



SHOESTRING

BUDGET MEMBERSHIP SITE

How To Create A Profit Generating
Membership Site On A Small Budget

HYBRID CHEAT SHEET

Hybrid Cheat Sheet

Mark every step of the process as you consider / complete them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

Advantages of a Membership Site

- One of the leading business models today
- Steady income without the tedious hard work and hard selling repeatedly
- Relatively low start up costs (design, template, host, CMS, membership script)
- High profit margins for low return work load

Tips For Starting a Membership Site

- Deciding on a topic (ask around, do research, etc.)
- Research your niche / topic (outlook, market reach, size, etc)
- Identifying your audience and polling them on forums and message boards
- Choose a back end script or software that works for you
- Setting up your site and installing a suitable membership software

Difficulties to Setting Up A Membership Site

- Choosing the proper niche
- Deciding on suitable membership site script or software
- Expenses of software / script, hosting, designers, and other outsourced tasks
- Initial expenses depending on the route you choose
- Creating the content initially and then automating it

Identifying Your User's Needs And Wants

- Who are your users?
- What will they be doing on your website?
- Will they want to get involved and contribute content (passively, forum)?
- Are users going to be interacting with one another?

Ideas For Your Membership Site

- Think outside the box for ideas of content and media delivery
- Develop a referral system with incentives to encourage more signups
- Gather reviews for products / services from your users (easy content)
- Create a business directory and charge businesses to be listed on it
- Provide an exclusive product or service (sell your site as such)