

# **How To Create Small Niche Membership Sites For Instant Paypal Cash**

**Presented by**

**<http://www.instantcashgenerators.com>**

**and**

**<http://www.sellyourwritingonline.com>**

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# **Introduction**

It's funny, I was never considered "bright" at school, I was at best a C+ student. Unless it was sports which I excelled at, I didn't take any interest in school at all. Fast forward 10 or so years and now I'm a "guru" in more than 4 different niche markets.

Funny how things change over time. I had never been called a guru before and personally, I know I am NO guru. I am just a guy who repeats what works for him. It's as simple as that. If something keeps working for me, I keep doing it, if something keeps losing me money, I stop doing it.

It's not rocket science and thank god for that. By creating small simple membership sites you can become a "guru" in just about any market almost overnight. People respect good quality information and they really respect people who run quality membership sites.

Why membership sites tend to lend themselves to more respect or people seeing you as a guru more, I'm not quite sure. I can write an ebook in a market and it will sell well and people will recognize my name, JD Swanson, but as soon as I create a membership site in that market, WOWIE, I get labeled a "guru" almost instantly.

I should have created this report and called it "Instant Guru Creator" ;) Maybe next time huh.

In this report I am going to show you how to start making small, very low cost niche membership sites on the fly. These sites will earn you an ongoing income for as long as the sites are kept up.

I am also going to show you how to sell these businesses later on down the track for INSTANT LARGE SUMS OF PAYPAL CASH.

If you want to learn more about making Instant Paypal Cash and see a membership site I created from scratch that now has over 700 members, I suggest you check out...

<http://www.instantcashgenerators.com>

This is a very simple step by step report. Anyone should be able to follow along with this and start straight away after reading this report. I ask that you please read this report all the way through before you go and start on your adventure into niche membership site land.

Membership sites are gold. They are the closest thing you can get online to a

regular pay check. For as long as your members stay with you, you will get paid every month.

Creating a membership site these days costs less than \$50 and a few hours of your time. Years ago it was a lot harder to start a membership site. Software was buggy and expensive, it was hard to find a reliable biller and people were a bit unsure about the whole monthly payment scenario.

Today, people expect to pay for good content and have no trouble paying a membership site fee to access that information. I have membership sites that range from \$4.95 a month to \$97 a month and they both earn me very good money.

Imagine waking up in the morning and seeing a pile of cash in your Paypal account for doing absolutely nothing the night, day or week before. That's why I love membership sites.

Another thing I will show you in this report is how to setup membership sites in all different price ranges. It's a process I created myself, and I don't know of anyone doing this at all and it very rarely fails for me.

This is the beauty of the low cost, easy to setup membership site. If it fails, you will still turn a profit. Not to mention you have created a profitable business with a load of UNIQUE CONTENT.

Unique content + profitable = \$\$\$\$ on the resale. Remember that guys when you are creating any online business. If you have outstanding content, whether it be in a content site, membership site, ebook or even video series and you then make that business profitable, you will never go broke.

Ok, enough rambling, let's get this report underway.

## ***Step 1 – Find A Hot Niche Market***

Simple as pie this step. I use a process called “copying success – reverse engineering your success”.

That's a fancy name for seeing what is selling well and using that as an idea for your membership sites. It's something I came up with a while ago and something I wanted to explain to you.

If a product, any product in a niche market is selling well, there is a good chance that product will also turn into a membership site pretty well. For example, if you see an ebook selling really well, there is a big possibility you can turn that content

and that idea into a monthly membership site.

You may already be selling an ebook that is doing well so why not turn that ebook also into a membership site. My friend Dennis Becker does that well with his 5 bucks a day site. He used the success of his 5 bucks a day ebook and spun it off into membership sites.

Smart man.

Copying your own or someone else's success is a quick way to make yourself a success online. When I say copying, I do not mean taking their work and selling it as your online, be smart people.

It's about finding a hot market and idea and coming up with your own spin on it which I will talk about in the next step.

So where is the best place to see what is selling well? My first favorite is

<http://www.clickbank.com/marketplace/>

I'm sure you are all very aware of this place. Clickbank is the leading seller of ebooks on the Internet and this is the perfect place to find a niche market and product that is selling well.

