



Product Pipeline System Module #2

How To Create A M.I.N.I. Membership Site

By



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Introduction

You've heard that membership sites are a great way to make money online. However, maybe the thought of running a traditional membership site doesn't sound all that fun.

Perhaps you can't imagine yourself chained to your computer week after week, month after month, just so that you can regularly send new content to your members.

**The good news is that you don't have to!
Instead, what you can do is to create a vault-style mini membership site.**

Here's how it works...

Instead of having your members pay subscription fees every month, they pay just once to get a lifetime membership into the site. And instead of you sending new content every week or so, you stock the membership site upfront.

That means that you'll put an assortment of niche-relevant content into the site, including ebooks, reports, videos, audios, software and other tools and resources.

You get the best benefits of a regular membership site, such as a growing customer list that you can email again and again with your backend offers. You get to impress these customers by giving them an amazing amount of high-quality content.

And yet you get the benefit of doing all the work upfront... without the need for ever touching the site again.

Sound good? Then you'll want to keep reading as I reveal my system for creating **M.I.N.I. Membership** sites. Here are the steps:

M - Market: Here's where you choose a hungry market to sell your memberships to, plus you choose the topic of your site (such as tennis, homeschooling, body building, improving a golf game, etc).

I - Information: Creating your membership site content is easy when you use private label rights (PLR) content! You can over-deliver by offering your members tightly-related niche ebooks, reports, audios, videos, software and more!

N - Network: Here you'll discover how to set up a password-protected membership website, collect payments and more.

I- Invoke: All that's left to do is invite your prospects to become customers!

It's that easy! Read on to discover the details...

M – Market

This part of the system includes three easy steps:

1. Choosing your market.
2. Choosing the topic of your membership site.
3. Choosing a title for your membership site.

Let's take a closer look at these steps...

Choose Your Niche Market

Your niche market is your *target audience* – that is, the people who are going to purchase memberships.

What you're doing is choosing a group of people with a common interest who are willing and able to pay for information about this common interest.

Here are examples of broad markets as well as niches (smaller, more targeted segments of the broad market):

- Fitness buffs -> bodybuilders -> female bodybuilders
- Gardeners -> organic gardeners -> organic gardening pest control
- Sports enthusiasts - > golfers -> those wanting to become better at putting

What you need to do is find a profitable niche like the examples above.

There are two ways to do it:

- 1. Start with your interests.** Maybe you like fishing, traveling and weight lifting. These are three topics you can consider. To add to this list, just write down all your interests, hobbies, what you like to spend money on, what careers you considered, what classes you enjoyed in school, what topics you enjoy discussing, what kinds of websites you regularly visit, etc.

- 2. Brainstorm other markets.** Another way to add to your list of potential topics is to simply brainstorm. Listen to the TV. Read the newspaper. Eavesdrop on your friends to discover their hobbies. Flip through a college catalog to see the courses and topics. Use a keyword tool like WordTracker.com and enter a broad search (like "how to") to uncover niches you've never even thought of before.

Once you've compiled a list of potential topics, you'll want to do a little research to determine which topics are actually profitable. That is, you're checking to be sure that your target market is currently spending money on tools and information in this niche.

Here's how...

- **Go to the Clickbank.com marketplace and enter your broad market keywords** (such as tennis or bodybuilding). Are there other popular products in your niche? If so, that's a good sign – it means there's a market buying these products.
- **Do the same search above using the Amazon.com marketplace.**
- **Run a search on Google for your keywords.** Are the top websites selling products in your niche? Are there advertisers paying for advertising? If so, that's a good sign.
- **Flip through niche magazines and other publications.** Pay attention to what other marketers are advertising. If a market is paying for advertising, then there must be a market who's spending money buying solutions.
- **Look for competition (such as plenty of websites, blogs, forums, newsletters and products aimed at the niche).** As you complete this research, it may look like there is a lot of competition in a particular market. That's a good sign, because it indicates there is a lot of money to be made in the market. Plus, all of these competitors could become your potential JV (joint venture) partners!

The research above should help you narrow your list down by eliminating niche markets that don't appear to be profitable.

