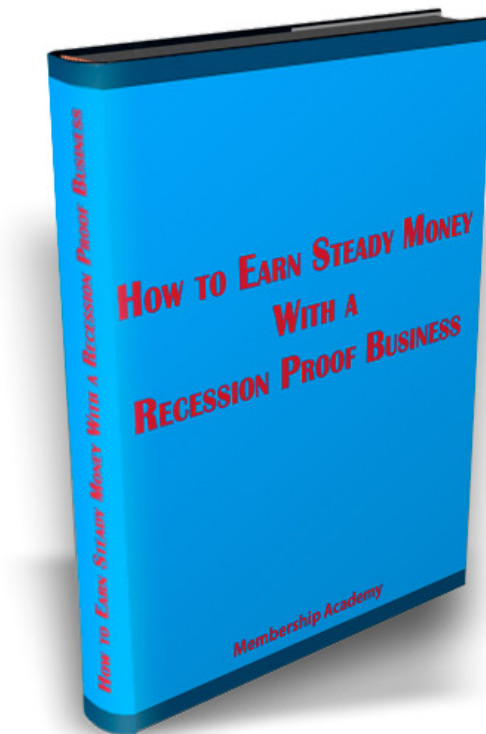


"How to Earn Steady Money With a Recession Proof Business"



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Table of Contents

Why Membership Sites?	3
Truly a Recession-Proof Business	4
Choosing a Profitable Niche	5
Membership Site Formats Your Members Will Love	6
Content, Content, Content!	8
Get Paid Handsomely, Even in a Recession!	9
Making Money on the Backend	10
Getting them to STAY Members	10
Take Action and Change Your Life	11

Drowning in debt? Hate your day job? Short of enough cash to pay the bills at the end of the month? If any of these situations describe your financial life, you're likely desperate for a way to change your fortune! Many people turn to Internet marketing, but it can be hard to start a cash-pulling business quickly.

It can be especially tough since people are often hesitant to spend money in light of the world's financial troubles. I know exactly where you're coming from, and there are way too many dead ends out there. The good news is that there is a business model that anyone with the right information and motivation can succeed with:

Starting your own membership site!

I have succeeded with this business model, and have taught many other people to as well. Now it's your turn to profit!

Why Membership Sites?

Membership sites are an **incredible** business. You get to be your own boss, make your own rules, and choose your own income level! It doesn't matter what your background is, or whether you have ever made money online before; this is one recession proof business you won't want to let pass you by!

If you're not familiar with what a membership site is; consider anything you have ever paid monthly for. This might have been a book club, DVD delivery service, monthly information about a common hobby or problem, or a variety of other things. Those are all membership sites! The people who run them likely make a good income from people like you. You're probably happy paying for the information or service, because it's something you need or want.

Now you can be on the other side of things. You can be the one who is collecting the monthly payments. If you provide enough value every single month, the chances of you earning a wonderful, full-time income, are very high.

Truly a Recession-Proof Business

Many people who hear about the possibility of creating a membership site are worried that they will not be able to get members. This worry is especially strong now that we are in a recession. People from all over the world are having to tighten their purse strings and save money. What does this mean for the online membership site owner?

Luckily, if you choose the right niche and set your membership site up in the right way, **owning a membership site can be a recession proof business!** That's because people will always need to solve their problems, find release by taking part in the hobby, etc.

There are many different ways you can set your membership site up to be profitable for you, and an incredible value for your members -- even in a recession. As long as you strive to deliver more value than you are charging, people will be very happy to join as a member, and stay as a member for a very long time.

One of the greatest things about membership sites is that many people feel as though they are paying very little for the value they receive every single month. If you offered a high-end course instead, delivered all at once, it's likely that you would expect a large, one-time payment. When you set it up in membership site format, the payments are spread out over time. That is more manageable for more people, and you're likely get more customers! This is especially true when money is tight.

Choosing a Profitable Niche

Of course, the most important first step is choosing the right niche. It's unfortunate, but I see many people who get excited to start their own membership site only to choose a niche that no one is interested in! There are some guidelines you'll need to follow to ensure that you'll be able to get members, and keep those members for a long time to come.

There are many niche topics out there -- such as parenting, golf, personal development, and many more. All you need to do is find a hot market full of people who will be willing to sign up for your membership site, and stay on as a member for a long time to come.