I can find ideas for 10 membership sites right now using the marketplace at Clickbank, and to show you I'm not kidding, here are a few ideas I just pulled out of my a... err, head ;) right now.

I saw an ebook on tattoo designs. A membership site in this market would do well I'm sure. A membership site with lots of different tattoo designs people can download and print off to take to their local tattoo parlor, would do very well. You could also talk about the risks associated, teach people how to create their own designs. The possibilities are endless for this one.

The best way to get ideas for membership sites is to read the bullet points of sales letters. This will give you an idea of what to put into your own membership site.

Ok, another idea for you.

I saw an ebook on how to gain weight. Great idea for a membership site as it lends itself to many different updates. You have to think about this. Will this membership site idea have enough content to be updated often.

This idea would as you could give a different "gain weight" diet plan every week, plus coaching etc... Perfect for a membership site idea. Again, read the bullet

points for the sales letter and you will come up with many articles you can write for your membership site.

Another place I look for membership site ideas is

<http://www.43things.com>

This site is hugely popular with marketers like Kevin Riley who use it to do a lot of research for their reports and products. I now am a convert, (thanks Kevin).

Just on the main page I have found 4 or 5 ideas for membership sites. Believe it or not, gain weight and get a tattoo are on this list as well. Maybe I really am a genius and always right like I tell my Fiancee ;) Nah, and don't tell her I said that.

Stay motivated. What a great idea for a membership site or membership sites! Stay motivated! Help people stay motivated at....

work  
to keep exercising  
to quit their job  
to be better parents.

Endless ideas for memberships sites. But what else is there, let's have a quiz shall we....

Lose 60 pounds. Of course, lose weight membership sites. I own one. I have the entire content outsourced by a dietitian. It's not my most successful I must admit, but it will be in the future when I use my spin off approach.

These "ideas" on this page are actual people wanting to do something, so it's a great place to do research for hot niche markets.

The last place I use is

<http://www.amazon.com>

My favorite site in the world.

The biggest book store online surely should have a few ideas for membership site ideas and hot markets.

One idea that springs to mind is someone should create a membership based around the concept of the four hour work week. I mean, don't rip Tim's idea off, but a membership site around the ideas proposed in that book would do very well indeed.

By the way, if you have not read that book, you really should. "The 4 Hour Work Week" by Timothy Ferriss

I like to check out what magazines are selling in what markets. This has been said so many times in so many ebooks but if you see a magazine in a niche market, it's probably profitable and may be a good idea for a membership site. Magazines are expensive to create and people don't usually create magazine to lose money.

You should be able to find a lot of interesting niche markets from the above sites. Just keep in mind, a membership site must have an endless source of ideas for articles.

Nothing worse than running out of ideas for a site, so don't go too niche, not just yet anyway. How to kill snails in your garden would make a good short report, but not a membership site.

To recap, Clickbanks marketplace is a great place to find products that are selling well that could also be turned into a membership site.

## ***Step 2 – Coming Up With An Idea To Base Your First Low Cost Membership Site Around***

Here comes the great part of my membership site model. I never blindly run into a niche market and create a whole bunch of products without knowing they are going to sell well.

This really is quite devious and works a treat. I don't know of anyone using low cost membership sites to do this.

Let me explain.

When I create my first membership site in any market, it's a low cost product, ranging from \$4.95 to \$9.95 a month. I want to get as many members as I possibly can into my site. While the price is low, it's still a very lucrative business model.

But another reason why I do this is to find out what people in this market want, while still making a tidy profit. I actually make money from customers telling me

what they want.

For example, let's say over the course of 2 months I run a membership site on horse training. In that membership site, after two months, there could be near on 10 or 11 articles or reports in there for members to read.

After that two months, I go and check out in my Awstats or any stats program what articles the members are reading most and then I go and create a product based around that report, It could either be a membership site or ebook or anything.

My InstantCashGenerators.com site is a great example of this. Every time I write a report, I check out how many people read it compared to previous reports. I now have a list of 7 great ideas for new membership sites.

It's really simple. The report that has been read the most over a 2 or 3 month period is the next topic I create a product on.

This report is an example. My members absolutely loved my reports on creating small membership sites, so here I am :) I created a report around the data presented to me in my stats program.

