

Free Download

SIMPLE AND PROFITABLE
MEMBERSHIP

IDEAS AND EXAMPLES YOU CAN USE



with Ron Douglas
and Alice Seba

Is There Any Truth to the Buzz about Recurring Income from Membership Sites? Well...

You've probably heard a lot of buzz about membership sites. They say you just set up a site with content and then a bunch of customers come and pay you month after month...but let's not get ahead of ourselves.

It's really not that simple, unless you know what you're doing.

Coming up with a winning membership site idea takes a real understanding of what your target market wants and some strategic planning on how you can serve that market on an ongoing basis...so they'll **WANT** to pay you each and every month. People don't just pay because you want to give them content each month...you have to serve your members' needs before your own.

It's definitely a winning model, if you set it up right and it all starts with your idea. That's why we've put together 24 winning membership ideas with plenty of examples to help you visualize how to approach your new membership site.

Since coming online in the early 2000s, we've tried just about every online business model out there and we have to say, membership sites are one of the easiest ways to secure reliable income month after month...as long as you do it right. So, keep reading to start those ideas flowing.

To your recurring income success,



Ron Douglas and Alice Seba
Elite Writer's Lab

Discovering Your Winning Membership Site Idea

Figuring out what your membership site is all about comes down to serving your audience on an ongoing basis. It's less about, "How can I make \$5,000 or \$10,000 or \$30,000 per month," but that is a fortunate side effect when you do it right.

But before we begin, make no mistake about it...membership sites do take work and if you're not careful, it's easy to get in way over your head. That said, if you approach your membership development strategically, you can streamline the process and deliver a ton of value to your members without overworking yourself.

Here are a few things to keep in mind as you plan:

- **Go where they pay:** Focus on niches that are willing to pay for content or for their personal development. Look for niches where there are plenty of information products or services for sale and figure out where you can fill a need.
- **Sometimes less is more:** Instead of worrying about piling on tons of content to increase value, think of the simplest ways you can make a big impact for your members. Think of how you can really save them time, help them save/make money or any other benefit you promise. Think templates, tools, research, access to experts, ready-made projects or anything your members can put into action quickly.
- **Start out small and grow as you go:** Don't over-promise something you can't deliver if you don't get the membership numbers you want right away. You can start with an introductory price point and get a lot of new members in the door. These new members will help you figure out what you can add to the membership as you grow. They'll become your cheerleaders and bring in new members. They're also more likely to stay on when they are grandfathered at the low introductory rate...they'd hate to lose out on all that great stuff you're adding.

With all this in mind, let's get to some membership ideas you can use in a variety of niches.

Winning Membership Ideas and Examples

Here are some simple, but powerful ideas you can apply to your own niche. These are ideas that provide BIG benefit to their audience, but don't require a ton of ongoing content. Many of these ideas can be combined to provide an even more valuable experience to your customers.

#1: Templates and Tools

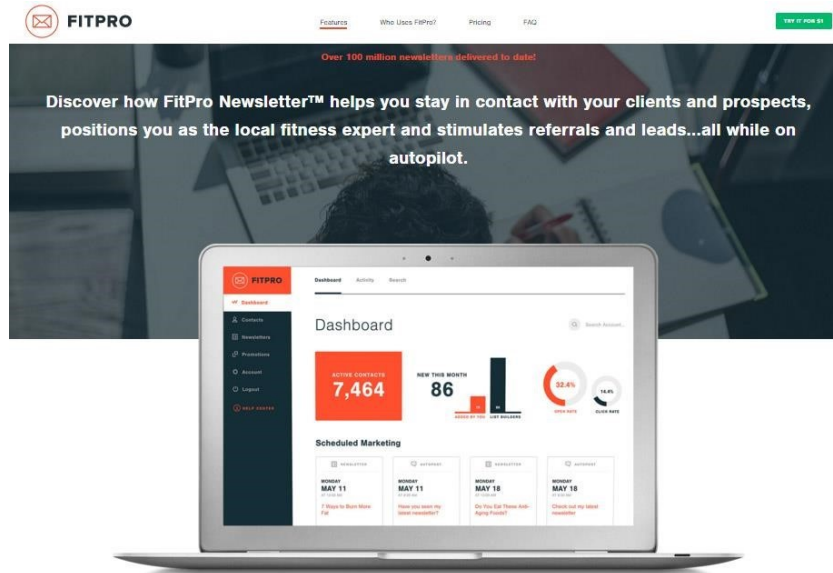
Think about how you can make your members lives or jobs easier. What tools and templates could you provide? Could it be spreadsheets to help with their accounting, resume templates, invoices and other useful templates to run a service business? Or how about providing web developers with new monthly themes and website templates?

CoachGlue.com offers their done-for-you forms kits that could easily be turned into a membership program. They also have their VIP club which offers ready-made training programs on a monthly basis.



