

Perfectly Profitable Products

"Positioning Your Product For Maximum Profits!"

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1. An Introduction

Starting up a business is by no means easy, online or offline. It's important to know from the word go the advantages and disadvantages of the multiple presentation issues that you have to deal with.

Just this one decision alone could decide the future of your business. Where many jump in headfirst with short term profits in mind, we need to be smarter than that to survive, never mind get rich.

Lets talk about those issues now and lay all the cards on the table when it comes to the ins and outs of the presentation choices available to today's online business.

2. Section Goals.

- To help you understand exactly where to start with your business in relation to the question “What do I sell?”.
- To display the advantages of owning your own product compared to pure affiliate promotion.
- To show you how much more power to earn you have through owning your own products.
- To assist in the development of forward thinking instead of putting all your attention to short term benefits.
- To provide an introduction to resource building techniques.
- To begin to discover what goes on behind the scenes of promotion, and where your real power to hit it big comes from.
- To provide an introduction to quality over quantity and how it's going to allow you to make lots more cash.
- To demonstrate that when you have your own product, your situation becomes fluid, and not only gives you the power to promote future products but gives you one heck of a bargaining chip too, making your job of promotion much easier.

- To give you an insight into why people fail to create the business they desire by thinking that promotion of affiliate programs is easier or even possible without being able to create and successfully promote their own products.

3. Affiliates Vs Your Own.

3a. Welcome.

Welcome. I'd like to talk to you about all the advantages of owning your own product and why creating and releasing products of your own should be a high priority, and of course how this compares to promoting other peoples businesses through affiliate programs. By the time we're done here you'll have a clearer idea as to where you're going with your business and why you're going there.

3b. The Choice Is Yours.

Ok, first things first. How do you choose? The answer in itself is quite simple, and I have always believed that creating your own products does something very important for you, and that's give you the means, the opportunity and the resources to promote affiliate programs to haul in extra cash.

Promoting other peoples products is all well and good, I don't have a problem with doing that at all, but to get to the point where you can do this well, and do this confidently you need a good base, and that base is your own products. There are two big ways in which your own products are going to help you get some meat behind your marketing.

First off, they're going to start getting your name around and start building your online presence. If your customers know you, and have known you for some time, it's more likely they'll buy from you again

when you either launch your next product, or you come to them with a recommendation of some sort through an affiliate program and other people's products.

This is all part of building your brand, and even though it is a much longer term concept than initially bringing in cash, it's also very important and will make a big difference in the future. It's imperative that you get this right now, as further down the line, you will reap huge benefits.

Imagine for a moment, that you're creating a product to sell, and all you've ever done is promote affiliate programs. It's going to be hard to hit home about your expertise and the reliability of your product when putting together a sales letter.

Another point here is that generally, through the promotion of your own products and joint ventures, you're going to make contacts. These contacts are extremely important to you, but when you have nothing to contact them about in the first place, it's kind of hard to get in with a group of people, unless you wait for them to come to you, which of course we don't want to do, or there's no telling how long it's going to take.

Secondly, and most importantly by far, is it's going to build your resources. Look at the kind of things that you can do with your own product, and your own website that you can't do with affiliate promotion. List building is one heck of an important area that's made easy simply

by offering follow-up to your product that increases sales in the short term anyway.

There's more though, in fact there's a lot more. The earning capacity of owning your own product is immense, and the flexibility it gives you instantly, and far down the line into the future cannot be matched by affiliate promotion on it's own.

Lets look at a couple of scenarios that are going to make a huge difference to the amount of cash that you bring in every week that can be done highly effectively with your own product. The reason I want to do this, is to really reinforce and push home the advantages you will have as an online marketer when you own and promote your own products and services and why, if you haven't done so, this should be a top priority.

3c. Lost Potential.

One. Lets start by looking at the ways in which you may come to promote your products initially, and in the future through the use of joint ventures. The first thing that springs to mind right away is simply offering higher commissions and free product to e-zine owners and marketers with their own personal lists. In this most basic form, it's amazing what you can achieve by giving your product away.

The great thing about this is, although it's really simple to do, it works

brilliantly. You'll have access to huge numbers of people through the lists others have gathered. Some don't even allow advertising and use their list as a personal tool for their own products. These lists are usually highly targeted and very responsive. It's not easy to come up with the means and methods needed to tap in to this powerful resource when you don't own your own product.

Having complete control over a product of your own also allows you to carry out other joint venture like operations to increase initial profits. As well as deals and giving away your product to gain access to these lists, there's a whole host of other ideas you can use.

Having your own site provides your business with great malleability from the start. You can personalize certain areas to cater to particular marketers lists, not only increasing response rates, but this also increases the chance that your JV offer may be accepted. List owners like to give something special away to their customers and contacts. This is something you have the power to do with your own product that you won't with affiliate programs.

It should start becoming obvious to you now how much more power you have with your own product. That little bit of extra work and investment throws the doors wide open and gives you a lot more to play with in the short term, and in the long term, which is the next point I'd like to show you.

Initial profits isn't the only thing to think about of course, there's a lot more going on behind the scenes with your own product. That's building

your resources as a business owner that will allow you so much leeway in the near and far future. First up, I want to talk a little more about how the 'you brand' is being built. That's people starting to recognize you as an online business owner.

3d. The You Brand.

There's a lot more to this than meets the eye. Understand that you're not going out plastering how much you earn and how successful you are all over your sales letters. Although this can indeed be very powerful, when you're just starting out something a lot more powerful is going on here. You're going to these marketers and offering them your product for free, and higher commissions and in return you're getting a whole lot more than just some quick cash.

The messages they're sending to their own personal and private list that you wouldn't have had the opportunity to reach promoting affiliate programs on their own, are telling their subscribers, that trust the reputable list owner that your product is good. They're saying 'look at this great product, buy it' and subscribers will listen. Suddenly you find you're getting endorsements from well-known and trusted marketers. This far more powerful than any initial sales you might make.

Having other people build your brand for you, telling the people that trust them to not only buy your product but to trust you too eliminating some of the biggest problems that arise in customers minds before they even hit the sales letter. "How do I know I can trust this person?" It's

safe to say, once you've answered that questions initially, you won't have to do it again unless you happen to break that trust with bad moves further down the line.

One heck of a powerful tactic that's going to benefit you right now, and in the future. No single five thousand dollar sale is as valuable as being trusted. People will tell other people about you; the word will get around, and when word of mouth starts happen like this in a positive way, it can only be good for you, your business and your profits.

If you had any doubts that you wanted to create your own product, I'm going to guess they're starting to evaporate into thin air. There's more though. Now I want to talk about the kind of things that are happening aside from initial profits and the building of the 'you brand'.

3e. Beyond Profits.

So far your own product has allowed you to earn more initially, simply because of the flexibility you have to do pretty much what you want with it. It's also built your brand and introduced you to new contacts you wouldn't have been able to make with affiliate programs and it's built the trust that others have in you. All of this that wouldn't have been possible if you had decided to go down that affiliate program route before establishing yourself as a somebody.

Something else is going on in the background here. Something that on the surface seems like old news, but it's not. It's far from it, and what

most people don't even realize is the humongous effect this can have on their business. It's that whole quality over quantity thing. In this case it really applies. What am I talking about?

Ah you guessed it. It's building your own client list for you, but in a very special way. Forget going out and buying leads and stuff like that. This is different. The deals you've been able to make, the ad swaps, joint ventures, product giveaways and special sites you've set up have all lead to something very important, not just a bigger list.

In this case, we're talking the quality factor. Quality over quantity. All these people that have already heard about you, and know how good your product is are going right onto your list when they visit any of your sites, subscribe to your list, or the follow-up series. This is what I'm talking about. Gathering really meaty ammunition to use for future products.

What you're getting here isn't just a normal run of the mill addition in size to your list. What you're gaining is pure gold, and that is solid, targeted, pre-qualified future customers that already know to trust you, because they've been told by their list owners and very respectable marketers to trust you.

This is massively important. I've had ads that I've paid to go out to e-zines with seventy or eighty thousand subscribers and upwards that have brought far less of a response than an ad that goes out to five thousand people on a respected list owners list.

Now this is where it gets interesting. Do you see how already, even though we've just briefly looked at what you can do with your own product that you've already gained a huge ability here to promote affiliate programs and future products? This isn't about the numbers at all; we're talking a select list that's going to be highly effective for you simply because of their previous experiences with your business.

