mailing list (via your autoresponder).

The reason why this is so important is that, once you have their information added to your database, you will be able to send out follow ups and broadcasts in the event that they failed to sign up on their first visit.

This is how it works:

Your visitor enters in their information via your membership's langing (or individual squeeze page_ and confirms their request to be added to your newsletter.

In order to entice visitors into subscribing to your mailing list, consider adding in a squeeze page «bribe» such as a free report, or coupon for access to your membership site.

Once a visitor subscribes to your newsletter, your autoresponder kicks in and emails your prospect a welcome email that you have already written and incorporated into your follow up series (you do this within your autoresponder account).

This introduction/welcome email is sent out automatically within minutes of their confirming their request to be added to your list.

Your autoresponder continues to email your subscriber on pre-set dates, according to the system you have set up within your autoresponder account.

You can determine delivery dates and times from your administration panel, and all of the emails you create within your autoresponder account will be sent out to all active subscribers on a regular schedule.

Example: You create 5 emails that are scheduled to be delivered accordingly:

1st Email: instantly sent to your subscriber thanking them for subscribing to your list and provides the offer that you are featuring on your squeeze page or landing page (such as your coupon, download product, etc).

2nd Email: Scheduled to sent out on the third day after your subscriber has confirmed their request, and includes an email offering free content, additional articles or another report.

You should also remind subscribers who have failed to register for a paid account, that their coupon code is set to expire if they fail to use it within a specified time frame.

3rd Email: Scheduled to go out on the 7th day of the sequence, and once again reminds your prospect how they will benefit as a paid member of your site.

You could offer additional free resources, including an overview sheet of the features and benefits associated with your subscription site. You could also consider offering a discount access coupon on a higher level package.

4th Email: Scheduled to go out on the 10th day.. and so on.

The balance that you use, when mixing up free content with promotional based material is entirely up to you, however the more value you give to your list, the easier and faster it will be to develop a relationship with your subscribers, so that they trust your recommendations and look forward to receive future

broadcasts. It will also help minimize subscribers from opting out of receiving your emails.

Taking an aggressive approach to email marketing works for some, however for the majority, it's always best to tread carefully, initially focusing on building a relationship with your list, and then doubling that up with promotional offers, or recommendations to affiliate based products.

It's up to you to keep a pulse on your subscriber base, and determine what works best, how frequently you contact them, and whether they respond well to the products you are promoting.

Just don't be afraid to experiment and test out new ideas and innovative ways to consistently grow and maintain your subscriber base.

Here are a few ways to build the highest preforming mailing lists, quickly and easily:

Squeeze Page Network
Rather than just constructing one squeeze page, consider creating a network of opt-in pages spanning multiple markets.

Depending on your focus, you should have at least 4

squeeze pages set up that are focused on both your main industry, and sub markets.

The more squeeze pages in circulation, the greater your chances at building massive email lists and maximizing your outreach quickly.

Add To Social Pages

If you have a Squidoo lens, you can now add opt-in pages right into your existing page. It's available as a module, and it's a great way to generate instant traffic to a remotely hosted opt-in page.

Since Squidoo is considered an authory website and carries exceptional weight within the search engines, not only will you be able to generate fresh leads from your opt-in page itself, but you could also add links to your Squidoo lens pages that lead visitors to your other squeeze pages as well.

Hub Pages is also another great method of drawing in new traffic and subscribers. HubPages works similarly to Squidoo in terms of being able to create instant single websites even if you are unfamiliar with HTML.

http://www.Squidoo.com

http://www.HubPages.com

Exploit Twitter

Twitter has taken the Internet by storm, and from celebrities to niche marketers, hundreds of thousands of people are taking advantage of Twitter's simplistic interface and ease of use.

With Twitter, you can grow a following of people who are interested in receiving your messages (referred to as 'tweets').

It's relatively easy to build a following on Twitter just by using their built in search utility (enter in your primary keywords to locate relevant contacts) as well as third party directories and community sites that feature Twitter users according to category.

Here is a quick start overview of how to get started:

From the main page of your Twitter account, click on "Find People" from the top navigation menu.

If was involved in the blogging market, I could enter in the keyword "blogger" or "blogging" to locate users who have entered this keyword into their bio description.

After entering in the keyword "blogger", the following
search results appear:

I can instantly choose to follow those featured within
the search results, by clicking on the "Follow" tab.

This is a great way to find people who share the same interests as you, or are likely to be your target audience.