There are some guidelines you'll need to follow to make this happen. First of all, it has to be something that people will want to pay a membership fee for. Sometimes people just want to buy a book to solve their problem one time. For instance, if you're looking to solve someone's acne problem, they probably won't want to join membership. They expect (or hope!) that the product they buy will help them solve their acne problem right away. The prospect of joining a never-ending membership site on acne is NOT desirable, because that means they won't have gotten rid of it. Clearly, there are just some niche topics that are not cut out to be put on a membership site!

Thankfully, there are other topics that people will happily pay for monthly. Personal development is a great niche to dive into, if you find the right sub niche. For example, you could do a personal growth and development site for small business owners, specifically – house painters, where you focus on goal setting, the power of attracting what they want into their life and business, and more. Since they expect to learn and grow over time, this topic would work really well in a membership site format.

Another consideration is whether there will be enough content for you to cover indefinitely. It can get overwhelming very quickly if you start off with a bang, but quickly run out of things to talk about! That's why I recommend you plan out several months' worth of content ahead of time so that this does not become a problem later on. Proper planning certainly isn't fun, but it can help you make more money!

A good way to get around this if you find you do not have a lot of content to cover over months or years is creating a set-time membership site. You can end the membership site after a certain period -- such as 12 months. The commonly thought of membership site using this format is the "baby's first year." New moms and dads are desperate for information and support in the first year of their baby's life! This kind of membership would work very well in a set-time format, where they "graduate" after a certain period of time.

Of course, there's a lot that goes into choosing the right niche, so you'll need the best instruction on how to do so. This decision isn't something you shouldn't take lightly, because it could mean the difference between making just a small amount of money, and making life-changing income!

Membership Site Formats Your Members Will Love

The next decision you will have to make is how to set up your membership site. There are an incredible variety of different setups you can choose. For instance, some membership sites are set up in a forum format. You and your members will interact in this way as you share your insights, and the members interact with one another.

There are pros and cons to running a forum. You will have to moderate it, or ask others to moderate it. It can also be difficult to get a new forum up and running, since people like forums with a lot of activity. New forums are generally lacking this, but there are a

few tricks to get them active- such as offering prizes for the most posts. Once the forum has had a great start there will likely be less work for you to do since the members can work with one another to add even more value to your membership site.

Other memberships are set up to deliver content. People pay monthly to receive access to this content that addresses their specific topic or problem. You can place this content on a general password-protected website or blog. These days, it's usually not enough to just have simple text content, so you may want to consider adding things like video, audio, mind maps, PowerPoint slides, and more. The more value you can add to your membership site, the better.

If you don't have a lot of time, or lack technical skill, you can set up a membership site that is even easier than was mentioned above! You simply set up an autoresponder sequence that your members subscribe to, and deliver the monthly content straight to their e-mail box. This makes it easy for you because all you need to do is send an e-mail to your autoresponder. It also makes it easy for the member since they don't have to worry about logging into membership site.

Most people choose to put the content up on a website. When you do it that way, you need to find a way to password protect the site. You can easily do this through your cPanel and password protect a folder you desire. This method is a little clunky, because you'll have to either manually give everyone user names and passwords, or give everyone the same username or password.

Thankfully, there are software options on the market that make your life a whole lot easier. Depending on the type of membership so you want to create, you can choose one of these scripts that will instantly sign people up to your membership site and take care of all the backend work for you. These scripts are generally worth their weight in gold -- it's just a matter of choosing the right one that fits in with your business model, and your budget.

Content, Content, Content!

We've briefly touched on this, but the next decision is what kind of content you're going to add to your membership site. Many membership sites are content-based; whether it be through e-books, articles, or something else altogether. People love to learn new information if it is something they are passionate about. That is why they will pay monthly to receive this content!

You do have to keep in mind that some people simply do not enjoy reading on the web -- or at all! For this reason, you likely want to provide other types of content as well. Videos are very popular because people can easily download them to their hard drive for viewing on their computer, or mobile device. Some people are visual learners, so this is a great thing for them. You can even stream these right within your membership site.

You can also add audio content, PLR (private label rights) or resell rights products you have rights to, PowerPoint slides, checklists, mind maps, and a variety of other things. While this sounds like a lot of things to add, it doesn't have to be difficult at all! You can provide a lot of value without giving yourself a ton of extra work. For example, if you create a mind map or PowerPoint slides, you can create a screen capture video of yourself going through the slides. You can then make the slides available to your members. That way, they have the video and the text available. You can even extract the audio and make that available for download! Now you've hit different learning modalities without barely lifting a finger!

Get Paid Handsomely, Even in a Recession!

