

Free Membership Site Profits

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Why Build Free Membership Sites?

What's not to like about a free membership site?

Internet marketers, email marketers, and Internet entrepreneurs of all stripes are quickly finding the many, many advantages to opening a free membership site for their customers and potential customers.

Even savvy and well-established Internet marketers who have paid membership sites are jumping on the free membership site bandwagon because they can see the obvious advantages.

Limitation With Paid Membership Sites

Paid membership sites are most usually limited to a specific number of members. This means that marketing is limited to that specific number, and that number is limited to the people who are willing to pay an annual membership fee... and that number for any niche market IS a limited number.

Of course, there are obvious reasons for limiting paid membership site memberships but the fact remains that a free membership site can be operated right alongside a paid membership site and there is never any reason at all to limit the memberships available to a free site.

Three to six months is about the duration of a paid membership to most membership sites according to many paid membership site owners. Three to six months isn't very long in terms of Internet marketing. Once a paid member drops his membership, the site owner must then replace him and that can get expensive.

Free Membership Sites Are Awesome!

On the other hand, membership cancellations at free membership sites are easily and cheaply replaced. Marketing to the members of a free membership website is absolutely unlimited.

You can continue to market to free membership site members for as long as you want to. Free membership sites are easy to run and they cost almost nothing and yet the owner is supplied with an almost unlimited number of customers and potential customers to market all kinds of products and services to.

Let's face it: Every Internet marketer must now have an opt-in mailing list in order to send bulk marketing emails. The bigger your list is the higher your chance at succeeding in this arena.

So... why limit your mailing list to just a paid membership site?

Why not build a free membership site and gain an unlimited number of names and email addresses to which you have the legal right to send marketing emails?

There simply is no satisfactory reason for NOT having a free membership site... at least not one that I can see.

Here are some of the advantages you can have by building free membership sites:

- Free membership sites are easy to set up and easy to operate.
- Others will be willing to pay YOU for advertisements on your free membership sites The shoe will be on the other foot, so to speak. Other marketers will be begging you to download and post articles and E-Books which they have written trying to gain that coveted Internet visibility.
- Free membership site allow interaction between the owner and the member, as well as with other members.
- Almost zero resistance to join, since the cost of joining is a big fat zero.

Many Internet marketers who have paid membership sites also have free membership sites. Often those free sites are made up on customers or potential customers who will eventually become members of the paid membership site so it becomes a win/win situation for all concerned.

The bottom line here is that there is simply no reason NOT to build a free membership website no matter what niche market you are in.

You will have the potential of building an extensive opt-in list and there simply is no other way that is as easy or as cost effective out there!

Building A Free Membership Site - Step-by-Step.

There are two major parts to building a successful free membership website. The first one is to actually construct the website on the Internet. The second one is to get members to join the free membership website. Here is how to go about doing both of those tasks:

Building a Free Membership Website:

Building a free membership website is pretty much like building any other kind of website with just a couple of additions.

- 1. Choose a topic for your free membership site.**

This topic should be one that will attract the specific group of people to whom you want to market your products or services.

- 2. The next step is to register a domain name that reflects the subject of your free membership site.**

It is best to keep your domain under 20 characters if you can. Go to either Namecheap or Godaddy. Find a domain name that is available and secure it for yourself. Pay for two years.

- 3. It is true that web hosting comes with a domain name but you need a web host that will allow you to have as many domains as you want on the same server.**

Go to either HostGator or BlueHost and subscribe to a web hosting service.

- 4. You will need a membership script for your free membership site.**

There are many membership plugins on the market, but the one I recommend is [Instamember](#). It's very simple to use, is reliable and trustworthy and has good support, and will make it easy to create a free membership site. You can get Instamember [here](#).

5. You might also want to include a helpdesk option on your free membership website.

This is optional but does make dealing with support issues much easier. You can get a free support portal at <https://freshdesk.com/>

6. You need content for your free membership website.

The name of the game for free membership websites, as for all websites, is content, content, content. There are many ways to obtain website content. You can download and reprint articles from article banks or you can join a PLR website and get articles that are much better. One of the best content sites for membership sites is **Monthly Content**.

If you like writing you can of course write your own articles, or you can hire a ghost writer to write them for you. One good ghost writing service can be found at <http://iwriter.com>

The above are the information and tools needed to build a free membership website (or a paid membership website for that matter).

Now you either build your site or have someone build it for you. Your web host service will have features that will provide for you to set up a blog or forum on your website and you will need to include that when you are constructing your website.

Promoting Your Free Membership Website

Promoting a free membership website is done exactly the way any website is promoted. When you build any website the only person that is aware that it exists on the Internet is you so it is up to you to promote and advertise your site and let the rest of the world know where to find you.

You accomplish that task while you are building your own credibility. One will not exist without the other. A free membership website builds credibility and credibility builds a free membership website. There are several very well established ways to promote a website on the Internet for free – here are 3 ways to get you started.

1. **Write (or have written for you) short articles, 300 to 400 words, and put them into article banks for others to use.**

Your resource box will include a link to your free membership website. The same is true for E-Book. Either write short 10 to 15 page E-Books or have them written for you. List these E-Books with E-Book repositories for others to use and be sure that there is a link to your free website on every page.