To me, this is the best way to do market research. You find out EXACTLY what people are reading and what they want and you get paid to do it.

This is why I always create a low cost membership site first before I launch fully into a market with other membership sites. I can now with good certainty guarantee success.

I can create another higher cost membership site based around one of the reports in my membership site and I'm almost 100% sure that this is what a lot of my members want to read more about.

The idea of the first membership site is to get as many new members into your site as possible so you can sell to as many customers as possible when it comes time to release a new membership site in this market and the more people you have as subscribers helps with market research as well. So you need to be a little broader on what topic you choose to write on.

Horse training tips membership site is a great idea, as this gives you plenty of scope to write lots of reports on and this will give you plenty of research ideas as well.

I made a mistake in pricing with one of my Internet marketing membership sites. My SellYourWritingOnline.com was too niche to be a low cost membership site. This site now has over 150 members paying \$9.95 a month, so it is a nice

income, but I should have turned it into a higher priced membership site from my flag ship Internet Marketing membership site InstantCashGenerators.com

It's a great site, don't get me wrong, loads and loads of content, I just should have charged \$37+ a month for it.

I have low cost membership sites on

Extreme Sports  
Losing Weight  
Dating Tips  
Internet Marketing  
Fishing Tips

The idea is to be a bit broader in the topic you choose for your low cost membership site as it is the membership site you will launch your other high cost membership sites in the same market from. Makes sense yah?

## ***Step 3 – Creating Your First Low Cost Membership Site Easily***

Ok, so you've chosen a broader niche to create a membership site around, now you need to create your membership site itself.

You can see an example membership site I'm working on for the horse training niche at....

<http://www.horsetrainingtips.net/members/>

The username is horse1

The password is training

It's a complete work in progress right now.

There are many many different scripts on the market that can create a membership site for you. I have used scripts ranging from \$20 to \$500. Infact the easiest membership site script that I use, and I use it a lot for my lost cost membership sites is....

<http://www.membershipease.com>

It costs under \$30 and the membership site above is made from it. It's a great script, not the best but it does the job. I use it a lot as it literally takes one push of a button to create the members area for the site. You can create unlimited membership sites with this script and it's as easy as clicking a button to install.

I absolutely love it. If you cannot install a membership site on your server with this script, then there is little help for you. It is that easy. I am a technical dunce.

All you need to do is find a template, register a domain name, get hosting and add some content and that is what I am going to show you how to do now. Plus, you will also need a sales letter.

I don't spend a lot of money on designs for my site, I really don't. I found the template for that horse training site at

<http://www.oswd.org>

It was completely free to use and I use it in a lot of my membership sites now. Most of the templates are free to use with no restrictions, some however request a link back to their site.

I register all my domain names at Namecheap.com. I highly suggest you register any domain names with this company. They even allow free transfer of domain names if you choose to sell your site later on down the track.

When it comes to accepting payments for your membership site, there are two options.

You can use Paydotcom.com with Paypal.com

or

You can use the new Clickbank.com service that does monthly re billing.

There are pluses and minuses for both services.

If you use Paydotcom.com in conjunction with Paypal, you can have your own affiliate program PLUS you get paid instantly into your Paypal account when you get a new subscription or a subscription payment.

BUT

It is virtually impossible to sell a membership site that accepts Paypal as payment as you cannot transfer subscriptions to the new owner of the business.

(Ok, it's not virtually impossible, I have done it a few times, it's just harder then I

would have liked).

You basically have to get every member to resubscribe to the new owners Paypal account, or keep all the subscriptions and send the new owner the money weekly, fortnightly or monthly.

So if you are thinking about creating a membership site to resell later on down the track, I would go with Clickbank.com as they do all the above and it's easy to transfer a Clickbank.com account to a new owner.

The problem I have with Clickbank.com is that they send out checks, they do not deposit the money instantly into your account like Paypal does.

That is really the only major downside to Clickbank.com. That and they do not fight refunds or charge backs. So you will have a much higher refund rate with Clickbank.com

If you use Paydotcom.com, remember their fee's are rather high and you still have to pay Paypal.com fee's on top of the Paydotcom.com fee's. I am slowly moving away from this business model.