The screenshot shows the CoachGlue.com website. At the top center is the logo for CoachGlue, which consists of three overlapping circles in shades of red and orange, with the text 'coach glue' below them and the tagline 'we make your clients stick to you' underneath. To the right of the logo is a navigation menu with links for 'About Us', 'Blog', 'Contact Us', and 'Client Login'. Below the logo is a horizontal navigation bar with links for 'home', 'teach your tribe', 'done-for-you workshops', 'done-for-you planners', 'done-for-you forms', and 'vip club'. The main content area features a red heading for 'Client Getting Kit: 7 Done-for-You Letters to Grow Your Client Base'. Below the heading is a sub-heading 'Want to be fully booked this year?' followed by several paragraphs of text. To the right of the text is a small image of a woman smiling while looking at a tablet, with a red banner above her that says 'Client Getting Kit: Letters to Grow Your Client Base'.

Or how about this brilliant idea from FitProNewsletter.com. It's an autoresponder service (you could get resell / private label rights to a service, instead of developing your own), but includes ready-made newsletters for the fitness niche that their members can customize each month.



#2: Community Membership

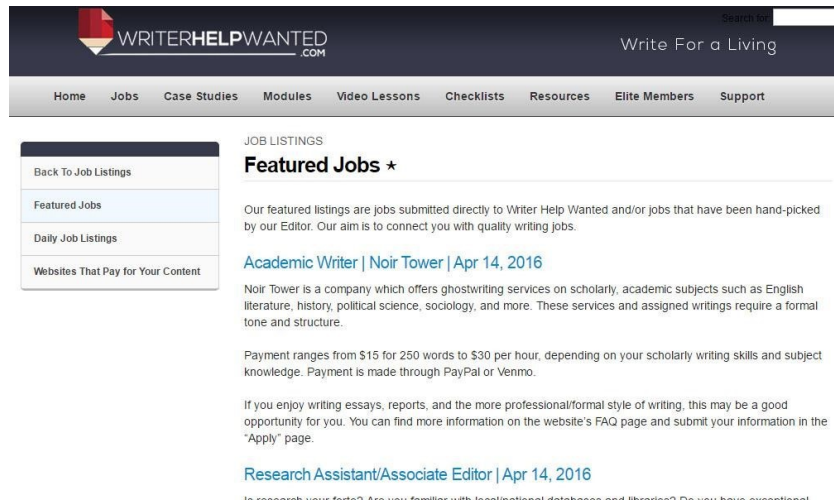
Community in a membership is a powerful thing. It gives them a place to find answers, meet people just like them and even help others. Once your members feel like they're part of something, it's hard for them to leave, which is a great thing for continuity.

Here's a great example of a community membership at TeachersPayTeachers.com where educators share ideas and even buy and sell educational materials and resources.



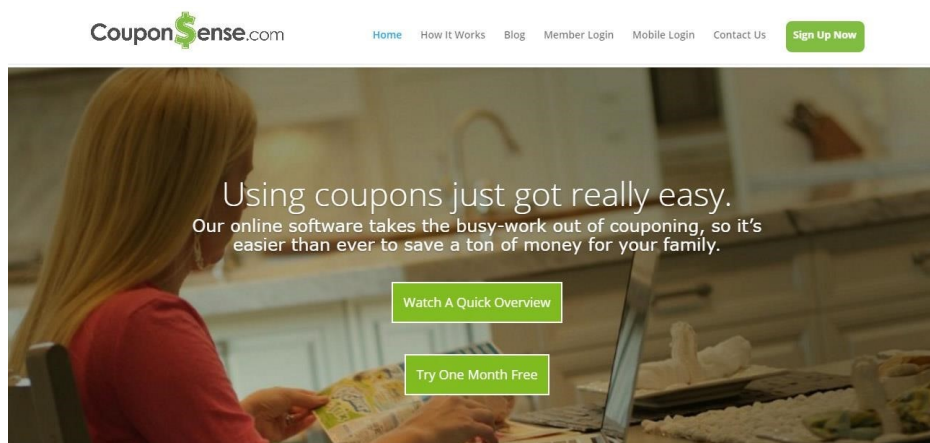
#3: Give Them Leads

Whether it's job leads or real estate opportunities, do the grunt work for them and present them with their options. Help them find the best of the best and save them time in the process. That's actually part of what we do at WriterHelpWanted.com, where we hand pick the best job listings for writers.



#4: Do the Research

Along the same lines as providing leads, save your readers time from doing their own research. You could help them research their genealogy or research investment options, making it easier to get the results they want. Check out couponsense.com – they do the coupon research (with the help of their members) and make the coupon database available to their members.



#5: Do the Work for Them

How can you help your members on an ongoing basis by doing the work for them? Think of services they need on an ongoing basis and take that work off their plate. For example, you could offer social media management services, writing services and more.



Finally, A Solution for Busy Online Business Owners Who Are Ready to Cash in on the Power of Content Marketing

Special Offer: Save \$450 on Your Monthly Content Creation

You already know the power of content, but it's not always easy to keep up with creating all that content month after month. We help you stay on top of the writing, while you attend to the big picture of your business.