It's when you get to this stage you can decide whether or not you want to go ahead and just promote affiliate programs, just create and sell your own products, or both at the same time.

The most important things here are your resources, and what I'm showing you with all these examples is just how wide your scope can be with your own product. There are all sorts of opportunities to be had, and deals to be made that are to your advantage, both short and long term.

See how your situation is a lot more fluid now? Things are getting good, and it gets better too. There's a whole host of things you can do to further your business with your own product. I like to look at promoting your own products as dynamic, simply because of the many choices and opportunities you have to promote, gather resources, make contacts, increase list size and quality, build brand, and a whole host of other profitable gains that come from this. Affiliate promotion is far more linear. Promote, get profit.

3f. Beyond Direct Promotion Outlets.

Now we get to the good part, where your situation gets even more fluid. A big part of your owning and promoting your own product is setting up an affiliate system, so the established marketers, or those with a good list out there can promote for you. This brings even more resources into your lap for future promotion.

There's some very important factors about running your own affiliate program that I see many people fail to notice or even implement on a daily basis, that if nurtured correctly, will see you and your business through many products and very profitable times. The first thing to keep in mind is that your resources have grown once again. This is very important. Notice when I talk about resources here, I'm not talking about random quality leads that you purchased or anything as weak as that. Oh no, again this is far more powerful.

Something that you may have noticed many of the big and successful marketers have in common is that they have a quality affiliate base. Just like your list, something you can't gather if you start off promoting affiliate programs. An affiliate base is very important. They're just like the big contacts that you may make through joint ventures, and their promotion power can be immense.

Once they're in your system, or have bought your product and promoted for you as an affiliate, that's it. Unless you do something drastically miss calculated or unethical to break the trust, they're going to promote for

you again and again. With your own affiliate systems in place to support your product, again, you're going to get a lot more in the way of initial sales, due to the fact it's far easier to have an army of marketers promoting for you than it is to try and sell a product on your own, but also, these guys are here for good.

Keep releasing good products, and they will stay with you. Don't forget them, they are pure gold, and you can take advantage of this fact in a number of ways. Special promotions, special deals, increased commissions for particular periods that you may offer through a broadcast, and so on. Once again, you have a much better opportunity here, and a much more dynamic situation that you can do with as you please, when you please. As long as it pleases your affiliates too.

These affiliates are the guys with the lists. Your promotion power. Not only that, but this is where things get better for the fourth time. Once your resources start growing, the people on your list, and also your affiliates are going to start coming to you with joint venture offers, introducing you to new contacts, and so on. See how there's a huge snowball like effect going on here? Something that you'll never see if you promote affiliate programs before you're established.

Ok, I think that's enough with the examples right now. I could talk about what you can do with your own product for days, but I won't. That's enough to really show you what I'm getting at and the kind of advantages you can put yourself in front of.

What I just took you through, as I mentioned earlier is an overly powerful snowball effect that you'll be able to see when you get your own products up and running. Whatever you do, if you're not established yet, and don't have the resources like we talked about above, don't start promoting affiliate programs yet. Get your own products out there at least once along with this course. You'll be much happier and more successful for it.

3g. The Exceptions.

Now, there are people out there who promote affiliate systems really well, and very rarely release their own products if at all. You might be wondering how they did it, and why I'm telling you not to do it. Well, the answer is simple. If you look back in their marketing history, it's likely that they already have all these resources in place, and can sit back and promote affiliate programs to their hearts content, and bring in tens of thousands of dollars a month just doing this alone.

Remember, above all that your own products are your vehicle to increased resources, a much more powerful and trustworthy brand for yourself, a list of much better quality, more and better quality contacts to perform and exchange joint ventures with, and most importantly, an army of affiliates. Put all those together, and you have one heck of a solid money making system right there.

Don't worry if you're thinking "But I don't know how to create my own product" or "But I don't have the money to build and start selling my own

product", I'll be showing you exactly how to overcome this in the upcoming reports, and of course how to come up with folders full of ideas for your own products that you can create and sell.

In the big examples above, your own products are the harvesters of resources, and give you the opportunity to promote other peoples products successfully. Commit that snowball effect to memory, because if you really do follow this course and what we're telling you, that's where your business is headed for in the future.

4. Summary.

- Later, we'll talk specifically and in depth about how to create your very own products, which in effect will snowball, leaving you with a folder full of concept ideas and future products. This is in a few steps time though.
- Lets talk right now about the advantages of owning your product, and why creating products of your own gives you supreme promotion power compared to any other method of marketing out there.
- Creating your own products gives you the both the means and the opportunity to promote affiliate programs at a later date to haul in extra cash.
- So what are the advantages of creating, building and launching your own products? Well first off, something as important as your sales is your brand and your trust rating.
- Although building your brand is a much longer-term prospect when compared with instant affiliate cash it's even more important for many reasons.
- First up, it's going to be far easier for you to convince people to buy stuff if you're launching your own products. If your products are quality, people will trust you, when they trust you, they listen, when they listen, they buy your stuff.
- Second is the persuasion and demonstration of your expertise. How do you prove that you're a success when you're only promotion affiliate

programs? It's possible, but far easier when you have physical proof and other people's words about your own products.

- Third is your promotion power. You'll see this demonstrated later on in even more detail, but for now, all you need to know is that your own products are going to bring you contacts with their own promotion power, and each of you working towards mutual success, it's far quicker and easier to succeed than doing everything on your own.

- Fourth is the most important aspect of building your resources. Think about the control and power your own products are going to give you. The ability to build your list for free, have a bunch of people promoting your stuff, building contacts and pulling in lists of long term customers that will buy from you again and again. Can't beat that immense combination for profits.

- Lets look at some scenarios that that are going to make a huge difference to the amount of cash you're able to earn relating to owning your own product to re-enforce this idea of your own product equals quicker, easier, and often more profitable success.

- Firstly, lets pay attention to the non-monetary aspects of owning your own product. Things that you are able to do that are going to really pull in the sales without having to spend any of your hard earned cash. Giving stuff away is the first thing that comes to mind. Giving your product away to score deals and promotion power that you wouldn't normally receive when you don't have anything to give in the first place.

- How about more examples, giveaways to private list owners, e-zine owners, higher and special commissions for heavy hitters and other advantages along these lines. There's a whole host of these ideas that

dramatically increase your income that you have the power to carry out with your own product.

- Even more examples of malleability for you. You can personalize particular areas of your business to cater to specific marketers lists or customers, further increasing the response rates to your promotions, plus giving you more chance of even being accepted for deals such as these in the first place.
- It should be glaringly obvious already how much of an advantage having your own products holds against starting out trying to promote other peoples stuff.
- Going back to building your brand through your own products, there's a lot more to this than meets the eye. You don't have to be earning millions and plastering it all over your sales letter for this to work. Although it's very powerful, you're doing something even more effective by opening up your marketing avenues through other peoples prospects, and that's saying to a marketers list hey, look, the person you've been buying from that you already trust trusts me. The subscribers will love this.
- It's safe to say that once that you open up this avenue, the biggest question on peoples lips before buying anything from you 'can I trust this person, what they're telling me and what they're selling me?' will be answered.
- This is a really powerful tactic that's going to benefit you from day one and far into the future. No ten or twenty thousand dollars worth of sales overnight is as valuable for your income as being trusted and known by a wide audience.

- Something even more profitable is going on in the background here too. The widely known but rarely used quality over quantity aspect. Through the deals that you've set up, and through these people hearing of you and your products, and trusting you, you're being granted the power to gather meaty amounts of ammunition to promote future products through the building of your list, again something we'll talk about in detail later.

- What you're getting here isn't just a run of the mill addition to the numbers on your list, but pure gold, sheer quality, solid, targeted, pre-qualified future customers that are going to buy your stuff through that simple concept of brand and trust.

- Do you see how already, even though we've just briefly looked at what your own products do for that you've already gained this massive ability to make more money than those out there trying to get rich through boring old e-zine ads and last decade marketing methods promoting other people's products and services?

- Now it gets good, and your situation gets even more fluid, because you have the power to have masses of people promoting for your through your own affiliate system tied to your products. What could be better than hundreds of people working to make both you and them a whole lot of cash?

- There are people who just promote affiliate programs and do this really well, how did they do that? You might be wondering why I'm telling you it's best not to do that if this is the case, the reasoning is this: If you look at their marketing history, you'll find that they already have

resources in place to be able to pull this off so well, not all, but many of them from their own products.

