



Membership Profits

- *CHECKLISTS* -

#2 The Membership Ideas Checklist



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Checklist #2

The Membership Ideas Checklist

The Membership Ideas Checklist



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Your very first steps when you're setting up a membership site are to decide on these two things:

1. The topic and niche of your membership site.
2. The model for your membership site.

Use the following checklist to walk through these decisions so you can get your site off to a good start...

Choose a Niche And Topic

First, you need to find a profitable niche. If you don't have one already in mind, then start with these steps to uncover dozens of possible markets:

- Go to marketplaces and check the bestsellers to see which markets are popular. (ie., go to Amazon and check the bestseller nonfiction book list, see what's popular on JVZoo.com and ClickBank.com, etc.)
- Brainstorm a list of markets based on your own problems, hobbies and interests.
- Brainstorm a list of markets based on the problems, hobbies and interests of your friends and family. (ie., You have a friend who restores classic cars – that's a market.)
- Browse a newsstand/magazine rack for market ideas.
- Check what's trending on social media.
- Use a keyword tool and enter searches such as "secrets," "tips" and "advice" to uncover niches you never knew existed.
- Browse news sites for niche ideas.



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- Consider broad, evergreen markets such as:
 - Weight loss
 - Fitness and health
 - Hobbies (golf, fishing, car restoration)
 - Sports
 - Medical problems
 - Relationships and marriage
 - Family and children
 - Caring for the elderly
 - Pets and animals
 - Career
 - Education
 - Travel
 - Home improvement
 - Security (personal, computer, home)
 - Psychology
 - Anti-aging
 - Design
 - Make money online
 - Small business(For each of these markets that interest you, brainstorm niche markets.)

Once you have ideas for markets, then you need to find out if the market is profitable and pick out a popular topic. You can accomplish both of these at once by doing your market research. Here's how:

- Search the market keywords (such as "weight loss") in marketplaces to see what types of products people are buying. Look for bestsellers on:
 - Amazon (including Kindle)
 - ClickBank
 - JVZoo
 - iTunes
 - Google Play
 - eBay



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- Search your keywords in Google to see what the top sites in the market are selling. Be sure to check out the sponsored ads too.
- Flip through niche magazines (such as "Men's Fitness") to see what topics they cover, and what types of products are being sold in the advertising section.
- Use a keyword tool such as MarketSamurai.com to see what people are searching for in the search engines. Pay close attention to buying-related keywords such as "buy organic gardening book."
- Survey your market to find out what they want. You can use a tool like SurveyMonkey.com to create and distribute your survey.
- Visit online communities such as niche forums, Facebook groups and Quora.com to see what topics come up repeatedly.

If you complete all of these steps, it will quickly become apparent what your market wants. You can then create a membership site around this topic.

Pick a Membership Site Model

Now that you know what your membership site is about, you can now pick a membership site model that best suits the niche and your needs.

For example, if you notice that a lot of people want to learn how to write a sales letter, and you can think of 24 lessons to offer members, then you might create a 24-week (six month) short-term membership site.



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Another example: if you're catering to people who want to lose weight, you might offer an ongoing member support forum where you can motivate members and offer advice.

Take a look at these popular models that are based on how and when the member pays you:

The Free Membership Site

Yes, this membership site is totally free on the front end... but then you sell related products and services on the backend. This could be a vault-style site, or a lower end access to your paid monthly membership site.

The Monthly Membership Site

Here's where the site goes on indefinitely, and members pay a monthly fee to get continued access.

The Fixed-Term Membership Site

This is where the membership site runs for a specific duration (such as six months), so members pay a monthly fee for that duration and receive new content until the membership naturally ends.

The Vault Membership Site

Here's where members pay a one-off fee to gain access to a large collection of materials. Typically you will not add new content to this vault but commit to keeping the content updated

The Tiered Membership Site



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This is where members select from different levels of membership (e.g., Bronze, Silver and Gold level memberships), all at different price points.

And here are the different ways you can deliver content:

The Modular Site

This is where you offer training materials which are broken up into modules, which you deliver on a weekly or monthly basis. Members pay an ongoing fee on a monthly or weekly basis.

Example: a 52 lesson guide to starting and running a business.

Example: Monthly Challenges – this is how the [MyNAMS Insiders Club](#) was originally created!

The UPS Site

This is where you send a physical shipment with a collection of resources every month.

Example: a collection of DVDs and manuals for bodybuilders.

Example: menus, workbooks and journals for people trying to eat a vegetarian diet.

The Coaching Membership Site

Here's where you offer group or personal coaching through email, phone, Skype or the delivery method of your choice.

Example: a place where new online marketers can ask an expert questions.

The Community/Support Site



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This is where you set up a secret Facebook group or forum for members to support and offer advice to each other. Naturally, you can and should post as well. Remember you cannot charge for a Facebook Group. Your members must pay for access to another product and the Facebook group supports that product.

Example: a place for dieters to support one another.

The SaaS Site

This is a software-as-service site, where members retain access to software for as long as they remain paying members.

Example: An autoresponder service with monthly fees.

The Hybrid Site

This is a combination of some of the sites mentioned above.

For example, you might have a vault site along with a members-only support forum for dieters.

In Sum...

While it takes a bit of legwork upfront to find a suitable niche and pick your membership site model, these pieces are keys to running a profitable site. So don't hurry through this part of the start-up process!

The most important part of deciding your model...your lifestyle. If you don't want to be tied to your email all the time, an email coaching membership may not be the right thing for you.



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