If You're Interested In:

- Publishing great original content on a regular basis
- Sticking to your content planning schedule
- Having more time for marketing & strategy in your business
- Saving *plenty* of cash



#6: Challenge Them

People find challenges very motivating. For example, a 30-Day Clean Eating Challenge or a Blogging Challenge. The trick with this one is to keep the momentum beyond the challenge. You could offer subsequent challenges at a higher level or help them tackle other health, marketing or other goals related to your niche.

Whole30.com offers a daily subscription to help their members eat clean and get healthy.

Need help with your Whole30? 

EXTRA! EXTRA!

The Whole30 Daily

All the News That's Fit to Eat

SALT LAKE CITY, UT - Sources close to Whole30.com confirmed that a new program, designed to challenge the majority of the population looks at food has...

Support, advice, and tough love in your email, every day for 30 days. 

LIKE THIS, BUT BETTER. 

let us change your life.  \$14.95, sign up now.

#7: Tell Them What to Do

Many people need a push to get things done. If you can set up a reminder service, or send daily to-dos via email, you can keep your members motivated to keep moving forward.



FlyLady.net is one example that has been around for well over a decade. She helps her members stay organized and on task throughout the day. Her membership is free, but she monetizes her site through merchandise.

#8: Web-Based Software

The software industry is booming and if you've looked around to some of the biggest software developers, they use continuity models now.

Microsoft Office is available by subscription. As are Adobe Photoshop and their other design products. You can get in on this as well, even if you're not a software developer yourself. You can hire a developer, find private label rights to web-based software and more.

Get the most secure Office for your business

Now includes the all-new Office 2016 apps!

- Access files anywhere—online or offline
- Get monthly security updates & feature releases
- Use the web version of Office—with rich features



Office 365 Business Essentials	Office 365 Business	Office 365 Business Premium <small>BEST VALUE</small>
CAD <small>per user/month annual commitment pay monthly</small> \$6.10	CAD <small>per user/month annual commitment pay monthly</small> \$10.50	CAD <small>per user/month annual commitment pay monthly</small> \$15.20
<small>CAD \$6.10 annual plan, pay monthly</small>	<small>CAD \$10.50 annual plan, pay monthly</small>	<small>SAVE 16% CAD \$15.20 annual plan, pay monthly</small>

#9: Curated Content


People who are passionate about certain topics and want to hear the latest news or developments will pay you to organize information for them. You can curate articles on specific topics into a daily or weekly email and organize them in a meaningful way for your readers.

Ron has a great example of this in his Recipe Secrets Discount Cookbook Club where he negotiates deals with cookbook authors to share their books with his members.

The Recipe Secrets Discount Cookbook Club - 250 9 Spots Still Available

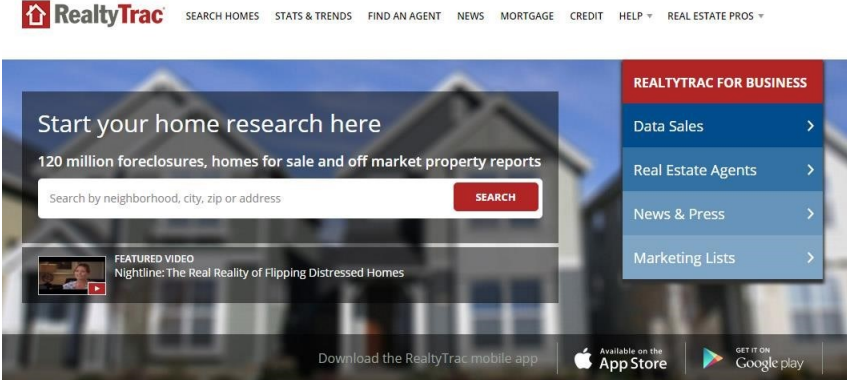
"Stop Worrying About What's For Dinner! Get An Exciting New Cookbook Each Week For One Low Price!"

Join The Discount Cookbook Club Today And Download The Following Cookbooks Right Now:



Visit us at www.800success.com

RealtyTrac.com is an example of curated content and research combined and delivers information about great real estate opportunities.