- Do you see the snowball effect of your resources already beginning to build each other? This is a big part of online business.
- Do you want to create your own products right now? Lets do it.

5. Goals Of This Section

- To begin to discuss the intricate differences between single sale products and membership products in relation to your business.
- To discuss the advantages and disadvantages of each one to increase your chances of success dramatically from the outset.
- To prepare you for what lies ahead with each choice, and to show you that there's more to consider than what lies on the surface for each option.
- To assist you in selecting a delivery type for your product or products, now and into the future using an educated decision making process where others are in the dark.
- To show how you can avoid the top mistakes made by marketers that decide that they want to start membership sites, some so devastating, you might find yourself in the same place in five or ten years time if you fall into this trap.
- To introduce the tools needed for managing each site type, and to show you that they aren't as different or as challenging to master as some may lead you to believe.
- To talk to you about my personal experiences with each type of presentation, and to give you a heads up so that you can prepare in advance using some of this hindsight and gain an immediate and distinct advantage over those coming after you who do not have this knowledge.

6. Single Sale Vs Membership 1.

Greetings, and welcome to the section where we'll be talking about membership sites, and single sale sites, the pro's and cons of each, and just what it takes to create each of them. This will allow you to make an educated choice for your product, and chose the most profitable option for you.

The reason I'm writing this right now is because of my personal experience and general attraction to this subject. In the previous reports you read a little bit about the very first site that I set up, which was an ambitious first project, an all singing all dancing membership site. When creating the site itself, I didn't realize how much of a challenge it would actually be, the time spent working on it dictated by the content and involving a lot more maintenance than the single sale sites set up since that first membership attempt.

A lot of what we're going to talk about depends on many aspects of your business. It depends on your product, it depends on your customers, and it depends on the type of income you want. It depends if you have the budget or the time to create and maintain a membership site compared to a single sale product. For this reason, we're going to keep this report as concise as possible, with clear sections that will discuss a single aspect of each method at a time. At the end, once again, it will be totally up to you which one you select, and the knowledge gained through this report will help you to do so, quickly and easily. Most importantly however, this is another one of those choices, where there's pro's and con's. This is very often the case with online marketing. There

is no right answer, just pro's and con's to each one. It's up to you to make that choice. So lets get started.

6b. Time Constraints.

First up, lets look at the time it's going to take you to create each product type. We'll get into talking about resources and actually gathering those resources later in the report, so if I mention anything that you're not sure about right now, don't worry, because it's fully explored in later sections, resource by resource.

First, looking at single sale. Often, single sale is actually far quicker to create than a membership site for obvious reasons. Excluding the product itself, the general methods single sale are the customer pays, the customer downloads. It's as simple as that in most cases. All that's left to do with a single sale product is create your resource gathering methods for each resource, your list, your affiliates, your customers, your long term customers and your joint ventures, and obviously follow up and your sales process, a sales letter, a download area following payment and there you have it. Your single sale product.

Now when it comes to membership sites, things are a little different. You still have your sales process, you still have your sales letter, you still have your resource gathering tools and your members area. The problem comes with maintenance.

Like we mentioned earlier, it very much depends on your product, but the general rule is single sale is harder to create, and membership sites are harder to maintain. It may not seem like that now, especially if you've never created a membership site before, but the more complex a project and the more aspects it involves, the more things can go wrong.

Setting up wise, a single sale and membership site aren't all that different, aside from the obvious change of reoccurring incomes from a membership site, which often isn't much more hassle than setting up your affiliate program and payment processor to handle these things, but to get the full picture we need to think ahead a little.

Going back to the previous example I gave you about my first venture that was packed with scripts and software and bundled as a monthly membership, there is a lot more to it than just the set up. Remember with single sale it's sell, download, bit of customer service if needed, and that's it.

With membership sites and their recurring incomes, packed full of members that expect high standards from month to month, expect to have to carry out regular updates, especially if the content isn't pre-written, or you're selling monthly access to software.

Things go wrong, new software is released; think about what you're actually doing here. Especially if your membership site comprises of software, it's not just your information and marketing tools and notes,

and feedback that you're looking after. If something goes wrong with any customers' service, you'll need to fix it.

When updates are regularly being released, and customers are paying a recurring income, it's not unusual especially with software again, that you may have to bring in programmers to fix problems, you may have to update scripts regularly, even the look, or the layout, and even keep updating the content to keep ahead of your competition and keep your members interested.

Even if you're not selling software, this can also be the case for affiliate systems for example. If your recurring affiliate system makes an incorrect calculation somewhere along the line, unless you're a programmer yourself, or know one, it's likely going to require outside work.

Meanwhile, while all of this is going in within the membership site, what's happening with your single sale products? Well, people are reading the sales letter, buying, downloading, and possibly requesting customer service. There is minimal maintenance. Even if something goes wrong with your affiliate script to tie in with the previous example, because people are only earning one time commissions, it's super quick and easy to fix compared to a bunch of scripts being updated, and having to search through data that is still live and fix any problems affecting the system whilst everything is still going on.

Now I know this might seem basic, this might seem obvious, but it gets me how many people start up membership sites thinking it'll be a breeze, and admittedly, from the outside, it does look like a breeze. Many aspects of a membership site nowadays can be automated, which is great for the owner of the site and the members, but there is still far more maintenance work to do with membership sites than there is to do with single sale sites for the reasons given above, and some of the problems that arise are often harder to deal with in a live recurring membership environment than in a single sale environment.

Let me give you two examples now coming from the experience that I've had to demonstrate just this. The differences look small, until you look at them closely and realize just how much more work a membership site can be.

6c. Single Sale vs. Membership: The Risks.

Example number one. Starting with the single sale site. You go to bed one night, a bunch of customers buy your product while you're sleeping, but the download link goes down, so they contact you via e-mail, or call you and wake you up in the middle of the night to get a fix in. Simple, you wake up, you discover the problem, and fix the link and all is well. Customers download, you apologize and explain, and everyone is happy. You have your single sale money, the customers has the product.

Now let's look at this example from a membership point of view.

Remember, compared to single sale sites, often the services presented by a membership site are vital to the running of a business. The tools are often reoccurring and live, and often consist of software that even just a few hours of down time can be hurtful to a business, whether it's an investment tracker, or ad tracking, or auto-responders, hosting or even an info course following a schedule.

Can you see already how much more devastating losing control of a membership site is just for a few hours. Even if you pull off a quick fix a few hours after the problem has arisen, you may have disrupted the members business, their investing, their websites, their tracking, or even taken up the time that they put aside specifically to follow your course, something they now can't do because their two hours a day of free time in between kids and work is now gone.

Whatever your product, with a membership site comes much more responsibility, because the product isn't sell and forget. It's constant, and you have to be ready for anything at any time, and to fix it quickly to prevent disruption to the users. If you disrupt the users, what are they going to do? Cancel their membership. Reliability is the key for sure, but as you'll find out if you set one up, not matter how well you plan, things can go pear shaped and devastate numbers quickly if you're not careful severely affecting your income.

So you see, on the outside, it looks very much like single sale and membership aren't dissimilar, but when it comes down to it, their inner workings are really very different. Stay with me though, I don't want to put you off either one until you have the full story, and I don't want

anyone opting for the easy option if it's going to make them less profit than the more challenging road. There's a lot more to discuss as of yet.

6d. Money Talk.

Ok lets move on to the monetary aspects relating to single sale and membership sites from the point of view of the business owner, you. Lets begin by looking at how you're going to be paid. To state the obvious, with single sale sites, you get your cash right away. People pay you, download and the money lands in your bank account. With membership sites, people are paying you each month, or each week, fortnight or year, whatever your recurring income I set at.

I remember a time not so long ago when there was a rave about membership sites. Recurring incomes are best is pretty much what was hammered into us for a while, something you might remember if you've been around for a few years. A phase of membership site hype if you will.

Of course they were correct. Something a membership site gives you and a single sale product doesn't is a bunch of recurring money, month after month after month, landing in your bank account as a reward for the quality of your service and relevance of the tools for the members. This is the reason that I originally went for a membership site during this phase. After all, once you have the customers, they keep paying you. It's not like you have to go out and sign them back up and sell to them again every month.