The only reason I use Paydotcom.com is because they all me to do monthly rebilling AND have an affiliate program as well, which is a big plus. I also get paid instantly with Paypal for every sale and monthly subscription payment.

With hosting, I do not like recommending any hosting company as it always comes back and bites me in the butt. Just make sure your hosting allows multiple domain name hosting, has some sort of stats program like AWSTATS and is less then \$30 a month.

I can, however, recommend [HostGator](#), they meet all the criteria above, and actually cost less than \$10 a month. While I'm currently recommending them (I do use them myself), if things change I'll change the link to someone else.

When it comes to creating the content, you have two options. You can either create it yourself, or have someone create it for you.

I get a lot of my writing outsourced, especially in niches I know little about. I found that getting an ebook written by a ghostwriter and turning that content into a membership site is as easy as pie.

So, let's say I wanted to create a membership site on gaining weight. I would use a service like Handwrittenebooks.com and get an ebook written on the subject for under \$200.

I would then use that content and add stuff myself. I would then strip it into report

form and add it to my membership site.

I like to start my membership sites with at least 5, 1000+ word reports and 5, 350 word articles on the subject at hand. I find for a \$9.95 membership site that is plenty. Update the site 2 to 4 times a month and people are very happy with that.

I am going to do something I do not like doing, I am going to tell you my top 5 freelance writers who do a BULK of writing for me every month. They are all members of the Warriorforum at....

<http://www.warriorforum.com/forum/>

(I credit a lot of my success to this forum)

This list of freelance writers is worth more then the cost of the report itself. These people are dynamite and are fantastic at their job and have very reasonable prices.

I use their WarriorForum ID's as their names so they are easier to find for you.

Bev Clement

Very very professional. Nothing is ever too hard a task for her. Great writer as well. Also a great asset to this forum as well. I will be using her again soon if she permits ;)

R Hagel

Becky.... I've yet to hire her for a personal 1 on 1 job, but I have purchased just about all her PLR material and I'm just looking for an excuse to hire her. I love her writing style. I think she still does ghostwriting, but she may have stopped or be really in demand.

Courtney Ramirez

Courtney is someone I have just started using now. She has completed some work for me and I've loved it, and we actually have a project going on now still in the works. Can't wait to read it.

Bdmcclroy

Brian is one of the best I've ever had the honor of working with. His writing style is a lot like mine. With the amount of work I give him, it's amazing he gets it all done on time and he does. He has this uncanny knack to be able to take on your personality and write like you do.

You tell him what you want and within hours you get an email back with, "too easy, I'm all over it"

I also consider him to be a friend and someone I trust.

Chunter

Chris is a nice guy and a great writer. Very good prices indeed. He is new to the scene, but I would guess he will be getting busy very quickly indeed. He is currently writing a few things for me now.

The going rate for a 2500 word report is from \$50 to \$97. Some are a bit higher, but I don't tend to pay more than that for anything I get written, otherwise I will just write it myself.

The great thing about hiring really good ghostwriters like Bev Clement and Brian Mcelroy is that you just have to tell them what topics you want your reports or articles written on and they will do it for you without any hassles.

Like I said before, you just need to come up with 5 longer reports and 5 articles to start off your membership site with. That's not much at all. If you feel you can write it yourself, go for it. I highly recommend writing the reports yourself, I really do. It's a skill you will have for lifetime if you learn how to write, on any topic.

If you want to learn how to write like a professional freelance writer, please check out <http://www.sellyourwritingonline.com>

Now when it comes to writing your sales letters.....

Copy doesn't have to be all that complicated. Using this process, you can literally go from novice to a competent copywriter in days.

The good news is, the net is overflowing with quality information on how to actually write copy.

You can honestly learn everything you need to know with the information available at just a few sites. Start with the blog of Michel Fortin, a copywriting legend that produces more free content than just about anyone else. He's at [www.michelfortin.com](http://www.michelfortin.com). He also runs a forum that will be great for you if you want to get into copywriting more seriously; it's at

<http://www.copywritersboard.com/>

There are too many sources to list, but I just want to give you the best of the best.