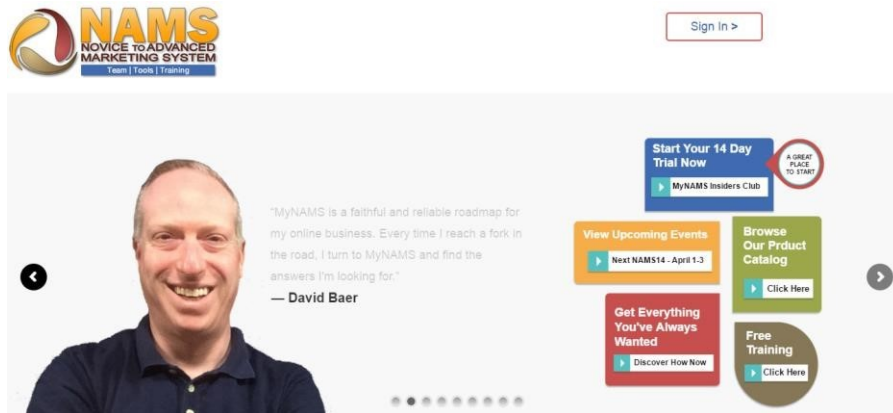


Product Spotlight:
Share of Low Down Payment Loans by County for Homes Purchased in 2014

Real Estate Trends
FORECLOSURE INVENTORY
788,570 (-322,807 vs Jun 2014)

#10: Guest Instructors

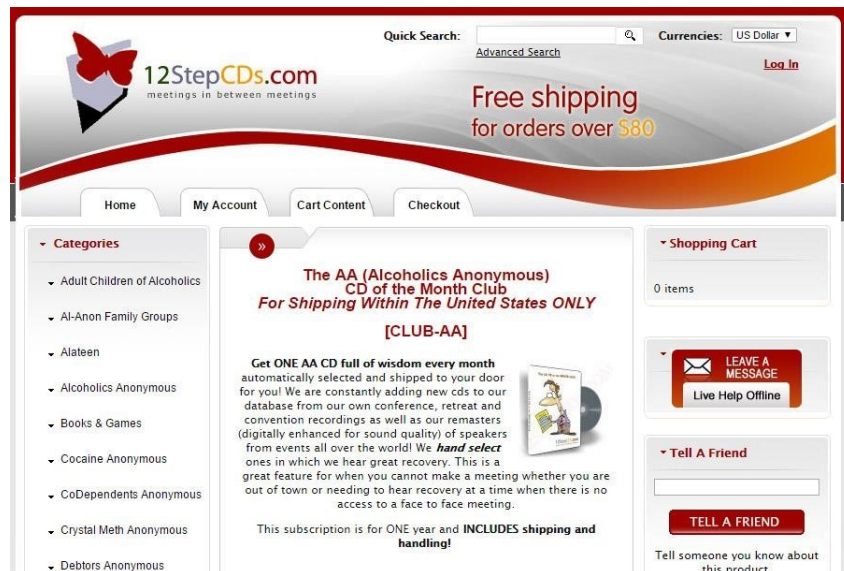
You can certainly teach a new class to your members each month, but what if you could just have guest instructors to do the work instead? Many information marketers are happy to provide presentations and training in exchange for exposure and/or the opportunity to promote their product. In addition to other resources, this is how David Perdeu runs his MyNAMS membership.



#11: Monthly CD / DVD

Boost your perceived value and send something in the mail. A monthly CD or DVD doesn't cost a lot to product and ship, but something your subscribers will look forward to each month.

12StepCDs.com has a monthly membership called their, "AA CD of the Month Club" that provides their readers with a monthly CD recording designed to help them in their recovery.



#12: Print Newsletter or Magazine

Prefer to produce written content? A print newsletter or magazine is another way to deliver tangible goods to your members. TIP: A glossy polished magazine may not sell as much as a printed newsletter, so it may not be worth the extra effort. Why? Because magazines already have a perceived value for the average consumer, so it's tough to charge more.

Here's a spin on this idea from Mostad. They actually create print newsletters that accountants can mail to their clients.

The screenshot shows the website for Mostad & Christensen, Inc., a company providing marketing solutions for accountants. The page features a navigation menu with options like 'BROWSE OUR PRODUCTS', 'FREE CATALOG', 'CUSTOMER REVIEWS', 'CPA MARKETING BLOG', 'CONTACT US', and 'HOME'. A prominent red banner reads 'Send a client newsletter people will actually read!' and includes the text: 'Client newsletters help you stay ahead of the competition and keep your clients coming back. Newsletters are a great way for accountants to attract new clients and strengthen relationships with existing clients.' Below this banner, there are two columns of newsletter options: 'Printed Newsletters' and 'Email Newsletters'. The 'Printed Newsletters' section lists options such as '2-Color Client Update', 'Client Alert', 'Full-Color Client Update', 'Tax & Business Letter', 'Tax Planning Letters', and 'Today's Money'. The 'Email Newsletters' section lists 'ClientKeeper Emails', 'Monthly Newsletter', 'Online Advisor', 'E-newsletters', and 'Tax Planning Letters'. A sidebar on the left lists various newsletter types under the heading 'Client Newsletters', including 'Client Alert', 'ClientKeeper Emails', 'Client Update (Full-Color)', 'Client Update (Online Version)', 'Client Update (Two-Color)', 'E-newsletters', 'Monthly Newsletter', 'Online Advisor', 'Online Tax Planning Letter', 'Tax & Business Letter', 'Tax Planning Letters', and 'Today's Money'.