2. **Post to blogs and forums on other related websites after you join them.**

Don't go in like gangbusters promoting your free membership site...that will get you kicked out. Simply include a link to your free membership site in your sig tag and post thoughtful and helpful information.

3. **Find link exchange partners and exchange links with them.**

Since you are not actually selling anything it should be very easy to find link exchange partners.

For the full rundown on 10 free traffic methods, [click here](#)

If you prefer paid traffic – it will cost some money up front, but will get you much quicker results – one great method for free membership sites is to **advertise for your free membership website in related E-zines.**

This is a very cost effective method of advertising. The cost of advertising in E-zines is usually less than \$20 and the advertisement is sent directly to those people who are going to be your best prospects for your free membership sites as well as for the products and services that you will be marketing to them.

If you like this idea, a great resource is <https://directoryofezines.com/> (though at \$197, if you join this you really do need to use it!).

Profiting From Your Free Membership Site.

Okay, now that you have your free membership website up and running and you have promoted it sufficiently so that you have a very long and impressive list, you are ready to start reaping the benefits and profiting from your hard work. Your list should include the names and email addresses of those people who are vitally interested in a specific topic and the products and services that are associated with that topic. Remember that you want to promote ONLY products and services that are related to the topic of your free membership website.

If you have set up a blog or a forum on your free membership website, it will be a very simple matter to locate products, services and information that your members will be most likely to buy...they will have told you what they are interested in. They have not only told you what products and services they would be most apt to buy but they have also told you what kind of information they want. Let's face it...there really are only three basic things that can be sold on the Internet or out in the real brick and mortar world...products, services and information.

That opt-in list that you have built with your free membership website is an asset that can't be valued... it is invaluable.

Marketing products and services that you own

Once you have built your free membership website you will have a long list of people who are interested in products or services that you own. By marketing to your list, you gain 100% of the profits associated with those products or services. You may already have a product or service that you have created. If you do, that's great, but if not there are other options.

Use PLR (private label rights) products: These are products that someone else creates and then sell the rights to others so they can sell them as their own. This is much cheaper than having a product created. You do need to be selective in what PLR you use – some is very poor quality, and you do not want to ruin the trust you have built up with your members by selling bad quality products.

But there are also some very good quality PLR products available for all sorts of different niches. You just need to do your due diligence and be sure to buy from a trusted source.

Have a product created by someone else: you can have an ebook written by a ghostwriter that, once you pay for it, will be your ebook. You can list yourself as the author and even get a copyright on the work. It's yours!

Again, you need to only hire the best writers if you go down this path, and this will be a lot more expensive than using a PLR product. But the big advantage is that it will be a totally unique product, giving it a higher perceived value.

There are services available on the Internet that will help you create audio and video products, as well – it does not have to be a written product.

Marketing Products and Services that you Do NOT Own

You can find products and services that are related to the topic of your free membership website and of interest to the members of your site on such sites as Clickbank or Commission Junction – and many other besides.

For those who don't know...this is referred to as 'Affiliate Marketing'. You can go to either of the above listed sites and sign up as an affiliate marketer for products and services that would be of interest to your list. You profit by making a percentage of the sales made through your website or newsletter.

Products or services for which you are an affiliate marketer can be promoted directly on the blog or forum on your free membership site, in a newsletter or E-zine that you regularly send to the members of your free membership site or through a specific marketing email that you send out.

Joint Ventures:

The most attractive joint venture partners for all Internet marketers are those who have long lists of people who are the best prospects for buying products, services or information. Joint ventures can be used to sell any one of those three things. By engaging in joint ventures with other marketers, you not only have the opportunity to sell to your own list but to build your list to even greater proportions.

If you own the product or service that is being offered in a joint venture, you, of course, have a greater opportunity for profit but even if you don't own the product or service, you still have a very long list of prospective buyers and you are an attractive joint venture partner so you will have more opportunities to sell products and services that are owned by others.

Marketing Teleseminars and Webinars:

Remember that your list is made up of people who are deeply interested in a specific subject. There are experts that are associated with just about every topic under the sun and those who are interested in that topic know exactly who there experts are. They will gladly pay to hear what a knowledgeable and well-known expert has to say about a subject that is near and dear to their hearts.

It isn't hard to organize a teleseminar or a webinar. Both events can be organized and executed without a lot of expense. There is, of course, time and effort involved in organizing them.

Teleseminars are less expensive and easier to do than a webinar. The only thing you really need for a teleseminar is an interesting subject, a well-known speaker and a bridge line. You may want to include a recording and then you might want to have that recording transcribed so that you can sell it as another product.

A webinar requires a bridge line as well as some kind of demonstration such as power point and a way for participants to access the demonstration so they are a bit more expensive to do but you can usually charge a little more for participation in them.

Next Step...

Richard Legg is an expert in setting up free membership sites. He uses the 'Freemium' model and makes \$300 per day simply by giving away things for free. He runs regular free webinars where he shows exactly how you can do the same using only free membership sites.

To watch Richard's free webinar, click the button below



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