I'm going to go ahead and give you one more resource to check out, because it seems like every copywriter I know has done this. Go to <http://www.thegaryhalbertletter.com/newsletter-archives.htm>

that's the direct link to the archives of the late great Gary Halbert's letters that made millions and millions of dollars over the course of his career for him and his clients. What copywriters say to do is to pick out a letter you like, and re-write it in your own words. That way you get a feel for the pace of the letter, how it's broken down, and the different psychological triggers he uses.

I have to tell you... I've never done that! I'll give you my own shortcut to copywriting success: I write my own sales letters. No one knows my products and services better than I do. No one knows what I'm trying to communicate better than me. I just think about the benefits of what I'm offering, and write. This isn't something that you'll find in some high-priced copywriting guide, I just tell you what works for me.

Here is the only tip about actually writing copy that I think you will ever need.

Get this right, and your copy will sell. So here it is: write to one person. I'm not all about fantasy worlds, but I actually think you should pretend that you're sitting across the table from someone who would be interested in the product you're writing about and write exactly how you would talk to them.

You speak in their language, tell them about the benefits they're interested in, and then tell them they have to take action now. There you have it, my magical copywriting formula.

It's as simple as that.

My membership sites sell by the bundle, because I write like I said above. I will give you another few tips as well.

People like.... INSTANT. They love that word. Instant CASH Generators. People went nuts.

People also like exacts. Go From \$0 A Day To \$150 A Day Selling YOUR Writing Online.

How To Turn Flipping Websites Into A \$40,000 A MONTH Business.

Exact's and instant's. You cannot go wrong with that formula. Some people will frown on that and say it's not real copywriting. I don't care. It makes sales and people are happy with the content provided inside my membership sites. I am no purist copywriter.

## ***Step 4 – Getting As Many Members As You Can As Quickly As You Can***

I want to share something very special with you. I hope InstantCashGenerators.com members don't mind, but it's so powerful, I would feel guilty if I left it out.

I wrote a report on my InstantCashGenerators.com site that I would like to share with you. It's one of the best ways to find members for any membership site.

It's called....

### **How To Get Instant Traffic To Your Membership Site**

I've had so many questions about the article I wrote on starting your own membership site. What people seem to want to know how to do is get traffic to your membership site, without spending a fortune in the process. Well I already wrote an article on how to get instant traffic which you can read in another section of ICG, but I will make it more specific for you.

There are 4 ways to get massive amounts of traffic to your paid membership site quickly.

- 1) Setup an affiliate program
- 2) Give away free trial subscriptions
- 3) Price your membership site low and backend
- 4) Let other people sell your membership site for you

Combine these methods with the article I wrote on getting instant traffic with your product launch, and you will have no problems getting all the subscribers you want.

By using Paydotcom.com, I can setup as many membership sites with affiliate programs as I want. Want to know the best place to find top notch affiliates? The Warrior Forum. The Warrior Forum has a joint venture section to it. I have used it

with great success.

There are also many paid membership sites that allow you to do joint ventures and ask for joint venture partners. You can find some top super affiliates here looking for a good affiliate program to promote. There are paid and free forums and membership sites dedicated to finding you joint venture partners.

I have found some of the best joint venture partners simply by using forums. Keep your eyes and ears open and you will find what you are looking for.

Affiliate program directories are also a good way to find affiliates. Allan Gardyne actually runs an affiliate directory on residual income affiliate programs at...  
<http://lifetimecommissions.com/>

Your membership site does not even have to be \$97 a month to get affiliates interested. If it converts well and you pay anywhere from \$5 to \$20 a month, you will find it very easy to attract top notch affiliates.

Paydotcom.com allows you to use the trial subscription mode in your membership site. Meaning you can charge \$0 for 30 days access to your membership site to get members in the door. Then you can rebill them for the second month at your normal price.

This is a fantastic way to get people into your traffic funnel. Once they see how good your content is, they will stay on. What happens quite often is that people will even forget they signed up for a free trial to your membership site and will get rebilled and that is fine, you have done nothing wrong, they knew before they started what they were signing up for. It's not your job to baby people, but make sure you are open and honest at all times.

I in no way am saying you should rip people off or con them, but it's a true fact of life. People sign up for membership sites and forget they even are members. I've done this many times. Just been too lazy to unsubscribe from the site. I didn't really miss the \$10 a month and I thought maybe the information might be useful later on down the track.