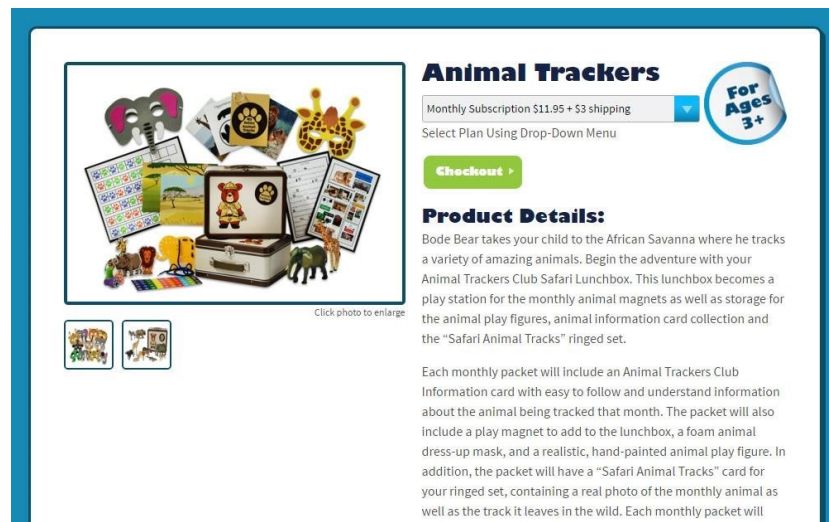
#13: Go Virtual on the Last Two

If you don't want to mess with physical products, you can offer a monthly recording, newsletter or virtual magazine. Deliver the content your members are craving and they're willing to pay for. This is very similar to what we do at our EliteWritersLab.com. We offer a monthly interview, brainstorming session and other useful content.

The screenshot shows the website for Elite Writers Lab, which offers virtual content. The page features a navigation menu with options like '\$1 Trial', 'Intensive Training', 'Writer Summit', 'Tutorials', 'About Us', and 'Log In'. A prominent blue banner reads 'Ready to Move to the Next Level in Your Quest to Write for a Living?' and includes the text: 'If you've been selling info products, promoting your books or freelancing, but are ready to up your game and achieve the success you rightly deserve, here is an invitation you don't want to miss.' Below this banner is a green button that says 'Click Here to Continue'. To the right of the banner is a photograph of a woman sitting on a white sofa, talking on a mobile phone. Below the banner are three small circular icons: a colorful swirl, a group of people, and a life preserver.

#14: Project Packs

Make it easy for your members to come up with great project ideas and complete them. Whether it's kids craft packages or home décor ideas, make it easy for them to pursue their hobby or keep their kids occupied. For example, ATCSSC.com offers an Animal Trackers program that sends fun goodies to children each month.



Animal Trackers

Monthly Subscription \$11.95 + \$3 shipping

Select Plan Using Drop-Down Menu

For Ages 3+

Checkout

Product Details:

Bode Bear takes your child to the African Savanna where he tracks a variety of amazing animals. Begin the adventure with your Animal Trackers Club Safari Lunchbox. This lunchbox becomes a play station for the monthly animal magnets as well as storage for the animal play figures, animal information card collection and the "Safari Animal Tracks" ringed set.

Each monthly packet will include an Animal Trackers Club Information card with easy to follow and understand information about the animal being tracked that month. The packet will also include a play magnet to add to the lunchbox, a foam animal dress-up mask, and a realistic, hand-painted animal play figure. In addition, the packet will have a "Safari Animal Tracks" card for your ringed set, containing a real photo of the monthly animal as well as the track it leaves in the wild. Each monthly packet will

#15: Expert Access

Offer ongoing coaching, office open call hours or access to you or your team of experts. People hire coaches to help them with all aspects of their lives, figure out how you can help your target audience. Our EliteWritersLab.com offers expert access through our Facebook group and monthly brainstorming sessions.

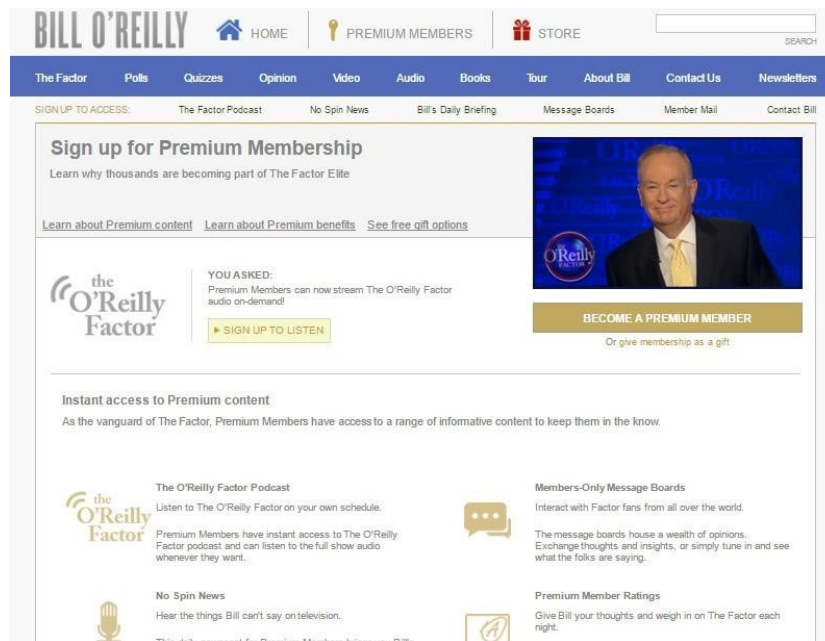
Just Try it Out for Yourself and You'll See Why Our Members Are Raving About the Elite Writer's Lab!