While you want to provide good value to your members, getting paid is likely at the top of your mind! There are many decisions to make that will determine how much income

you will receive from your membership site. The first decision is how much you should charge.

You'll find membership sites at all different ranges of the price spectrum. Some membership sites are priced very low -- around \$7-\$10. These are priced low for a variety of different reasons. Some people just provide a small amount of content every month. Others enjoy this lower price point because members have less resistance to paying this each and every month. Some people will neglect to cancel these types of memberships because it's not worth the hassle, even if they forget to use the service!

Other membership sites are more middle-of-the-road, between \$30-\$50. These membership sites generally provide a lot of value. However, this is as much as many people's cable or Internet bills every single month. For that reason, you're going to need to provide a lot of value for people to continue paying. This is generally not a problem if you are providing something they can't get elsewhere, and that they desperately or passionately want.

Still other membership sites are higher end, and charge hundreds, or even thousands, a month. These are usually exclusive and unique membership sites that are high-end for a reason! For example, the StomperNet membership site costs several hundred dollars a month -- and people happily pay it because the materials on the inside greatly help increase their business!

If you're struggling to decide what type of membership site you should create, and how much you should charge, evaluate the different membership sites you may have joined over the years. What was it that made you join? What was it that made you stick around? If you dropped the membership site, what was your reasoning? Evaluating your own experience can help you create a membership site that will be a hot seller, and a favorite among your members.

Making Money on the Backend

After you've gotten your membership site up and running, the profits don't have to stop there! There are many ways to make money on the backend. For example, you can upsell your members on things like personalized coaching, or higher-end products. This is very easy to do after you have gotten raving fans (just provide value, and they will love you)!

If you find relevant affiliate products, you can certainly promote those in your membership site as well. Once your members have grown to trust you, they will enjoy getting recommendations from you. This puts more money in your pocket, and you are helping them find something that they need or want as well.

This means developing a loyal group of members. You need to be consistent with what you deliver in your membership site. Always over-deliver, rather than under-deliver. Provide things like unannounced bonuses, and unexpected value.

Getting them to STAY Members

One of the main worries many marketers have is that their members will leave after a short period of time. In fact, some statistics say that the average length of time a member will stay is 3 months. You definitely want your members to stay longer than that! That's why it's so important to beat the "three-month syndrome."

There are some things you can do to make sure that your membership site stays truly recession proof, and that you retain your members. You need to add things that will make them want to stick around. One thing you can do is always announce what is coming next month. Make these announcements incredibly enticing, so that your members will really feel like they are missing out if they drop the membership. Also, once you have enough members, make the membership very interactive. If you have a

blog, members can ask questions and interact with one another that way. Better yet, when you have enough members, you can add a forum where people can talk to one another. People like to feel like they belong to a community, and a forum is a great way to do that!

Take Action and Change Your Life

It doesn't matter whether you are a beginning Internet marketer, or you've been at this for some time. Membership sites are more than just a passing fad. There are incredible opportunities with this business model, and should definitely not let them pass you by.

Some facts and figures may help you make up your mind to enjoy this lucrative business model. If you have a membership site that costs \$7 per month, you will need just 286 members to earn \$2000 a month. Are there more than 286 people in the niche you're considering? If your niche is like that of many others, there are thousands, or even millions, of possible members! You just need 286 of them to earn what many people consider to be a full-time income!

Or, if you charge \$17 a month, you will need just 117 members to earn \$2000 a month. If you charge \$27, you'll need just 74 members! If you charge \$37, you will need just 54 members!

These are just some figures to help you see what is possible. You can grow your income every single month, and it can be incredibly life-changing for you. All you need to do is decide that you are ready for this. Decide to run your own profitable membership site, and you will reap the rewards.

Yes, there are some things you'll need to learn and discover upfront to avoid many of the mistakes membership site owners make. However, if you take the time to learn these things and set up your membership site the right way, there is no reason why

you can't be successful with this very quickly.

Beat this recession, with your own recession proof business. Once you are a membership site owner, you make your own rules. You don't have to answer to a boss and you choose your yearly income. There's nothing quite like it, so it's time to decide that this is the day you choose to change your life for the better by taking action!

You owe it to yourself to take advantage of this amazing business model today. To learn more (and to change your life!)

Click Here:

>> http://www.membershipacademy.com/affiliates/jrox.php?uid=belvadere_1_tlid_2 <<

You can make just a small investment in your education to reap incredible rewards with your own membership site!

Thanks for taking the time to read this special report.

Sincerely,

David Moskowitz