Never trick people into joining your site by giving away a free trial and not telling them they will be rebilled for the 2nd month. That's dishonest. Also, if someone asks you to stop their free trial, make sure you do! Don't charge people for a product they don't want, even if they stay subscribed for 29 days of the free trial and unsubscribe right before they are due to be charged for the second month, that's life and that was your offer.

I run a few different niche membership sites, in some rather obscure markets. One of these markets did not really have a central way of getting in contact with the customers I wanted. There were a few forums, but nothing much to speak of

and I would not have gotten into this market if it were not something I was really interested in.

So I had this great membership site with only a handful of members, but I needed more. So I decided to offer a free trial subscription to my membership site to new members. That was all well and good, but I still had no one to offer it to.

So I decided to go approach some people in the same market as me who were selling products themselves and ask them to use my free trial subscription as a bonus when people buy their products. So when people purchased their products, in the download area after they purchased, they were given information on how to signup for my membership site.

Did this work? You better believe it. 214 PAID memberships in 3 and a half months of using this method. Over 80% of the people who signed up for the free trial became a paid member according to my assistant who did the maths. That's pretty darn good.

It was so simple as well. What I did was purchase the peoples products who I was interested in joint venturing with. I then emailed them with a few suggestions to help improve their product and sales letters and also offered these people free access to my membership site. I then told them that I could let their customers have one month free if they thought it would be of value. I also gave them some copy to use on their sales page about my membership site and a graphic they could use, which was a membership site card I had designed for me.

I emailed 7 people, 4 people took this offer up. Not everyone is going to say yes. This works well for membership sites with a low fee to join up. It's hard to make a profit from a membership site that is under \$10 a month if you also offer an affiliate program. You are lucky to make a few dollars per sale, so this is another way around that.

I even told them they could offer a free month to my membership site to previous customers. This gave huge value to the product owners as my membership site is of immense quality.

Now, If there are forums in your niche market, it's great to become well known in those forums. Not only is this good for business as you can advertise your sig line with every post, but if you offer great advice for free and get a bit of a following, this helps when it comes to contacting super affiliates or well known product owners. They will know your name BEFORE they even get your email. You better believe these people surf the most popular forums in their niche, they have to keep up to date.

This may sound like simple advice and you're right, it's very simple. It's simple and it works. Making yourself known in your niche market is the fastest way to

make the contacts you need. Post really good information and you will start to even gather a following. People will sing your praises, people will defend you in case something is said against you. Give people value, be a good person, be helpful and help those in need and you will always have a loyal base of readers and followers.

Pricing your membership site low is why I had such a high rate of people stay on after being a free member. I highly doubt you would get those numbers....

A) In the Internet marketing niche

and

B) With a membership site over \$10 a month

But, by all means, prove me wrong ;) I know I will be trying to prove myself wrong.

The key to my membership site strategy is to keep building. Don't stop with just one. My other strategy is to build on the brand and upsell. While I might sell a membership site for \$6.95 a month, I will then offer them a life time access upgrade for \$97, then offer them an ebook on that subject for \$47 and then personal interaction for even more money.

The key is to get as many subscribers as you can who are paying subscribers who you can then upsell with useful and helpful products.

I will let you in on my secret for this site. I'm going to be offering personal consultation soon, I'm also going to be offering an ebook, a very indepth ebook on all aspects of instant cash generation. I may even do a lifetime upgrade, where you get access to this site for life, plus a whole bunch of extra's for a set price.

These are things I know my subscribers want, because I've asked you :) And you have replied. Infact, I am getting 15 to 20 requests for personal consultation a week.

The final traffic generation method I use on one and only one of my membership sites in the bass fishing niche is letting other people sell my membership site slots for me. I don't actually make anything per month on it per say from natural subscribers, I only make money on the upsells and the monthly sales from the traffic generators.

This membership site was built out of necessicity more then anything else. I was having trouble selling my ebooks on bass fishing, so I setup a membership site for the sole purpose of letting other people promote it for me and collect the

monthly fee's. I made money as well. It cost's 17 people, \$67 a month to sell unlimited slots to my membership site.

This is not new. Infact, it's something I learnt from David Valleries. This is a great way to do things if you don't want to promote the membership site or don't know how. It's easier just to find 15 to 25 marketers who are interested in promoting a great new niche membership site. All they have to do is promote the site, you keep it updated and running smoothly and they pay you for that privileged.