Tip: If two or more potential markets look about equal in terms of profit, then choose the niche market that most appeals to you.

Keep your research close at hand, because you'll be using it in the next step...

Choose Your Topic

Once you've chosen your market, then you need to choose the topic of your mini membership site. And the best way to do that is choose a PROVEN topic, meaning one that your market is already purchasing information about.

Example: If your market is already purchasing dozens of books about how to improve one's golf swing, then that's a good topic for your membership site, too.

Tip: Remember, people who are passionate about a niche don't just purchase one product in the niche. Instead, they want to get their hands on as much information as possible. That's why it's good to choose a topic that's in demand - if your niche is already buying similar items, they'll purchase your memberships too. Plus, your membership site will satisfy your customer's desire to get as much information as possible on the topic!

So here's what you need to do...

Go back to information marketplaces like Clickbank.com and Amazon.com. Which topics in your niche are popular, bestselling products? Whatever is popular is what you should choose as the topic of your membership site.

Let me give you a few examples from popular niches:

Examples:

- Bodybuilding: Popular topics include general "how to be a bodybuilder" content, how to grow big biceps, how to win a bodybuilding competition, how to get stronger, how to get washboard abs.
- Golf: Popular topics include how to get a longer drive, how to improve fairway shots, how to improve putting.

Now here's the thing...

You're creating a membership site that will include dozens of products on the topic. As such, you may create a general site for a niche market - such as "how to get ripped by bodybuilding" - and inside the site you'll include products that cover the most popular smaller topics (how to grow big biceps, how to get washboard abs, etc).

In other words, you shouldn't make the topic of your actual membership site too narrow, otherwise you won't be able to gather or create enough content to create the site.

Once you've selected a popular, in-demand topic, then your next step is to name your membership site...

Choose Your Title

Next, you need to choose a catchy title for your membership site (which will also help you choose your domain name).

Listen, if you have deep pockets and a great branding strategy, then you would be able to call your site just about anything. Think of Amazon.com – that name wasn't always associated with books, but it sure is now due to their massive advertising and branding strategy over the years.

That's ok for a big company. But you should choose a name that gives people an idea about what's inside the site.

Here are some title templates you can use to help choose your site name:

- [Topic/Niche]naire.

Example: Membernaire (This is my own brand.)

- [Topic/Niche] 101.

Example: Bodybuilding 101

- [Topic/Benefit/Name] Vault.

Example: Profits Vault.

- [Topic/Niche] Advisor.

Example: Archery Advisor

- [Topic/Niche] Academy.

Example: African Cooking Academy

- [Topic/Niche] Secrets.

Example: Organic Gardening Secrets

- [Niche/Topic] Revolution.

Example: SEO Revolution

- [Niche/Topic] World.

Example: Tennis World

- [Niche/Topic]tastic.

Example: Dogtastic (combination of "dog" and "fantastic")

- [Niche/Topic] University.

Example: Computer Repair University

- [Niche/Topic] Professor.

Example: Marketing Professor.

- [Niche/Topic] Online.

Example: Dog Training Online

- [Niche/Topic] Wizard.

Example: PPC Wizard

- i[Niche/Topic].

Example: iHomeschooling

- E-[Niche/Topic].

Example: E-Copywriting.

- School of [Niche/Topic].

Example: School of Antique Car Restoration.

- [Niche/Topic] Society.

Example: WAHM Society

- [Niche/Topic] Experts.

Example: Karate Experts

- [Niche/Topic] Tips.

Example: Skiing Tips

Since you'll want to buy a domain name that's directly related to your membership site name, it's a good idea to keep your site name as short as possible. (You'll learn about buying a domain name just a bit later in this report.)

Tip: If you have to explain a name, it's not a good name. For example, "SkiLessons4U" is a poor name because you have to explain it like this: "Ski Lessons... 4 as in the number four, not spelled out... U as in the letter U."

Point is, your prospects will never remember the name if you have to spell it and explain it!

You just learned how to choose your market, topic and title. Once you've completed these steps, you can move on to the next step of creating the content for your mini membership site. Read on...