With this advantage comes a price of course, and something that when the whole membership hype phase was going strong a few years back, people failed to realize, and that's membership sites themselves are often set at a lower price than single sale products. Again, we said earlier how this depends on your product. There were all sorts of stats popping up on how long members stay in membership sites. I heard one was an average of seven months, but from my experience, this is actually much greater. I've had people with me for two years plus, and some are still with me five years later.

However, keep this in mind. If you're creating a product, look first at how much you would charge through a single sale site to gauge whether this is a viable product for a membership site, where the majority of members will not still be paying you two years later, and you'll be able to see whether or not the membership option is a viable one for you.

6e. The Viability Of Membership.

For example, let's say you create a massive guide on how to be the best fisherman in the world. You pull a thousand plus pages then go on to record the audio. It's huge, it's big, and it's quality, in fact it's the best you've ever seen. When you come to looking at a price, you decide that a thousand dollars would be about right. Don't worry about how I pulled that price out of thin air; pricing strategies are coming up in a later section.

So you've created a high-ticket item. The first thing you need to think about is are you going to get your money's worth if you're creating a membership site? More often than not, membership sites are comprised of several different aspects, and not just one product. Four or five medium sized aspects is all that's needed, but when it comes to placing a high ticket item inside a membership site like your thousand dollar fishing product, let's look at what happens.

Let's say each member stays with you for a year, because your site and your fishing course is just that well created, it beats anything else out there. If you do the math, you'd have to charge them \$83 per month, per member, and keep every one of them interested and learning for a year. Have you ever paid \$83 per month for a membership site?

Spread this example over two years and you have a much more reasonable \$41.50 per month, but let me tell you, unless your product is majorly higher than average in quality it won't be easy to get a majority of people to stay that long. Again, it's down to big maintenance times and lots of updates, keeping things fresh and keeping people paying.

Now going back and looking at single sale, for each sale we're pulling in one year's worth of membership profits. It's quicker, it's higher priced, it's a premium product, and you know you're going to get your money's worth. So my advice here is when producing a very large, very valuable single product, use either single sale or limited membership. Limited membership we'll talk about in a moment, but for now, understand to

avoid selling single high priced products under a standard, ever running membership tag if you want to get your moneys worth, and fast.

6f. Maintenance Vs Proactivity.

The next thing we need to look at and decide is, is your product even suited to a standard membership site? Excluding pricing, what about the length and the way it's going to be used? For example, if you wrote a 500 page course and decided to sell it, are you prepared to keep writing, and keep updating that membership site over and over again after your content runs out to keep people there? This is why a majority of the membership sites out there contain software instead of content, because it's far less maintenance.

What would you rather be doing? Creating new products, or creating new content over and over again to maintain a membership site?

The basis of it is out of all the people I met at the start of my career back in 99, the ones who have been the biggest successes have moved forward and incredible paces, created new products and numerous sites. The ones with the membership sites without established and big resources to promote them were either slow to start and progress (i.e. me) or are still maintaining their sites instead of breaking new ground. This is easy to do with membership sites, especially when you're starting out and your resources aren't developed enough to pull in a big membership base immediately. Because of this fact, the recurring income that looks so good to start with is slow to get off the ground, and

you're left maintaining a site that can take years to make the money that a single sale site would have made you in a matter of months, or even weeks, money you could have used to plug into further development of products and promotions to build your promotion resources. We'll go into more detail about this later, but for now, all we need to be doing is understanding how the time investment and income works. Anyway, I digress, lets move on.

6g. Flexible Memberships: The Low Maintenance Option.

Now a moment ago we talked a little bit about if your product suited to a membership site, i.e. is it long enough to sustain long periods and bring you the returns that you want? You may have noticed already that a lot of the differences between membership sites and single sale are pure presentation, how you present your product, how it brings you the cash and how quickly you can put that to use using the time you have remaining.

This is no exception. If I've put you off membership sites so far, this is where they start fighting back and rearing their best sides. First off, I want you to think about the flexibility you have to present. A membership site doesn't mean something that you'll set up and leave running itself forever, at least it doesn't have to. Of course I'm talking about limited memberships.

Rather than limiting the number of users or members as the name might

suggest, the change is much larger than that, and offers your product over a set period of time, through which the members pay you a recurring income until that time is up.

This is an excellent choice, and a good mid way between an everlasting membership site and single sale products, and is often the choice for the sale of information, or set courses. This one for example. If we didn't go single sale this would have been the choice. Not only does it allow those who can't afford to pay up front all in one go to get their hands on it by paying smaller installments than they would with a three month pay plan, or even straight up front selling, but it also ditches the maintenance too. You're not constantly updating or improving the content, you don't need to. It's a set creation, a set piece if you will. Limited membership is just an alternative form of presenting a high ticket, single sale item, ideal for info product sales without the maintenance, and without the worry of ever running out of content to sell.

So why would you create a limited membership site out of the single sale product, when you could just make it single sale for the full course and pull in all the cash anyway? Well, high-ticket items, single sale products are often high in price. Anywhere from \$200 up to \$10,000 and sometimes even more.

A limited membership allows for three things. First, it gives the power of the trial. It's not easy to get people to commit to a high priced product, if they're not bombarded by proof that it's the best out there, and even then, some can be wary, especially if they haven't spent this much on a single sale product online before.

The limited membership allows you to overcome this by offering a trial for the first section. It eliminates a massive amount of risk and boosts the confidence of the customer in you, furthermore it allows them to experience your work first hand before shelling out what is a large amount of cash to most people, something that even three or four installments for a high ticket item cannot achieve.

The second thing the limited membership allows you to do is establish a relationship with your customers. Turning first time customers into long-term customers has been and will continue to be a big focal point throughout this course. It's something that allows you to profit again and again from the same resources without having to go out and acquire more every time you launch a product.

Have you ever bought a single sale product, downloaded it, and just maybe had a glance, had a little look, and then put it aside and moved on? Well that's something that goes on a lot with single sale items, especially those that aren't particularly expensive. Of course if you spend a thousand dollars on something, you're likely to use it for a long period of time, but when spending a hundred, two hundred, it's all too easy to lay something aside and forget about it.

Within limited membership, because you're effectively getting your product in installments, you begin to make a connection with the seller. You get to know a little about them, you follow their course, and through each installment, the connection and trust grows stronger and stronger, something that you don't get with smaller ticket single sale products.

What happens when you've made a connection with your customers? Well they begin to feel like this know you, they trust you, they'll remember who you are because they've been receiving your product from you over a sustained amount of time, and this in turn paves the way for turning these customers into long term customers. They'll be more receptive to further offers, they won't forget you in a hurry, they'll begin to trust you and your products, and what's more they'll buy from you again and again in the future if they enjoyed this first installment. It's a pretty simple process, but using this method, but as you can already see, through that long term connection you make is very powerful, and after the first few installments, you're no longer just a random person trying to get their money. Establish that connection, it's immensely powerful.

We'll talk more about establishing this connection with your customers later, for now though all I want to demonstrate is that it is easier to do through limited membership than single sale, without having the often large maintenance and unsuitability on a per product basis of the full blown ever lasting membership site, something to keep in mind when selecting from these three options.

The final advantage of this type of membership site is flexibility. Imagine you're selling a single sale product for a thousand dollars. What kind of flexibility do you have to choose when to claim your income? Not a lot, people buy, you receive the money end of, but if you're looking for a reoccurring solution the aspect of flexibility is extremely powerful.

Lets look at those limited memberships to start with. So you've sold your trial for the first section of eight for example, and your customers loved it, they know you, they know who you are, and they begin to trust you at this point. It's immensely easy to sell something to people who have bought from you before compared to those who haven't bought from you or experienced your products. We can use this here.

So your trial has gone out and you've gained the trust, but something comes up, and you decide you want that new car more quickly than you thought, or you plan another project that takes a lot of money, software development for example, and you can't afford to wait that eight weeks for the whole cost of the course.

So now you have the trust, you don't have to wait. In my experience, simply sending an e-mail to a people currently running in your membership site and saying something along the lines of 'Well, you've had part one, and you loved it, why not get instant access to whole course immediately? what's more, if you purchase the complete course in it's entirety now, we're going to knock ten percent off the total price for you'.

You see, playing on that advantage of the trust you've gained after the first installment, you have the flexibility to be able to go all out on the customers now. They know you're for real, they know your stuff is good, and they'll only be too glad to get hold of the course they were going to do in it's entirety anyway for ten percent less, and what do you gain?

Well you gain the ability to pull a large amount of money up front if you need to, which is where the flexibility comes in.