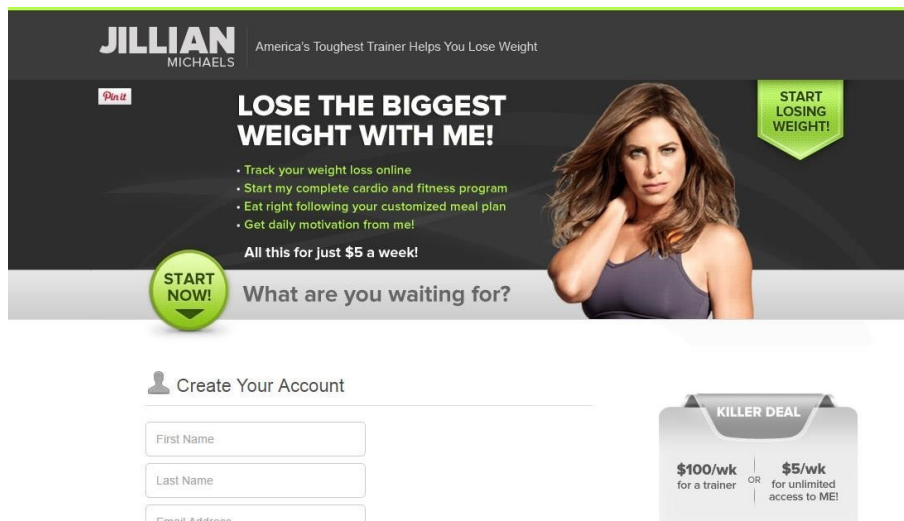
"The Elite Writer's Lab is all about helping us to succeed by providing us with case studies, tools and other vital information that is all designed to guide us in the right direction, and that's why I am so impressed with the system." ~ Donald Brown

"The Elite Writer's Lab Group contains, among its already-swelling membership, experienced writers and newer ones, so there is a constant learning curve and the freedom to ask any writing question (and expect answers!)." ~ Marya Miller

Or leverage that expertise of someone (maybe you?) in your niche to deliver valuable advice. Here are a couple of high-profile examples. First is Bill O'Reilly's membership that offers access to his podcast, other recordings, daily briefings and more.



Or here's a Jillian Michaels membership that offers weight loss expertise and resource for just \$5 per week.



#16: A Drip-Feed Course

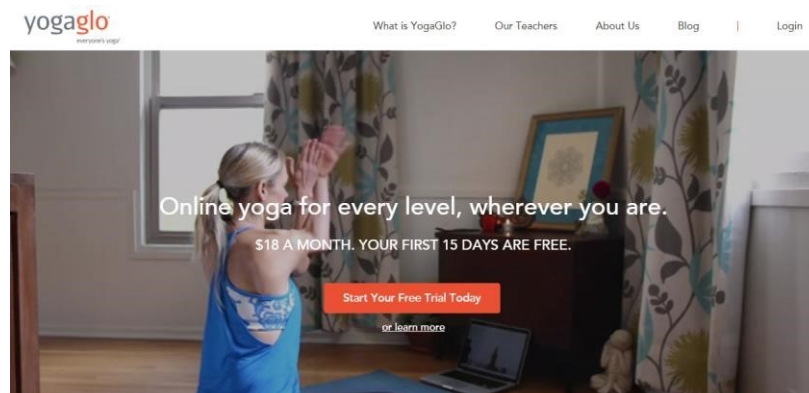
A lot of memberships are comprised of a course with a beginning and an end. It might be a weekly course delivered over 6 months or just an 8-week course. The drawback of these is that once the course is done, your members have no reason to pay you. If you include this in your membership, come up with other ways to deliver your members ongoing value.

You can find plenty of examples out there of these types of programs, including LifeMatters.com parenting classes.