I – Information

Your next step is to gather the information (products) that you're going to put inside your membership site.

Keep these points in mind:

- **Your membership site is like a "vault" site** – a one-stop-shop where your customers can get just about everything. That means you can stock it with a variety of reports, ebooks, audio products, videos, software and other tools. I recommend putting at least 12 products inside your membership area.
- **You *don't* need to create the content yourself.** Instead, I strongly urge you to use PLR (private label rights) content to create the site. It's a quick and easy way to stock your membership site and open it for business in a matter of days (rather than spending weeks or months creating the content).

To that end, in this step you'll learn:

1. How to find PLR content.
2. How to be sure it's quality content.
3. How to modify it to suit your purposes.

Read on...

How to Find PLR Content

Your first step is to locate good sources of PLR content. Since you need a relatively large amount of content, it's a good idea to seek out as many sources as possible. Here are three good ways to start:

- **Go to well-known PLR content sites.** The thing about buying PLR content is that the quality can be dodgy. That's why I urge you to go directly to PLR sites that are known for providing high-quality content.
- **Check out forums.** Some marketing forums have marketplaces that regularly feature PLR content across a variety of niches. These forum

marketplaces include WarriorForum.com, DigitalPoint.com and SitePoint.com.

- **Visit other marketplaces.** Your next stop is to search for PLR content in other marketplaces. These include eBay.com, Clickbank.com, and PayDotCom.com.
- **Use Google.** Finally, you can run a search for your niche keywords (like "gardening") alongside words like "PLR" or "private label rights" to uncover PLR in your niche.

Example: "Gardening PLR" or "bodybuilding private label rights."

Tip: Be sure to not only look at the regular search results in Google, but also the sponsored advertisements that appear at the top, bottom and to the right of the regular results.

Once you've uncovered a variety of PLR products in your niche, your next step is do your due diligence before buying it. Read on...

How to Choose Quality Content

Next, you need to make sure the PLR content is suitable for your purposes. Here's how to do it...

➔ Check the Quality

In some cases, you'll get a sample of the content, such as a snippet of the audio, video or text content. If you're purchasing software or other tools, you may have access to a demo so that you can see for yourself how the tool works.

If you don't see any samples, then ask the seller to provide samples for you. If he or she refuses, then move on to another seller who is willing to provide samples.

Here are other things to look for:

- **Money-back guarantee.** Does the seller stand by his or her content and offer a refund if you're not satisfied?

- **A seller with a good reputation.** Search Google for the PLR seller's name. Look for overall positive results and no pattern of complaints.
- **Good reviews.** Run a Google search using the website name and link. Do you see good reviews for the content and the site?

Tip: Many "reviews" you see will actually be affiliate reviews, which can be biased. So, look for reviews that don't include links (or at least those that don't include affiliate links). You're most likely to see these sorts of reviews and recommendations on niche forums, blogs (especially the comment section) and social media sites. Skip the reviews you find on review sites and in article directories.

➔ Read the License

Secondly, you need to read the terms of the PLR license. That's because different people not only offer different terms, they may even have different definitions of what "private label rights" means. So, read the license before buying to make sure it suits your needs.

To that end, pay particular attention to the following terms:

- **Modification terms.** Some sellers stipulate that in order to put your name on a product as the author, you must change the content by a certain percentage. Most commonly, you'll see terms that require you to modify or change the content by 30% in order to claim authorship.
- **Format.** Are you allowed to change the format of the content? For example, can you turn a PLR article into a video? Can you turn an audio into a report?
- **How you can sell the content.** This is one of the most important terms to look for. That's because some sellers restrict how you sell the content. For example, they say it can't be "bundled" with other products. Naturally, if it can't be bundled with other products, then you'd be unable to use it in your mini membership site.
- **Restricted vs. unrestricted rights.** Restricted rights content means that you get the private label rights, but you can't pass these rights onto others. Unrestricted means that you can pass the rights onto your

customers. Some marketers like unrestricted rights, especially if they're selling to other marketers.