Another way to locate followers is by choosing the second option in your profile area, "Find On Other Networks".

Another effective method of finding targeted leads and relevant contacts is simply by browsing through the listing of followers from other twitter users online.

You can easily find thousands of potential contacts this way, and can begin following those who are involved in similar activities.

Not only is twitter a fantastic way to build a following but it's also a great way to develop potential joint ventures and network with other marketers in your niche.

There is also a free directory available at http://www.Twellow.com that categorizes twitter users and allows you to instantly search based on keywords relating to your niche or industry.

I've tested the profitability of Twitter both in terms of direct marketing and in building email lists and I was shocked at the results I've experienced every time

I developed a 'made for twitter' campaign.

One method that works extremely well is in using
twitter's built in DM (direct message) system, that
allows you to send out an instant tweet directly to
someone who has chosen to follow you.

By including a link to your squeeze page within this
direct message, you will be able to maximize exposure
to your email list, and grow a large database of
subscribers quickly, and at absolutely no cost.

In order to set this up, you will need to register for
a free account on http://www.TweetLater.com

Whenever someone begins to follow you on Twitter, you
can set your account up so that it instantly sends your
new follower a welcome message.

Simply create a short message that thanks them for
following you, and directs them to your free report via
your squeeze page.

(Note: if you are concerned about the time involved in
building a twitter following in which to generate
traffic to your squeeze pages, consider using a service
such as http://www.Twuffer.com, which will allow you to
schedule tweets so that you are consistently active
within the community, even when you aren't present.)

Pay Per Click (PPC) Marketing

When it comes to advertising squeeze pages with PPC, things can get a bit tricky. Since PPC campaigns can be quite costly, if not constructed properly, you could end up spending a lot of money for little results.

Worse, since your squeeze page is focused on generating an email list, rather than directly selling to potential customers, it might take some time before you are able to recoup your advertising costs.

Still, if you are familiar with PPC, it can be a viable option in which to generate instant traffic to a new squeeze page, especially since it's an instant method of driving in targeted traffic to your websites.

If you do decide to use PPC to jumpstart an email campaign, consider using it only as a starting point, and once your campaign is running successfully, and you are consistently building your email list, consider pulling back on your PPC campaigns and focusing on building your subscriber base using free marketing methods instead.

Just make sure that you monitor your results and pay special attention to your costs, versus your overall profitability from your list to ensure that it's feasible to continue with your campaigns.

There are plenty of networks to choose from such as:

http://www.Google.com/Adwords

http://www.Adbrite.com

<u>Article Marketing</u>

Article marketing is an incredible marketing strategy
regardless whether it's for a high end product or in
building a mailing list, and if executed correctly, it
can be the primary force behind generating consistent
traffic to your landing and squeeze pages.

With article marketing, it's all about offering high
quality, relevant content that targets your market and
propels them into investigating your resource box and
visiting your website to find out more about you.

Article marketing is extremely easy to set up, and even
if you aren't a proficient writer, you can easily
outsource article creation to affordable, high quality
writers.

Even if your budget is very small, there is no reason
why you can't compile a small package of articles,
spanning from 300-500 words in length that are highly
targeted and relevant to your squeeze page's topic.

Start out by submitting 3-5 articles every week, and

before you know it, your article campaign will generate
consistent traffic to your squeeze pages. As you
continue to expand on the number or articles in
circulation, you will be able to generate more traffic
on a regular basis.

Just make sure that the articles you do submit into
article directories are exceptionally well written and
targeted.

After all, these articles represent you and your brand,
and you want your readers to be impressed with the
quality as they are likely going to base your other
products on the information found within your article
content.

**Pay attention when constructing your author's resource
box (which is attached to each article that you
submit.)**

This resource box is the only place in which you are
allowed to include external links and you want to
include a call to action that motivates your reader
into clicking on your link and visiting your squeeze
page.

You also want to use anchor text whenever possible, so
that not only are you able to generate traffic from
article directories, but you can also rank for specific

keywords within the search engines.

Example:

"Click on the link for more free **article marketing tips**
and techniques".

Then in another article, I could use a different
resource box that featured a slightly different keyword
anchor such as:

'Click on the link below for a free guide to **article
marketing for newbies**!'

Just the same, be sure to include your primary and long
tail keywords within your article's content itself, so
that your article content appears within search results
for both the main search engines like Google.com, as
well as via the internal search utility on the article
directory websites.