This is a very easy way to make an extra few grand a month, plus develop a popular membership site.

### **Reverse Engineering Your Traffic**

I was talking about reverse engineering earlier in this report by telling you to look at [Clickbank.com/marketplace/](http://Clickbank.com/marketplace/) to come up with ideas for membership sites by looking at ebooks for sale and their sales letters and bullet points.

You can do the same for traffic. It's not precise, but it can work. It's simple really and yes I know, it's not really "reverse engineering" in the proper sense.

Simply type the name for the product or ebook you used to get an idea for your membership site into google.com with " " and see what sites pop up. You could also type the website address in as well.

Most of the sites that pop up will be sites that are affiliates for this product. This is an easy way to find sites that would be interested in promoting your membership site for you.

## ***Step 5 – If It's A Winner, Create Smaller Spin Off (More Expensive) Membership Sites***

Now, after a few months, the site is earning you money, you have a few hundred regular members who come to your site often, you now have enough data and enough customers to market your next more expensive membership sites too.

This is the best part :) Here comes the milk and cookies for your hard work to

setup your first low cost membership site.

The idea here is to sell to your current members new membership site slots.

These membership sites should ideally sell for \$97 a month. You only need 10 to 15 members for each new membership site to be a huge success. These membership sites will focus more on niche topics within your broader market.

They also have to provide more value, which means they need to be a bit more personal than your low cost membership site.

I run a niche membership site that sells for \$97 a month on a certain aspect of Ice Fishing. I should say, it focuses on a certain location or area that is popular for Ice Fishing.

I give detailed information on everything they need to know to start and have a successful and fun time Ice Fishing in that particular location. It only has 17 members, but, damn, that's near on \$1700 a month. It's a little more serious information than how to have fun ice fishing. It's a very detailed site I had written for me for only a few hundred dollars.

How did I know to create a membership site on this? It was one of the most popular articles in my membership site.

This is where you guys are supposed to get excited by the possibilities here. I am writing this and I'm getting excited even though I already do it! I just love marketing. This is fun. Finding new ways to make money.

You can seriously setup tens of thousands of dollars worth of membership site subscriptions in a matter of weeks or months. You really can. It no longer takes a life time to build a substantial nest egg for the future. We are extremely lucky to live in this day and age I assure you.

I am a huge history buff and I can tell you now, life has never been easier for people than it is right now for our generation, on the whole. Sure, not everyone has it easy, but you get my drift. I am not insensitive to others suffering, I just don't want people who are able to do this to go "I can't do this because", BECAUSE, you really can.

Now back on topic. The idea here is to get as many new membership sites up and running out of the one broad low cost membership site. Try and give as much value as you can in your higher priced and low priced membership sites, it really makes a difference.

A lot of people recommend having a forum and I am still not sure if it's worth the hassle of monitoring that many membership sites with forums or not. Sure, they

have their benefits and I think putting a forum or some sort of way to ask you questions in your higher priced membership sites is a GREAT way to add value to your offer.

Use the most popular articles and reports in your low cost membership site to come up with high priced membership site ideas. You can also use this data to create other types of products as well.

To me, this is the best of both worlds. Make instant cash and do market research in the mean time.

Win/Win – All you have to do is put a link in your membership site that you have limited spots in a new membership site and watch the members roll in.

You could also send out an email as well.

## ***Step 6 – Sell Your Membership Sites For Large Instant Cash***

I posted this in a forum recently and I thought this would help some people here when it came to creating and selling sites for instant cash.

Here we go....