If you're selling to other niches – and you don't plan on selling the site – then generally restricted rights content will hold its value better since there aren't thousands of other marketers holding rights to the same content.

If you're modifying the content (which you should be), then this really isn't an issue. In that case, either restricted or unrestricted content is fine.

Once you're satisfied that the content will work for your site, go ahead and purchase it. Then move on to the next step...

How to Modify the Content to Suit Your Purposes

You certainly can put some of the private label rights content "as is" into your membership site. That's particularly true of content pieces that are a little more difficult to modify, such as videos and audios (and of course software and other tools).

However, you *don't* want to put 100% unmodified content into your membership site.

If you do that, then you're just selling the same content as your competition. In order to stand out, you need to make at least some of your content unique. And this means you need to rewrite, add, delete and otherwise modify your PLR text products.

You can modify your content in a multitude of ways. Here are some of the best ways...

➔ Combine Multiple Products

One quick and easy way to create a new product is by combining multiple PLR products.

Example: You can combine two or three reports to create a new, comprehensive ebook. Or you can combine articles to create reports. Or you can create parts of several reports, articles and ebooks to create a new product.

Generally, you'll need to create a new introduction and conclusion for the product (at a minimum). You may also wish to tweak (rewrite or otherwise modify) the content to make it sound more like your voice. You'll learn more about that shortly.

➔ Break Up Bigger Products

Another way to create a new piece of content is to break up a bigger product – such as an ebook – into smaller products.

Example: A 100-page ebook may be broken into five 20-page reports. Or perhaps you can turn this ebook in two reports and dozens of articles.

➔ Change the Format

Yet another way to create a unique product is by changing the format of your PLR content.

Examples:

- Turn text content into an audio product. (Hint: Use Audacity to create and edit your audio – it's free at <http://audacity.sourceforge.net>)
- Turn text content into a video product. (Hint: Use Camtasia Studio to create and edit a PowerPoint-style video with narration. It has a price-tag, but it is certainly worth it: <http://www.techsmith.com/camtasia/>)
- Transcribe an audio product to create a text-based product such as a report.
- Transcribe a video to create a text-based product. You can even include screenshots from the original video to make the new product more valuable.
- Turn a report or other text product into a tool, such as a mind map or checklist.

➔ Rewrite the Content

You can use this method of turning PLR content into unique content either as a standalone method or in conjunction with the other methods.

Example: You can transcribe an audio and then tweak it to better suit your audience.

Here's how to do it:

- **Rewrite the content.** This is where you rewrite all or part of the content (such as 30% of it) to make it unique.

Generally, this means rewriting various sections or chapters in your own words.

Example:

The original sentence is:

"Your dog's appetite is a clue to his overall wellbeing."

You could rewrite it as:

"If your dog's appetite suddenly changes, that could be a sign that he isn't feeling well."

Tip: You've probably seen "spinner" software that claims to be able to take your PLR content and rewrite it to make it unique. However, don't bother with this software. Even if you found software that could "spin" PLR to create useful, readable content, it's better if your content has the human touch - in other words, handwritten content will have a unique, engaging voice.

Of course, just because you shouldn't use spinner content doesn't mean you need to rewrite it yourself. If you'd rather not, then simply go to elance.com or freelancer.com and hire a "PLR rewriter" to rewrite your content. Just be sure that they're hand-writing it and not using software.

- **Rearrange the content.** This is where rearrange the content (such as re-arranging the order of tips, chapters and other content).

Example: If a report lists ten major tips - and assuming they don't need to be in a certain order - you can scramble the order to make the content more unique.

- **Delete content.** Not every word, paragraph or even chapter is worth saving. So delete the unnecessary fluff and filler.

- **Add in new introductions and conclusions.** One easy way to create a unique product is simply by creating a completely new introduction and conclusion. Indeed, if you're dealing with something short (like a PLR article), this may be all that is needed to make it more unique.
- **Tell stories.** Stories help you connect with the reader – and they also make the content more personal and more unique. For example, if you're tweaking a weight-loss ebook, you can tell stories about you dealt with certain issues such as cravings.
- **Insert your own examples.** If a product mainly lists tips or gives step-by-step instructions, you can make the content more useful and unique by offering your own examples. (Just look at any of my products – including this report! ☺ – for of how to include examples.)
- **Give readers your unique tips.** Let's say you're rewriting a product that how to clean a carburetor on a classic car.