Here are a few article directories to get started:

http://www.EzineArticles.com

http://www.GoArticles.com

http://www.ArticleDashboard.com

http://www.SearchWarp.com

http://www.ArticlesBase.com

Participate In Giveaways

While this isn't the best approach to take, especially if you are interested in more relevant, targeted leads, participating in giveaways is an easy way to build massive email lists.

I've personally used giveaways as a way to build generic lists, and then by sending out targeted offers to my contacts, I am able to weed out the freebie seekers from active customers, and manage my lists more effectively, but using GetResponse's built in filtering system to unsubcribe a user from one list when they subscribe to another.

What this means, is that you can grow a large email list from giveaways and then offer specific downloads for different niches.

For example, if I was targeting the dog training niche, and weight loss niche, I would grow a quick list by participating in giveaways and then create two separate squeeze pages, one for each of my main niche markets.

Then, I would email my entire (generic) list and offer them specific free downloads.

This filters out your list quickly and easily because as a subscriber joins a new list that is focused on a

specific subject (dog training), they are automatically removed from my generic list and placed into a targeted one.

Using this strategy, you can take advantage of the exposure available by joining giveaway offers and special events while still being able to build relevant mailing lists.

When joining giveaway websites, you will be required to offer a free download in the same way that you do on your own squeeze page.

Once you have joined a giveaway as a contributor, you will be able to edit your gift so that it directs potential subscribers to your hosted squeeze page. Subscribers join your list directly, and are not managed by the giveaway host.

Here are a few resources to keep you up to date on future giveaways that you can join as a contributor:

http://www.affiliategiveaways.com/

http://eprofitnews.org/giveaways

http://www.newjvgiveaways.com/

Video Marketing

With video websites like www.YouTube.com, it's never been easier to use the power of viral video to generate fresh traffic to your websites. All you need to do is develop a video or slideshow presentation that highlights your giveaway and directs people to your squeeze page.

Better yet, you could incorporate video tutorials based on your niche market, with a direct link to your squeeze page that appears at the end of the video.

That way, rather than setting up video marketing campaigns that only offer a promotional slideshow, you are adding value to the community by offering useful information that your target audience will appreciate.

Like article content, search engines rank video pages individually, so if you upload a video that receives a good amount of exposure, you will benefit from a higher search engine ranking as well as the direct exposure from the video community itself.

Regardless of the traffic generation strategies that you use, always be sure to properly manage your mailing lists, so that you have an email campaign based around leads and others based about customers.

For instance, your squeeze pages will build lists of leads, however each time one of your subscribers

purchases one of your own products, you could feature a different opt-in form on the products thank you page, where your subscriber can join to receive updates, new editions or special bonuses.

This will enable you to filter your subscriber over into an email list compiled of customers, and will make it easier for you to manage lists containing leads from those you know are active buyers.

Furthermore, it's exceptionally important that you properly manage your lists for other reasons including the fact that the last thing you want to do is advertise a product to a list of subscribers who have already purchased the product from you, especially if you end up offering it at a lower price or on a special offer.

Always use the filtering options available within your autoresponder account to manage your leads and keep your lists clean and organized.

Remember, the entire point of growing your list is to convert visitors into subscribers, as well as to establish and grow a relationship and reputation within your niche market.

The idea is to over deliver high quality, fresh content so that those still considering joining your membership

based website are given every reason to take action and sign up.

Strike a solid balance between free content and promotional based campaigns and you will be able to build a steady funnel of targeted visitors and subscribers.

Conclusion: Final Words

When it comes to building a profitable, highly monetized membership community, you need to remain consistently active. This doesn't mean that you need to dedicate every hour of you day fine tuning and building your community, in fact, you can outsource the majority of the work to experienced freelance writers and developers.

However, your membership community will quickly become a very large part of your brand, and the more you communicate with your subscriber base, catering to their interests, expectations and demands, the easier it will be to effectively grow your community, while retaining subscribers for an extended period of time.

Give your members a true feeling of community spirit by incorporating a forum, live chat, or weekly webinars or teleconferences, and engage and interact with your subscriber base, so that they feel connected to the community.

Whenever possible, always power up your membership site with your own unique, proprietary content, rather than with private label or saturated content. The more exclusive and original your material is, the more valuable it will be to those who pay for access.

Running a profitable membership website takes time and energy, but it can be exceptionally rewarding if you dedicate yourself to consistently evaluating your community and what it is interested in. Don't be afraid to survey your members or request feedback.

After all, it's their community.

To your membership goldrush,

Your name
Your Website