*Give value. Make a site people love coming to, make it profitable, sell it. How hard is that to grasp.*

*Stop working on "pie in the sky, build your business on sand" type of businesses and focus on delivering quality content. You cannot go wrong with UNIQUE products.*

*UNIQUE has value, always has, always will. Being an affiliate is fine, but produce your own content as well. Like Travis from bum marketing. That business has value because of the course he runs and the email list he has.*

*Flipping websites for instant cash and I will say it again, is to make quick cash. Building businesses (profitable businesses) to resell in the future is smart. Every business you create should have an exit strategy.*

*If you cannot sell the business you are creating, why create it? To me, that means that business had little value to begin with. Life is full of what ifs and you do need to plan for them.*

*You have to be very careful who's advice you listen to online and I am NO GURU at all, I just teach what I do and what works for me. I don't want you to all be like me, but remember,*

*A profitable product or business or content site that is unique and original that no one else is selling ALWAYS WILL HAVE VALUE. You cannot go wrong by creating a profitable unique.... content site, membership site, email course, ebook, video series.*

*There is nothing pie in the sky about that. As much as I tell my Fiancee I'm right all the time, no one is right 100% of the time. Not everything I do works the way I want it to. That's life.*

*Again, this is to everyone. Stop creating crap and start creating sites with real value and substance and stick to it and stay focused!*

Let me reiterate that again for you in the context of this report. Membership sites with unique content that are also profitable sell for big bucks. Very big bucks.

I am talking 12 times monthly earnings at the very least. If your site is earning \$1500 a month. You could sell that for \$12 to \$15,000 very easily. Now imagine if you had 100, 200, 500 or 1000 of those types of sites.

It's possible. Follow the steps above, do it right and you will be there. FOCUS, FOCUS, FOCUS, FOCUS. Be single minded. You are so close to your goal of financial freedom, I assure you.

Yes, I get excited :)

The best place to sell a profitable membership site is

<http://www.sitepoint.com/marketplace/>

Make sure you have a lot of screenshots of proof of earnings and traffic stats for potential buyers. Be prepared for criticism and harsh comments from nobodies and idiots as well.

Some people just like to waste their and your time by posting crap on your sales threads. I don't know why, but don't worry about it, they are losers, just delete their posts and get back to answering decent and honest inquiries.

## ***Step 7 – Repeat The Entire Process Again – How To Create A Membership Site Empire Quickly And Easily For Under \$1000***

My goal for the next 4 years is to have 1000 membership sites up and running earning me a life time income. For under \$1000, you could easily setup 50 to 60 membership sites.

The script is \$30 total.

The hosting is monthly and can be purchased from under \$30 a month

The domains names are under \$10 each from Namecheap.com

I mean, this is the perfect way to dominate the Internet to me. The person with the most membership sites up with the most members is the winner. This is a game if you like.

Once you start with one membership site you won't be able to stop just there. It's addictive this game. Membership creation is fun. Finding new niche markets to sell your products to is fun. You learn a heck of a lot.

I learn more now creating membership sites then I ever did in any of my 12 years of schooling.

Don't make this harder then it is and please remember, not every membership site you create is going to be a winner. But if you take enough shots and you minimize your risk, you should find that you will do very well indeed.

A membership site with only 50 members paying only \$9.95 a month is still \$500 a month :) And every time you add content to your site, that's more value you are adding when or if you want to sell it.

Play the game the smart way and you will always win. There is no need to

gamble here guys. This is smart business, not airy fairy, hippy go free free stuff. This works and works well.

## A Few Extra Tips – Squeeze Every Last Penny Out Of Your Subscribers!

Here are a few quick tips. Want some instant cash now from your membership site?

### Sell Life Time Access

That's right. Offer your members life time access to your membership site for \$97. Make 10 sales, thats \$1000 right there. I do this often with a lot of my membership sites. It really works well.

Remember guys, most members stay with your for 4 or 5 months, so locking someone into a \$97 life time deal is very profitable and a good way to make instant cash and keep them coming back to your site. This is for low cost membership sites of course.

### Sell PLR's To The Content

Need quick cash? Membership site not doing so well? Cannot be bothered selling it or you decided to accept Paypal and are having trouble finding buyers? No worries!

Sell the PLR's to your membership content. Marketers go nuts for this sort of stuff. Tell people that your membership site is profitable and you are selling the content from this site and you will get rushed with orders

The WarriorForum WSO board is a great place to sell profitable content.

### Create OTO's For Your Site

One time offers are perfect for membership sites. When someone logs into your membership site, they are offered a OTO to a new membership site or product you are offering.

Don't worry, with most OTO scripts, your members will only see this once, so they will not get annoyed with you.

## Email Your Members

Don't forget to email your members often. Let them know of updates, products you recommend, the works. Email is perfect for instant cash.