Example: You may offer your own tips, such as "Take plenty of notes and photos as you dismantle the carburetor – doing so will make it easier to put back together."

- **Offer bonus content.** Finally, you can make the content more unique by adding in graphics, charts, mind maps, checklists, worksheets and other interesting elements.

Example: A weight-loss product may include a weekly grocery shopping list as well as meal plans and recipes.

You now know exactly how to find, evaluate and prepare PLR content so that it's ready to add to your membership site. And that must mean it's time to create your site. Read on...

N – Network

Your content is ready to go... now you just need a place to put it! And that's why this step gives you instructions for setting up your site, including:

- Getting a domain name and hosting.
- Setting up the site.
- Accepting payments.

Let's get to it...

Choose a Domain Name and Hosting

Earlier you learned how to choose a name for your membership site. Ideally, and provided your membership site name is short enough, you can use this exact name as your domain name.

Example: OrganicGardening101.com.

You can purchase your domain name at www.Host1099.com...

Note: Whenever possible, be sure to get a .com domain name, as they tend to be more memorable to your prospects and customers.

Your next step is to get hosting. If you don't already have a host, then use one like HostGator.com. You can select their "Baby Croc" package, which will allow you to add domains and websites to your account in the future.

Tip: You now need to change your domain's nameservers to point to HostGator.com. You should have received a welcome email from HostGator that lists your two nameservers. Simply log into your NameCheap.com account, click on your domain name and then follow the link that allows you to change the nameservers to your webhost. If you need help with any of this, NameCheap provides complete instructions on their site (click on the "help" link).

Design Your Website

Once you have your domain and hosting lined up, then your next step is to design a website. If you know a little HTML (or you don't mind learning), then you can use a

free tool like Kompozer (or a paid one like XSitePro) to design your site. You can even go to TemplateMonster.com and select a website template (rather than doing it by scratch).

If you're not familiar with web design, then you can outsource this task. Simply go to oDesk or Freelancer and post a web design project, being sure to be as specific as possible about what you need.

Tip #1: You can save money by having a web designer tweak a template rather than creating a site from scratch.

Tip #2: The pages of your site will include your main home page (which should house your sales letter), a payment confirmation/thank you page (which gives customers a link to the membership area), and the membership area (which provides links to all the products). You may also have other pages such as your contact page, privacy policy and other disclaimers.

Choose a Price Point

Your next step is to decide how much to charge for access to your vault. The price, of course, depend on your niche, how much content is in your member's area and the quality and level of the content (e.g., beginner's versus expert-level content).

To get a ballpark figure, you'll need to research your niche to find out what similar sites are charging. Just go to Google and enter a search such as: [your keywords] membership.

Example: "dog training membership."

Tip: A good rule of thumb is to charge somewhere in the neighborhood of \$50.

Collect Payments

Next, you need to sign up with a payment processor. Paypal.com is a good choice, since they can direct your customers to your membership area immediately after the purchase is complete. If you intend to start an affiliate program, then Clickbank.com is a good choice.

Tip: There are other options, such as 2Checkout.com, your own merchant account, [Google Checkout](http://GoogleCheckout.com) and others. However, PayPal and Clickbank are among the best options.

Create Your Membership Area

Next, you need to upload all your content inside a password-protected directory on your website – this is your membership area.

If you're designing the site yourself, then upload the content into your membership directory (folder) and create an index page (which will be the "front page" of the membership area).

This index page will welcome your customers, provide contact information for you and include links to all the content. Otherwise, you can put your web designer in charge of this task if you'd rather not deal with it.