The screenshot shows the LifeMatters.com website. At the top right, it says "CALL 888.255.9757 TOLL FREE". The main navigation includes "CLASS LOGIN", "STORE", "BLOG", and "CONTACT". The page is titled "LIFEMATTERS" and features a central image of five children. To the left, there is a list of "PARENTING CLASSES" including "Go Parenting Divorce Class", "4hr Rapid Certificate Classes", "6, 8, 10hr Parenting Skills Classes", and "8 Week Certificate Classes". Below this, there are links for "Personal Parent Coaching Online", "Parenting Resources", "Parenting Articles", "Parenting Class FAQ's", and "Court Ordered Class Information". To the right of the children image, there is a section for "Premium 8 Week Online Parenting Classes" which states that LifeMatters made the first parenting classes available online in 2002. It lists benefits of the premium class, such as personal coaching, encouragement, and expert help. At the bottom, there are four buttons for different classes: "8 Week Parenting Young Children Class", "8 Week Respectful & Effective Class", "8 Week Parenting Teenager Class", and "8 Week Stressless Single Parent Class".

Or consider the types of classes people will want on an ongoing basis. Here's an example with YogaGlo.com.



The screenshot shows the YogaGlo.com website. The top navigation includes "What is YogaGlo?", "Our Teachers", "About Us", "Blog", and "Login". The main content area features a video of a woman in a blue tank top practicing yoga in a living room. Overlaid text reads "Online yoga for every level, wherever you are." and "\$18 A MONTH. YOUR FIRST 15 DAYS ARE FREE." Below this, there is a red button that says "Start Your Free Trial Today" and a link that says "or learn more".

#17: Mastermind Groups

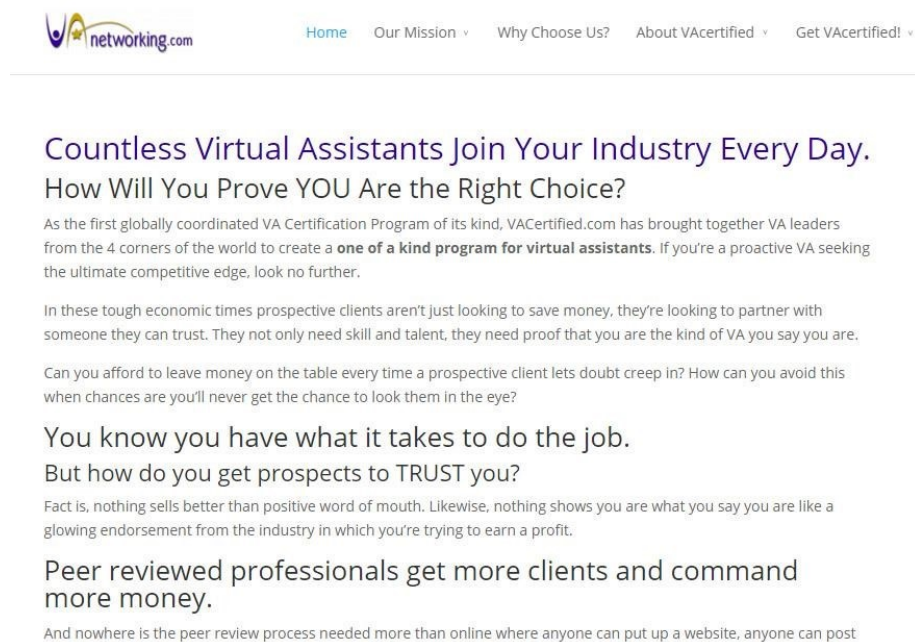
Putting together a mastermind group can be lucrative as well. A mastermind is simply a group of likeminded people with a common goal that meet at regular intervals (virtually or in person) to achieve those goals.

The Career Professionals of Canada organization offers free mastermind groups and mentorship, but requires a yearly membership to their organization to participate.



#18: Certification Programs

Instead of just running a training program to help your members acquire certain skills, offer them certification they can use to give clout to their abilities. They pay for the initial training and certification, but need to keep up their training to retain their certification. For example, VACertified.com provides certification for Virtual Assistants.



#19: Content They Can Use

You've probably heard of private label rights (PLR) or resell rights content where a business owner can purchase content they can use as their own in their business.

It's a lucrative business model because business owners are always in the need of more content and are willing to pay for it month by month. Alice offers a few of these types of memberships, including her All Marketing Content membership that has been available for over 10 years.

The screenshot shows the website for All Private Label Content (APLC), established since 2006. The main navigation menu includes: Memberships, Articles, Blog Posts, Challenges, Email Messages, Recipes, Reports, Slide Shows, Free, Testimonials, Login, and Contact. The page is titled "Marketing PLR Content" and features a headline: "In The Business of Marketing to other Marketers? Finally...An Outrageously Cost-Effective Way to Reach Quality Business-to-Business Prospects...And We'll Do Most of The Work for You". Below the headline, there is a testimonial from Jack Brown: "I go to APLC first when I need content. They are an excellent source." A search bar for PLR content is also visible. The page includes a small image of a woman with glasses and a keyboard, and a call to action: "There IS a Way To Get in on The Competitive Business-to-Business Market & We're Going to Make It Ultra-Easy for You".