See, when something is single sale, it pretty much stays that way, but batting for the membership site, when you have a membership site, the people running through that site know and trust you, and you quickly pull a lot of sales through this type of offer, which in all actuality is turning your limited membership site into a single sale product.

Here's an example of how I put this to use in my original site. The membership price was \$15 when I pulled this off for the second time, and I decided I wanted a laptop. The last time I tried this I had a few active members but not many, so not realizing how powerful this was due to insufficient stats and experience at the time, I went and offered my now larger customer base 25 places in the year prepaid membership for \$180 with a twenty dollar discount at \$160 if they pre-paid. I went to bed fully expecting to pull five of these sales off and buy a new laptop in the morning. Well, I woke up to an inbox full of orders, and I actually had to increase the total number I was selling, and send out a frantic 'All places filled' mail when I woke up. The final result? Enough for five laptops totally by mistake. Oops.

This is how I personally learned of this power, something we'll talk about later in several sections relating to different aspects and methods of online marketing.

6h. A Final Word.

Congratulations, you now have an excellent base and should already be starting to see some of the pro's and con's of each choice, there's more to come, but by now you should be forming your own ideas about how you're going to present your product. Remember, there's no right answer in this particular section. It's about gathering the facts, and making an informed decision relating to your product that is going to be the most profitable. I fully expect some readers to go different ways and select different methods. None are wrong. Pick the one that best suits your business and preferred management style.

7. Summary.

- Greetings, and welcome to the first section of single sale vs. membership, where we'll be looking firstly at these two very different methods of creating products culminating in an educated decision by yourself as to how you're going to present the product that you're working on right now.
- The reason for me writing this section, and why I enjoy writing and talking about this so much is my previous experience, my very first site was an ambitious script and content packed membership site, which is why the info I have to for you will provide real life and valuable hindsight and ammunition for your decision.
- Much of this subject relies on a lot of factors. It depends on your product type, it depends on the type of income you have, your budget and the amount of time you have to spend at your computer working. As everyone will have different products coming from their ideas, I can't make this decision for you. Lets take each factor one at a time and discuss them in turn to assist you in this all-important decision.
- First, the time it's going to take you to create your product. When setting up a single sale, things are nice and straight forward and often making them easier and faster to create excluding the product itself.
- The customer pays, the customer downloads. This is all straight forward single sale usually is. All that you have to do is set up your resource gathering methods, for your affiliates, your list, customers, long-term customers and your joint venture prospects. Create your

follow-up, sales letter, payment processor, download area and that's it. There you have your single sale product.

- When it comes to membership sites things are slightly different. You still have your sales process, you still have your sales letter and your resource gathering tools, but the one big difference here is the maintenance factor.
- Again, it depends on your product, but the general rule is single sale is harder to create, and memberships are harder to maintain. As you can see, when setting up a membership, not a lot has actually changed, and on the surface membership sites look just like single sale sites, which is why so many underestimate them and then find themselves in over their head (i.e. me five or six years ago for example).
- Going back to the previous example about my first business, while the set up isn't very different aside from reoccurring commissions, which isn't exactly hard to do aside from flipping a switch with your payment processor to turn them on, there's more we have to consider to get the full picture.
- It's a fact that members paying a monthly fee expect consistent quality from month to month. Aside from standard customer service which comes with all business, this long running quality may include new software, updating tools and software, updating information and so on to keep your members and stay ahead of the ever developing competition, something that with single sale is resolved by releasing multiple products, but through updates when looking at memberships.
- Another aspect of this, again, depending on your product is things can go wrong. With a single sale product, it's a case of fix it and you're

sorted. With memberships, and especially with software you may have to bring in freelancers to fix problems, which is sometimes far from a quick thing to do.

- Even if you're not selling software, if anything goes wrong with your affiliate system, fixing something like this with live, non stop updating, reoccurring commissions is not the easiest, and not the least stressful job I can think of. One simple incorrect calculation can bring the whole system down.
- Whilst this is going on with your membership site, what's going on with the single sale site? Well, the problems are fixed quickly, the customers are reading your sales letter, buying, downloading and going on their merry way. The only maintenance is minimal customer service if your product is of a high standard.
- I know this might seem obvious or basic, but it gets me how many people start up membership sites thinking it'll be a cakewalk because they've been all over single sale for a while thinking it'll be a breeze, and admittedly, when looking into this for the first time, it does look like a breeze.
- Nowadays membership sites can be fully automated in most cases, but there is more to think about when it comes down to maintenance, and some of the problems that arise are often harder to deal with in a live recurring membership environment than in a single sale environment.
- We also have to consider how devastating these problems are. A slight delay in the members area of a single sale site is bad, but easily fixed, and with a little patching up, an apology and a personal mail to

those affected, all is well. With membership sites, a few hours of downtime when the members are relying on you for essential live tools to run their business, or even following a timetable that they can't deviate from because they're so short of time, whatever the reason, problems can be devastating because members will lose trust, and they will leave and head straight for the competition. We'll come back to this soon, but for now I just want to demonstrate the differences of the inner workings of each choice.

- Moving on to the monetary aspect of things, from the point of the business owner, (that's you). Looking first at how you're going to be paid. To state the obvious, with single sale sites, you get your cash right away. Customers pay, money lands in your account. Easy enough and with membership, your reoccurring income does the same, month after month, but this relies on you keeping your members right where they are to keep receiving this money, money that especially for a high ticket item you would have received up front with single sale, instead of opting to keep people paying you month after month, only to exceed the value of your products after several months, or even a year and upwards.

- In my experience, it's very hard to keep people in a membership site for longer than a year, even when you've done everything right. People move on, do new things, get bored, change their minds, and go in different directions all the time. For this reason, once you've decided on your product you need to ask yourself, 'If I were to sell this as a single sale product how much would I charge?'.

- Take that figure and divide it by twelve. Do you make more or less than you would have charged single sale, and would your membership price have to be ridiculously high to recoup that money? This product for example. \$1000 split over 12 months is \$83 a month. I don't fancy

trying to keep 200 people in a membership site for 12 months at \$83 per month compared to the single sale option. Even by today's standards, \$83 is a lot for membership sites relating to online marketing, \$15-\$45 per month being the most realistic figures to avoid your potential customers saying 'Wow that's an expensive monthly subscription'.

- The fact is for this reason, membership sites are well suited to several low to medium ticket items instead of a one off big ticket item split into sections to pull as much profit from this as possible and to gain an advantage over the more focused single sale sites.

- The next thing we're going to talk about is getting bogged down. Back when I started out, many of the people that I met in that first year were also creating membership sites, and now, six years later, only two in twenty of us have got anywhere. The basis of this aspect is membership sites, if you're not careful they can hold you back an unprecedented amount. Getting wrapped in re-designs, re-works, re-models, re-launches, trying to please everyone, adding features and benefits as well as general maintenance. It was those of us who realized what was happening and sought to fix the problem that became successful, those that didn't, well, some are still in pre-launch over five years later after many re-releases and re-designs.

- If I've put you off membership sites, I apologize. Now though, after looking at the monetary investment and getting a good look at the time involved, it's time to take a glance over at something more positive, and that's limited memberships.

- Limited memberships are an in between. Not single sale, but a membership site that only goes on for a set period of time. This allows you to have a reoccurring income for a set amount of time, to spread an

expensive product over time, and create membership sites for those high-ticket single sale products.

- This is ideal if you're after a reoccurring income, because it also gives you a lot of flexibility in both presentation and how you receive your income. This is also great if your product isn't suited to an ever-lasting membership and you don't want to have to write reams of new content. Set it out as a six-month course; deliver it in parts, monthly, or weekly for a set period of time. Removing the dynamics of the situation make it a lot more straight forward and much like a single sale site.

- One advantage of doing this, aside from the obvious, spreading large costs over a period of time, is the control you have. For example, I remember sending a mail out to my members when I decided I wanted a new laptop. It told the reoccurring members only part way through their membership that they could pay up front; receive the whole course in one go with a ten percent discount. I came away with enough for many more laptops than that I had originally planned for. A powerful technique, and the ability to control how you receive your income using the best of both worlds.

- In addition to this, as your customers are receiving your product in set installments, you're making a connection. It's not a single sale product they're going to chuck aside; it's an ongoing thing for a set period of time. This builds a connection between you and the customer, it builds trust and paves the way for repeat sales from long-term customers. This applies to unlimited memberships too, and is ideal if you're offering a low price intro product as an up sell, ready to create and sell them a large, high ticket item later. It may take longer than a single sale to filter customers to the high-ticket item, but the effect this has on sales is

tremendous, simply because of the trust built over time, the power of which, I personally learned by accident.

