



# MAKE MONEY WITH MEMBERSHIP SITES

A GUIDE FOR BUDDING  
ENTREPRENEURS WHO WANT  
TO BREAK INTO THE GLOBAL  
MARKET THROUGH ONLINE MARKETING.

**BY DR. DAVIES M. MULENGA**

UNLEASHING THE NEW WAY OF GENERATING RICHES AND  
PASSIVE INCOME THROUGH EXPERT MEMBERSHIP SITES

**“A guide for budding entrepreneurs who want to  
break  
into the global market through Online Marketing.”**

*Unleashing the new way of generating Riches and passive  
income  
through Expert Membership sites!  
Earn Lucrative Income from the Same Customers - Over and  
Over Again!”*

**By: Dr. Davies M. Mulenga**

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# **CHAPTER 1: AN OVERVIEW ON MEMBERSHIP SITES**



## **1.1 Why Start a Membership Site?**

People are willing to pay for online content. In fact, the "Online Publishers Association" said that pay-for content is emerging as a hot revenue model. Business content, personals/match making, and entertainment are the hottest niches. But even smaller niches, like DVD authoring, sports coaching, marketing services, and dieting are producing profits.

You can sell subscriptions for online content with your own membership site? Selling online content by way of a password protected website has become big business. Not only is it fast to set up, but the start-up and running costs are minimal. Work from home entrepreneurs and big businesses alike are tapping into this newfound revenue source.

Less than nine percent of online users currently pay for online content. This means the market is wide open for the savvy entrepreneur. Paying for content in 2004 was more than 5 times what it was in 2005. That's a whopping **500%** growth! Those who capture the market first in their niche will have the obvious advantage and it's an international market, so anyone can play.

One of the great things about starting a membership site is you can take your hobby, specialized knowledge or profession and turn it into a profitable business. Your challenge will be finding exclusive content. You can start it part time but it will likely develop into a full time business.

Planning for and setting your site up for auto-responders, automated sign-ups, credit card processing, automated cancellations, etc is all part of a successful membership website. Starting and running a membership site can be a lot of fun and very exciting, however you need to know what's involved in setting one up, and then managing it effectively.

This whole process can seem a bit daunting. However, as complex as this seems, many companies offer a low cost, easy-to-use software solution. This makes it possible for almost anyone to start and market a membership site at a very low cost.

## **1.2 Membership Sites Today**

The topics for successful member only websites are as varied today as...short people, tall people, buying websites, unusual business ideas, selling stocks, paint ball, 2nd wives clubs, financial, dating, fitness, marketing and countless mentoring and coaching sites on almost every topic imaginable and probably a few you can't imagine or wouldn't want to imagine.

It takes some work and certainly the right tools to set up a members-only website but the rewards (monetary as well as personal satisfaction) can be huge. Whatever you are passionately interested in or very adept at can be the topic of a members-only website today.

One of the first types of membership sites on the Internet was the online dating site. In the beginning, they were mostly populated with nerds, weirdoes and perverts but as the Internet matured the sites became popular among people from all walks of life. They have even progressed so far as to offer pre-screening of members. Most porn sites are membership only sites.

There are membership sites today that cover just about every area of human interests. Some offer informational or teaching material that can only be accessed by site members. Some membership can be viewed by non members but non-members are not allowed to participate in the activities or post to the message boards on the site. Sites that provide information to find work-at-home jobs, for example, can see the listing of jobs but cannot apply for the jobs unless they are members of the membership site.

There are membership sites that provide instruction in such things as how to play a guitar. The lessons are accessible only to members of the site, although those who are not members can view what subjects are being taught in the lessons.

Membership sites usually accept payment for membership fees by credit card or by personal check.