#20: Bring Buyers and Sellers Together

Helping people make money and connecting consumers with what they want is always a big draw. If you can create a popular platform where you can connect buyers and sellers, you've got yourself a winner. There are plenty of popular examples of this like Ebay, Etsy or JVZoo. You may not charge a monthly fee, but you collect transaction fees when the sellers make a sale.

Hey, and look that's Ron there on the JVZoo home page. ☐

The screenshot shows the JVZoo website home page. The navigation menu includes: Affiliates, Sellers, Tools, Login, Sign up, and Purchases. The main content area features a video testimonial from Ron Douglas, a JVZoo Affiliate. The video text reads: "Get started today with no out-of-pocket expenses". Below the video, there are two buttons: "Start Promoting" and "Start Selling". The video also shows several books on a table, including "AMERICA'S MOST WANTED RECIPES" and "AMERICA'S MOST WANTED RECIPES AT THE GRILL". A quote from Ron Douglas is displayed: "Having a strong affiliate program helped me sell over 1.5 million books and eBooks. JVZoo is my favorite affiliate platform because their instant payment feature makes it easy to get an army of affiliates promoting your products."

#21: Curriculums or Lesson Plans

Whether you're helping homeschoolers, teachers, business instructors or other teachers, curriculums and lesson plans are a great timesaver for them. And the great thing is they need them on an ongoing basis, making it easy for you to generate ongoing income.

ZaneEducation.com offers homeschooling curriculums to its members on a monthly basis.



#22: Product of the Month Club

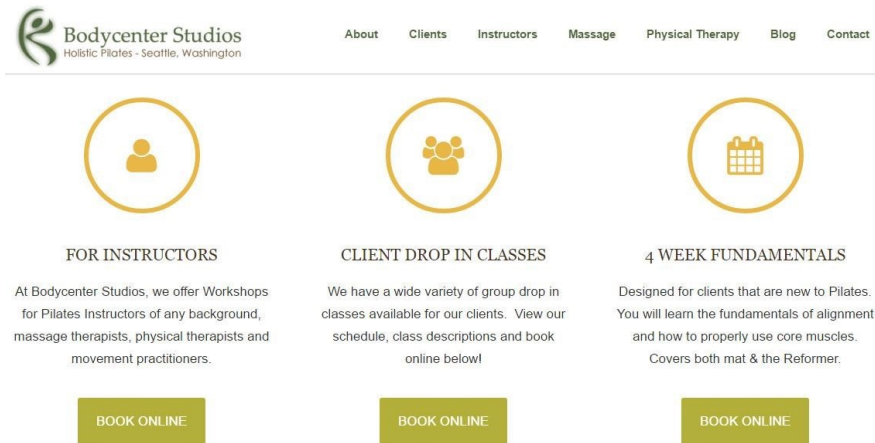
Going back to the physical realm, you see examples of this everywhere. Wine of the Month, Cigar of the Month, Steak of the Month, etc. Appeal to markets that are known for conspicuous consumption and arrange for a dropshipper to make it easy on yourself.

WineoftheMonthClub.com is one of the original programs like this. Notice how they target people buying for themselves and those who want to buy a gift for someone else.



#23: Help Local Business Implement Memberships

Local businesses that offer fitness classes, art classes or just about any type of, can benefit from online ordering. You can work with local businesses to help them set up their online subscriptions. You can even help them boost the value of their membership with extra online content like videos, helpful guides and more.



The screenshot shows the homepage of Bodycenter Studios. The header includes the logo and navigation links: About, Clients, Instructors, Massage, Physical Therapy, Blog, and Contact. The main content area features three columns, each with a circular icon, a title, a short description, and a 'BOOK ONLINE' button.

- FOR INSTRUCTORS**: At Bodycenter Studios, we offer Workshops for Pilates instructors of any background, massage therapists, physical therapists and movement practitioners.
- CLIENT DROP IN CLASSES**: We have a wide variety of group drop in classes available for our clients. View our schedule, class descriptions and book online below!
- 4 WEEK FUNDAMENTALS**: Designed for clients that are new to Pilates. You will learn the fundamentals of alignment and how to properly use core muscles. Covers both mat & the Reformer.

#24: Websites for Niches

There are a ton of website builders out there, but if you could help those in your niche set up their profession or topic-specific website, it's easier to get and keep members if you understand their unique needs. As an example, you can see LovesFood.com below, created by Alice and her business partner to make it easy for people to create their own food blog. You can acquire resell rights to website platforms and simply target your marketing and resources to the right niche.



The screenshot shows the homepage of Loves Food. The header includes the logo and navigation links: TRY IT, FEATURES, FOOD BLOGGING, THEMES, and PLUGINS. The main content area features a large image of a kitchen scene with a wooden cutting board, a mortar and pestle, and various ingredients. The text reads: 'Create Your Food Blog Today. Easy to use. No coding. Just focus on your food content. STARTING AT \$5.99 PER MONTH'.