- Congratulations for finishing this section, you've already developed a solid base for your knowledge and should be close to making your decision. There are however a few more specific points I'd like to go through with you before we finish with single sale vs. membership.
- Remember, it's about gathering the facts, looking at this report, looking at your product, and making an educated and informed decision as to how to present yourself and your business. You're not constrained to one forever and there is no wrong answer. It totally depends on your product. See you in part 2!

8. Goals Of This Section.

- To continue the discussion of the differences between single sale and membership sites, and what each has to offer your business in terms of time, budget and income.
- To introduce an additional type of membership site that includes the best of both worlds from single sale sites and membership sites.
- To talk about some additional problems and solutions to each of the membership site types and show you how to solve them before they even arise.
- To look more closely at the advantages of the membership site in particular, and it's little brother, the limited membership site.
- To hand down to you some additional real life experience and the information that I personally gained through the launch of my first all out and rather ambitious attempt at a membership site.
- To introduce the concept of building websites, specifically membership sites to build your resources for you, sites that make little or no up front profit, but stuff bundles of cash in your pocket long term.
- To discuss four of the traits that a membership site owner needs to be a success, all of which can be learned or developed. It's not a case of you have them or you don't.

- To talk briefly about the tools you need to run a successful membership site, and to show you that they're not as dissimilar to single sale as you may have been lead to believe in the past.

9. Single Sale Vs Membership 2.

Greetings, and welcome to single sale versus membership part two. In part one we looked at the time constraints and some of the monetary and flexibility aspects that can influence the decision to select one type of presentation over the other. We also introduced a third option, mixing a matching both single sale and membership to bring to the table limited, and we also looked at what type of products compliment each type of site.

You may already have made up your mind as to which of these you're going to choose, but before you make a one hundred percent final decision, there are a few more aspects I'd like to share with you from my past experience with each of the three types of sites. So let's get started.

In the previous section we talked about flexibility of the membership and limited membership sites to turn customers into long-term customers, and in a way turn your membership sites into single sale by offering for example a years membership at a ten percent discount and how powerful this is.

9b. The Other Side Of The Coin.

Now we're going to flip the table and look at something that you can do with a single sale product far more easily and readily than you usually can with a membership site. Again, this depends on your product, but

more often than not, a lot of your promotion power will be coming from deals you've made with other marketers, whether your contacts, list owners, your top affiliates, your customers, whoever they are, the usual thing to do is give your product away to form part of this deal, or even as a bonus.

Understand that it's far easier to be adding value or building trust with a deal that includes a single sale product rather than a membership site.

Of course this doesn't apply all the time, again it depends on your product. Lets look at a standard online marketing example and show you what I mean. The first mistake a lot of people make is try and make their product actually valuable in such deals, but often it's just a preview of what your contact, top affiliates or JV's are promoting. It's far quicker and easier for such marketers to get an instant feel and look at your product if you're offering single sale, and thus building trust again, but this time with the people that are promoting with you, instead of the people buying your products.

If you're hosting a product or service that someone else is going to be promoting for you, especially if they have their own resources in abundance, they can read your info product, take a snippet and check out the quality and decide if it's worth their time. This as you can imagine is very hard to do from a membership point of view. They're not going to be promoting an unreliable service, are they going to have time to hang around for weeks to check if you're reliable? Of course this isn't a problem if you're well known, but take it from me, when you're first starting out and your name hasn't been heard or been around the block

a few times, your promotion partners, affiliates and JV's won't necessarily take your site at face value.

The second point I'd like to make here is the actual value of your product itself. Sometimes, not always but sometimes, the product does hold value in these types of deals, and in this case, it's far easier to say 'Here you go, here's my one thousand dollar piece of software for your use' than to try and pull off something like 'Here's my \$30 per month membership site, and here's your two year membership'. So on the occasions where your product does hold value in these types of deals, the instant gratification of landing a \$1000 product in someone's lap is going to have a much more positive effect than the gradual 10, 20, 40 or even 50 dollar per month deal. It's important to know that you hold more power to strike these types of deals with a single sale site than a membership site, and they are extremely important to say the least.

9c. Tools Of The Trade.

Ok lets move on now and look at some of the tools that you're going to need to run each site, a checklist of sorts, or even a little bit of hindsight to show you exactly what each entails. You might be surprised at just how similar these are.

- The membership site. The first thing you're going to need is an affiliate system capable of calculating recurring commissions.

- The second thing you'll need is a payment processor capable of processing the payments you're looking to charge, which is not as easy to find as it sounds. Some won't let you reoccur your billing forever, some have trial price limits, some don't do free trials, some have a maximum recurring price and so on.

- Next you'll need a membership manager. Something that ties into the affiliate program and payment processor that revokes access from a member on auto when they cancel. With all that maintenance going, you won't have time to do all this yourself.

- Next up, you're going to need your content. Whether it's scripts, information, business admin, consultation services, whatever it is, it needs to be planted inside the members area.

- Next on the list is your hosting. A massively important aspect due to the importance of keeping tools that are invaluable to your members and possibly even their businesses functioning at all times. Take into account your bandwidth if you're offering audio, or if your scripts are particularly demanding.

- Freelancers on demand. Create yourself an account at freelancers' site, Scriptlance or Elance, or similar. This is handy when you need emergency work doing. Set this one up even if you don't have scripts as primary product, because it takes a real programming pro to make fixes in a live reoccurring system without screwing anything up, something I wouldn't dare attempt myself. Once you have a good programmer it's

worth sticking with them.

- Autoresponder system. Of course for the management of your resources, your list, your customers, your affiliates, your long-term customers and for follow-up purposes. You're also going to be needing a system of this type for notifying members of changes to the site, cancelled memberships and so on.

That's it, that's all there is to a membership site. It doesn't seem like a huge amount, and in fact it isn't, when everything works. It's also not expensive to set all this up, and the best thing about it? Once you have everything you need, and you've created one membership site, or single sale site, you have what you need to create another, and another again and again, making the outset costs look even less significant.

So now we've had a look at the basic tools needed for running a successful membership site, let's move on and take a look at what it takes for a single site.

Without repeating a bunch of stuff that we've just talked about, I'll tell you that actually, things are very similar with only very slight differences.

- In single sale your affiliate system doesn't need to be capable of recurring incomes.

- A payment processor is much easier to find and use, and there will be no problems with trials, trial price and length, recurring limits and tying all of this into an affiliate system and access manager.

That's it. I can tell you that through my own experience, these are the only differences in set up. As you can see there's not a lot more going on in the membership site compared to the single sale site aside from the obvious regular content updates and little bit of recurring fun with affiliate software and payment processors. The conclusion? Cost is not something you need to take into account when deciding between the three options of membership, single sale and limited membership. Your time and your product are the two biggest factors when making your choice.

9d. Commitment Factors.

Ok next up is the commitment factor for membership sites. When I began my first one, of course I had no intention of closing it down, or even closing it to revamp it, but due to the scripts that were up there and the huge amount of resources it took up I had to do exactly that. So the first lesson is plan ahead a little better than I did, especially if you're looking at any script with accounts per member where things can get out of hand very quickly if you're not careful, so plan for these resources.

Once I re-opened, I put the price up and limited the numbers for this very reason, and to this day many remain on the waiting list. Just something to put down to experience. One word of warning, in this case, unlike the single sale site that you can just pull and be done with, a multi script or ongoing membership site will take a long time to take down or revamp.

The reason is quite simply the customers. There's no way that you can keep your good name and pull down a membership site in a few days just because it's eating up more resources or doing something unexpected that's very hard to solve. It can take months to move customers along, as they slowly pull their resources from the site and all their information and find alternative services. It's not something I like to talk about, because it was big mistake on my part in my early days, and no one likes making mistakes, especially when it affects customers in this way. If you're unsure whether or not a membership site will go well, it's best to stick with single sale due to a membership site being an ongoing commitment to customers that can prove costly and even hurt your reputation if handled incorrectly through normal operation, and even worse, when something unforeseen pops up, like my unsolvable without drastic measures resource problem.

Next up is another little tip for membership sites, something that may seem obvious and has been drilled into us all for a long time through the sale of autoresponder sites and the like and that's to automate.