If you're using HostGator as recommended, then creating a password-protected area is very simple:

1. First, log into cPanel by going to: www.yourdomain.com/cpanel (replacing "yourdomain.com" with your actual domain name). You'll be asked to provide your username and password, which HostGator should have provided to you in their welcome email.
2. Once you arrive at your control panel's front page, scroll down to the section labeled "Security." Then click on "Password Protect Directories."
3. Next, you'll be prompted to select the location of the directory. Click on the appropriate directory and then click "Go."
4. Now you'll be taken to a screen that lists all the folders (directories) under the main directory that you just selected. Click on the folder (directory) that you'd like to password-protect.
5. Next, you'll be taken to the final screen where you can now choose a username and password for your directory. Enter your desired username and password and then click "Add/modify authorized user."
6. Be sure to write down this information so that you don't lose it. You'll need to list the link, username and password on the thank you page of your

website (which is where your customers end up after they pay for a membership). It's also a good idea to email this information to all customers.

Tip: Need to set up a customer mailing list? You can use a service like Aweber.com, iContact.com or GetResponse.com. Then put the subscription form on your thank you page so that customers can sign up immediately and receive the link and login information to your membership area.

Write the Sales Letter

At this point your membership area is stocked and ready to go inside a password-protected directory.

The only step that's left is to create a sales letter that persuades people to purchase your memberships.

This is a skill that does take time to understand and develop, so it's beyond the scope of this course. That's why I suggest that you once again turn to Elance.com or a similar freelancing source to find a competent copywriter who can write your sales letter.

You just learned how to get your website up, running and ready for business. Now it's time to announce your membership site to the world...

I – Invite

Your final step – the one that actually drops money into your pocket – is to invite your prospects to join your membership site.

Here are 15 ways to do it:

- **Start an affiliate program.** This is easy if you use Clickbank.com. Some affiliates will find you – otherwise you can invite affiliates to join your affiliate program.
- **Co-promote with JV partners.** You can swap email ads, blog ads and other co-promotions with your joint venture (JV) partners.
- **Tell your social media contacts.** This includes Twitter.com, Facebook.com and any other social sites that you belong to.
- **Email your list.** If you don't yet have one, go to Aweber.com and start one ASAP.
- **Blog about it.** Don't yet have a blog? Go to WordPress.org. Or sign into your webhosting cpanel (control panel) and use Fantastico De Luxe to install a WordPress blog.
- **Use pay per click (PPC) marketing.** The big one is Google AdWords, but you may also want to try Facebook.com's PPC advertising as well as the smaller PPC engines such as 7search.com.
- **Optimize your site for the search engines.** Generally, this means optimizing your onsite content as well as starting a link campaign.
- **Start a referral program.** You can give your satisfied customers and incentive to tell their friends about your site. These incentives may include cash, points that can be used towards future purchases, or discount coupons on your other products.
- **Buy website advertising.** This includes text links, banner ads and text ads on blogs, forums and other popular niche websites.
- **Purchase email advertising.** You can also buy ads in popular email newsletters. Some publishers also offer email solo ads.

- **Use content marketing.** You can write and submit articles to article directories, social media sites and even other bloggers.
- **Write press releases.** You can submit these locally as well as submitting them online to PRWeb.com. Webwire.com, a cheaper alternative, has also worked well for us.
- **Hang flyers locally.** For best results, hang flyers where your target market is likely to see it.
- **Get a booth at a local event (such as a trade show).** You can save money by splitting the booth fees with another marketer.
- **Give free local talks to niche-relevant groups.** At the end of the talk you can pass out flyers which advertise your membership site.

Conclusion

You just learned a quick and easy way to get a mini membership site up and running!

Now let's recap the steps using my ***M.I.N.I. Membership Site System***:

- **Market:** Here's where you discovered how to find a profitable market, choose a topic for your membership site and select a catchy name.
- **Information:** In this step you learned how to find and stock your membership site with a variety of PLR content, including articles, reports, ebooks, audios, videos, software and other tools.
- **Network:** Here you found out how to set up a password-protected membership website, choose a price and collect payments.
- **Invoke:** This is where you discovered 15 proven ways for driving targeted traffic to your site!

As you can see, it's NOT difficult to set up and start promoting your website – but it will never get done if you don't take action.

And that's why I strongly urge you to return to step 1 to choose your market and get started creating your new income stream!