9e. Automation Contemplation.

This is even more important with membership sites than single sale, because quite simply if you want to deal with any aspect of single sale sites, you're only dealing with them once per customer. When you're looking at monthly or even weekly recurring membership sites, you might just find yourself managing a lot of people taking up your valuable product creation time, development time and time to move your business forwards. When your membership site is automated in every way humanly possible, it makes it a lot easier to be proactive and not get stuck in the infinite loop of maintenance.

So membership sites aren't all bad, and another point to make here is relating to your affiliates. It's far easier to get your members to promote for you when they're visiting your membership site over and over again compared to a single sale.

I have a feeling a few marketers might argue with this point and say that it isn't the job of the membership base to promote, this isn't the role of your customers, and they would be right, except in one rather clever circumstance.

9f. Secrets To Success; Multi-Role Sites.

The situation that I'm talking about is taking a product and creating a membership site with the sole intention of building resources. The typical composition of such a site is marketing or business based, either with tools for running a business or with educational material talking about promotion, or even making promotion a part of the membership and tying it closely into the tools and information contained within the members area.

Be careful when doing this, because not having a good product and only selling the payment scheme is tantamount to pyramid selling, or as I like to call it, ripping people off. Saying this however, there is no reason why you can't create a membership site just for resource building purposes, and making the affiliate program an asset of the members' area. Often, more often than you may think, products are created not to make sales, but to build massive amounts of resources in the way of affiliates, JV's, customers, long term customers and lists, profit being the furthest thing from the site owners mind.

This is a pretty clever way of doing things, and something that may not be apparent unless you actually ask the site owners themselves. Lets continue to concentrate on single sale versus membership sites and limited memberships.

9g. Traits Of A Membership Site Owner.

There's a couple of important traits that you have to have if you're running a membership site that you don't necessarily need as much when running a limited membership site or single sale, each one is of the highest importance if you want to keep your members.

First, you need to be technically minded or willing to learn. Unless you have a big budget, you're going to be dealing with a lot on your own, and can't always get freelancers at short notice to fix scripts. At the very minimum I would suggest learning how to design and layout sites if you haven't done so already, of course, this involves learning html at the very least and if you have time, dabbling in some simple PHP doesn't hurt either, even if it's just for your forms.

To add to that list, make sure that you're familiar with the scripts that you're using, not just the ones you may be selling to your customers (again depending on the product itself) but also those that you're using to run your site. Spend some time before launch testing and getting to know your affiliate script and handling live data with a few example cases. The same goes for your membership script, keeping people in and out of the members' area. Also make sure you're familiar with any scripts you're selling to your customers, both on the front end and in the admin area at the very least.

In addition, if you're short on cash and can't hire freelancers all that often, have a bit of a practice installing a few PHP and Perl scripts if you

have them. As small as a simple installation might seem, it's very handy for getting to know how the script works, especially when messing with the config files, which may indeed need changing or checking at a later date. Don't worry about programming or scripting, I'm not asking you to be able to write any programs as such, just get familiar with them before you launch, even if you only take a browse through those config files. Be sure to do this on a mock up and not live data when you're practicing.

Often scripts will come with installation instructions anyway, which is a simple case of uploading the files to your server, setting the permissions for each file as outlined in the manual, and finally opening the config file and setting the options to dictate how the script functions.

If you can do this already great, if this sounds a little daunting to you don't worry, in all honesty, simply through messing with scripts, mock ups and problem solving through my very first site, it's become a breeze to maintain and fix problems with no real schooling or course taking or anything like that. Once you've done two or three, you've done them all. Most importantly though, if you're not prepared to do this, or in any doubt whatsoever, or even handling live data, backup before trying anything, and if all else fails, hire a freelancer, which is something you may prefer to do right off the bat. It's all down to how much time you have and what you want to learn, and whether or not you have the funds to fix a problem. More on that in a moment.

Trait number two is you need to be quick to fix problems. If a problem arises with a long term membership site, especially if it's with one of the

primary tools, as we already discussed, you have to be fast to fix it, or the members, who are often using the tools either to run their business or an important aspect of their daily life, will understandably leave for a more reliable service.

Number three relates to the first trait. That's have spare cash just in case. Never leave that pot empty, even if it's just a few hundred dollars, there may come a time when a job arises that needs to be fixed through live data or something that you haven't yet learned. Sure it's ok if you can build sites and web based scripts already, but for those of us (including me) who prefer to stick to marketing side of things, a few hundred dollars put aside in the pot as a backup fund can never hurt, and often it can help a heck of a lot.

Trait number four is communication. Good communication and lots of it. It totally depends on your product, but when running a membership site there's many ways of building trust with your customers, keeping maintenance time down, and keeping members up to date without taking up a bunch of your time. Communication does all three. For example, instead of just putting your contact details up (which is something I first did with my original site) take the plunge, put up faq's or even short snappy step by step tutorials if you need to, especially when hosting scripts, and even a bit of guidance when hosting content in a membership site wouldn't go amiss either.

It's quick, it's one off, finish it and it's done, and it keeps customers in the know and severely cuts support requests, leaving you more time to work on your next project instead of answering e-mails all day.

Couple this cut in maintenance with a short note each week, site news, updates or additional info. This does three things; first it fills the membership area with your presence. The customers and members know you're there, and the place doesn't feel cut off and stagnant to them. This alone was one of the prime aspects that doubled the length of time people were staying members and of course paying me also, and why many claim that memberships last a shorter time than they actually do. Five minutes of work per week to double your income? Not bad at all. Be a good communicator, but at the same time, the key is to keep maintenance low with automated a pre written information for your members. It never hurts to pop up every now and then and enhance your customers' experiences with a simple update on the entrance page. A paragraph is all it takes.

Finally, get it right and make it good. Make it the best. This is a combination of many aspects, from professionalism to problem solving, to quickly fixing anything that breaks, making your presence known, and above all, having a good worth while product. Of course this goes without saying, but for a membership site, get it wrong, and you'll lose more than a few sales as with single sale. You'll lose members who may have been paying you for services for years to come. Thousands of dollars down the drain in one foul swoop.

9h. A Final Word: Licensing

If memberships are not for you, and you want that reoccurring income and to charge a high price and get your moneys worth for your product right away, there is one more alternative. Licensing.

The reason licensing can be a good alternative to membership and single sale is that it holds many of the good aspects of all of both of these types of sales. It's low maintenance, it's got a recurring aspect to it, where the customer is paying yearly or every quarter for a new license to use the product itself, it's got all the traits of single sale, where you pull a lot of the profit from a high ticket item in a short space of time, instead of having to wait years for it, and if the customers want to keep using your product, you're going to receive a high ticket license fee every year. It doesn't suit all products, that's for sure, but this is something that I've been studying closely in my most recent software venture, and in some cases, mostly related to software, it works incredibly well.

Ok that's all we have for this section. I hope you've gained a little insight into each of the three types of sales and now have the ability to choose for yourself the method that best suits your product and your business. Even though you may have stumbled across the odd bit of this section that screams obvious to you, take it from me, it's amazing what you can miss until it hits you in the face, no matter how obvious it is. I want to make 100% sure that we've covered all bases with everybody so there's as few mistakes and as many successes as possible.

10. Summary.

- Greetings, and welcome to single sale versus membership part two, where we'll follow on straight away from part one and compare the two methods of delivery, and introduce a third, very effective middle ground, and demonstrate just why this is so effective.

- In the previous section we talked about the flexibility of membership and limited membership sites to turn customers into long term customers. Now, we're going to flip the table and look at something you can do with a single sale product far more easily and readily than you can with a membership site. As we noted in the previous section, much of this depends on your product.

- A lot of your promotion will be coming from deals struck with other online marketers, whether they happen to be your contacts, your list, your affiliates, your customers, whoever they are, the usual thing to do is give them your product as a preview of the quality you're promoting, and sometimes even add value to the deal if the prospects are interested in your product.

- When forming these types of deals, don't expect to be able to give away a membership as easily as you can give away a single sale product to secure a deal, and using single sale for this purpose makes it far easier to build trust and connect to your prospect. That's not to say it's impossible with a membership site, but understand that if you go the membership route, it's going to be harder to pull joint ventures.

- Lets briefly look at why, without overlapping the subjects. Many budding joint venturers on the lookout for that next sweetest deal with

big names make the mistake of assuming their product is going to be valuable to their prospect. More often than not, unless the product is very focused, specialized and targeted at a niche market, this isn't the case at all and the product is more of a preview of the quality of your product that they will risk their name on and promote to their resources.

- Take it from me, when you're just starting out, if you have a membership site and are delivering products over time that aren't pre-written and require maintenance, it's not always easy to get your prospect to take your word and your product at face value. It's easier with single sale because you can say 'Here it is, this is it', and they can immediately judge whether it's of satisfactory quality, something that's not possible with a membership site.

- You sure won't catch any of us legit marketers promoting unreliable services. Not that yours will be, but how do we know without extensive work on our part? This is the brick wall I hit very hard when I launched my first site.

- The second point I'd like to make is about the value of the actual product. Again, it's far easier to say to someone 'Hey, here's my \$1000 piece of software' than it is to say 'hey, here's a membership to my \$30 per month membership site'. It just doesn't hold any real value with these types of deals.

- Ok lets move on now and look at some of the tools you need to run each type of site, a checklist of sorts and a bit of a heads up to show you exactly what each entails. Lets start with the membership site.

- The membership site. The first thing you're going to need is an affiliate system capable of calculating recurring commissions.

- The second thing you'll need is a payment processor capable of processing the payments you're looking to charge, which is not as easy to find as it sounds. Some won't let you reoccur your billing forever, some have trial price limits, some don't do free trials, some have a maximum recurring price.
- Next you'll need a membership manager. Something that ties into the affiliate program and payment processor that revokes access from a member on auto when they cancel. With all that maintenance going, you won't have time to do all this yourself. (Again watch out for the mail. When this is finished you'll be the first to know, and the first to get rather large discount).
- Next up, you're going to need your content. Whether it's scripts, information, business admin, consultation services, whatever it is, it needs to be planted inside the members' area.
- Next on the list is your hosting. A massively important aspect due to the importance of keeping tools that are invaluable to your members and possibly even their businesses functioning at all times. Take into account your bandwidth if you're offering audio, or if your scripts are particularly demanding.
- Freelancers on demand. Create yourself an account at a freelancers site, Scriptlance or Elance, or similar sites. This is handy when you need emergency work doing. Set this one up even if you don't have scripts as primary product, because it takes a real programming pro to make fixes in a live reoccurring system without screwing anything up, something I wouldn't dare attempt myself. Once you have a good programmer it's worth sticking with them.

- An autoresponder system for the management of your resources, your list, your customers, your affiliates, your long-term customers and for follow-up purposes. You're also going to be needing a system of this type for notifying members of changes to the site, cancelled memberships and so on.

- That's it, that's all there is to a membership site. It isn't a huge amount when everything works, and it's also not expensive to set this up at all (I launched on day one with the most basic tools after having spent \$600 on everything, bear in mind, none of which was one off, everything script wise was re-used over several sites, and ended up costing me \$200 per site before I upgraded my stuff).

- So single sale, what's the difference? Lets take a look. I won't repeat everything we just talked about, instead, we'll just make two simple amendments.

- In single sale your affiliate system doesn't need to be capable of recurring incomes.

- A payment processor is much easier to find and use, and there will be no problems with trials, trial price and length, recurring limits and tying all of this into an affiliate system and access manager.

- That really is all there is to it. There's not much more going on set up wise with membership compared to single sale, so through my experience, my advice would be don't let your budget dictate what type of site you set up.

- This is even more important with membership sites than single sale, because quite simply if you want to deal with any aspect of single sale

sites, you're only dealing with them once per customer. When you're looking at monthly or even weekly recurring membership sites, you might just find yourself managing a lot of people taking up your valuable product creation and development time to move your business forwards. When your membership site is automated in every way humanly possible, it makes it a lot easier to be proactive and not get stuck in the infinite loop of maintenance.

- Next up, long term commitments for membership sites. Be prepared. When I first started my membership site I had no idea that it would entail so much, and of course, when you're creating a product closing it down doesn't even cross your mind, but due to the heavy demand on the resources, unfortunately I had to do exactly that, and re-open later as a limited numbers membership site. Plan ahead a little better than I did, especially if you're looking at running scripts with an account per script per member, things can get out of hand very quickly. Again, it depends on your product here so I can't go into too much detail without writing a 1200 page guide on single sale and memberships, 99% of which would be irrelevant to your business, but look at your product, look at how much bandwidth people are going to be using, look at how much they'll be downloading every month and plan carefully in this sense, and you have a far greater chance of success.

- The reason is quite simply the customers. There's no way that you can keep your good name and pull down a membership site in a few days just because it's eating up more resources or doing something unexpected that's very hard or expensive to solve. It can take months to move customers along, as they slowly pull their resources from the site and find alternative services. It's not something I like to talk about, because it was big mistake on my part in my early days, and no one likes making mistakes, especially when it affects customers in this way.

If you're unsure whether or not a membership site will go well, it's best to stick with single sale.

- Next up, think about automation. Automate the heck out of everything if you're going the membership route. It's quite possible to run a single sale site totally un automated (but definitely not recommended) but when membership comes into play, and you're potentially managing hundreds, or thousands of members on a monthly basis, that won't happen, and if you try, you will undoubtedly find yourself in an infinite loop of maintenance.

- Some of the traits that you will need to successfully run a membership site are as follows:

- You need to be technically minded or willing to learn, fast. Unless you have a big budget, when dealing with site updates, script modifications and updates (especially if scripts are part of your product) at the very minimum I'd suggest learning how to design and create a site if you can't already, adding into the mix a little PHP even if it's just for forms, which doesn't hurt either. Also scripts. Got your own? Great, upload and test them yourself, because the knowledge you gain will be invaluable. Most scripts come with instruction manuals and step by step install guides anyway, and believe me, if you've installed one, you've pretty much installed them all. Doing this gave me a great insight into my scripts and allowed me to fix problems, and change their configurations after only one or two installs. You don't have to be a wiz at it, but it really is that easy and worthwhile for long-term plans and prospects if you're on a budget. Not something you have to do right now, but keep it in mind.

- Trait number two is you need to be quick to fix problems. If a problem arises with a long term membership site, especially if it's with one of the primary tools, as we already discussed, you have to be fast to fix it, or the members, who are often using the tools either to run their business or an important aspect of their daily life, will leave for a more reliable service.

- Number three relates to the first trait. That's have spare cash just in case. Never leave that pot empty, even if it's just a few hundred dollars, there may come a time when a job arises that needs to be fixed through live data or something that you haven't yet learned. Sure it's ok if you can build sites and web based scripts already, but for those of us (including me) who prefer to stick to marketing side of things, a few hundred dollars put aside in the pot as a backup fund can never hurt, and often it can help a heck of a lot.

- Trait number four is communication. Good communication and lots of it. Again, it totally depends on your product, but when running a membership site there's many ways of building trust with your customers, keeping maintenance time down, and keeping members up to date without taking up a bunch of your time. Communication does all three.

- For example, instead of just putting your contact details up (which is something I first did with my original site) take the plunge, put up faq's or even short snappy step by step tutorials if you need to, especially when hosting scripts, and even a bit of guidance when hosting content in a membership site wouldn't go amiss either. Members love this kind of straight- forward time saving tool.

- It's quick, it's one off, finish it and it's done, and it keeps customers in the know and severely cuts support requests, leaving you more time to work on your next project instead of answering e-mails all day.

- Couple this cut in maintenance with a short note each week, site news, updates or additional info. This does three things; first it fills the membership area with your presence. The customers and members know you're there, and the place doesn't feel cut off and stagnant to them. This alone was one of the prime aspects that doubled the length of time people were staying members and of course paying me also, and why many claim that memberships last a shorter time than they actually do. Five minutes of work per week to double your income? Not bad at all. Be a good communicator, but at the same time, the key is to keep maintenance low with automated pre written information for your members. It never hurts to pop up every now and then and pull a simple update on the entrance page for the members either. A paragraph is all it takes.

- Finally, get it right, make it good, make it the best you've ever created no matter what you choose.

- Ok that's all we have for this section. I hope you've gained a little insight into each of the three types of sites and now have the ability to choose for yourself the method that best suits your product and your business. Even though you may have stumbled across the odd bit of this section that screams obvious to you, take it from me, it's amazing what you can miss until it hits you in the face, no matter how obvious it is. I want to make 100% sure that we've covered all bases with everybody so there's as few mistakes and as many successes as possible.

- Remember, there is no correct answer here. No one can decide but you.