

HOW TO Market Your Membership Site



**30 Days to Your Own
Money-Making Membership Site**

Presented by Marty Marsh

Lesson 4

How to Market Your Membership Site to Attract Members



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Lesson Four: How to Market Your Membership Site

Marketing your new Membership Site is an often-overlooked pre-requisite to promoting it. You need to, first and foremost, help your membership site **attract**, **excite** and **interest** the right customers. Getting that crucial step right sets it up to go viral.

Only one thing will make all this happen: ***If you have tapped into the right nerve***. That nerve could be the biggest need in your target market; the gaping “hole”; the missing Membership Site that no one’s bothered to create, or the “new” subject that everyone’s scrambling to learn.

Look for the “ouch!” — It’s the “nerve” your target niche member can’t ignore: The one that makes him jump right out of the chair when that tooth is tapped by the dentist’s pick!

Gaps — Are They Good Indicators... or Bad?

People always talk about “gaps”, but there are some tricks to finding one that you can successfully fill. The easiest way to look for a gap, once you’ve identified your niche, is to ***check out other Membership Sites*** servicing that niche.

If there aren’t any, your next checklist point should be identifying whether or not this is because there’s no paying market.

Even if the answer is “yes”, don’t do what 90% of your competitors would do — run for the hills: Instead, go beyond that. Take a second, look deeper at that potentially un-lucrative gap and don’t automatically rule it out.

Ask yourself: “Can I provide a ***free*** Membership site dealing with this topic to drive these niche members to sales based on a *related* niche product?”

For example, say you were originally thinking of creating a Membership Site around everyday living for the wheelchair disabled: You do your research and quickly discover that many of this group are not even classified as disabled by government agencies, so there are no pensions, no benefits, no help. Many live on a shoestring — they really want help and support but can't afford to pay for it. The average marketer would shudder and rush on to the next idea, but what do you do?

You delve deeper and find out that there are some things that they will willingly invest in: Products that, you realize, have a good ROI in affiliate commissions when weighed against the market segment size. So you create a free Membership Site that provides:

- Community
- Communication
- Connection
- Encouragement
- Support
- Positive, helpful articles with great tips for improving the quality of everyday life
- Resources
- Sharing

It would be nice if you could do this out of the goodness of your heart, but you have to live too!

Perhaps you might sign up as an affiliate for several assisted living products that wheelchair-bound people have found excitingly helpful. You are now perfectly positioned, through your free Membership Site, to share your affiliate links to these products. You know that if your members trust your recommendations and purchase products you suggest, it will improve their quality of life and be worth their investment.

Perhaps you even create an affiliate link to a disability lawyer who can help

them challenge their insurance companies or get benefits that were wrongfully denied. Perhaps you discover a need that no one has yet met, and go about creating a product yourself (that you can offer on an easy payment plan). Meanwhile, your members are as excited as you are over the particular products you introduce them to.

The bottom line is... ***everybody wins.***

There was no paying market for your initial idea — say, for example, that was a Membership Site with a focus on selling your eBook on “Disability and Depression”. Much needed though it might have been, your careful research uncovered that those barely able to subsist found it a nebulous luxury they couldn’t justify or afford. So even though you were originally intending to sell it, you shifted gears, ***offering it to them for free*** through your free Membership Site.

But perhaps a particularly well-thought-out reaching tool, a lambskin pad, or coat cuff-saving wrist guards for winter wheelchair use, are all tangible products your members will be willing to save or sacrifice for... and you gain a well-deserved affiliate commission for introducing your members to these products at the right time.

On top of that, your free Membership Site introduces you to a small, wealthy, elite section of the wheelchair-bound you did not realize existed. You gain huge commissions from introducing them to the new “wheelchair” that extends and flattens out up into a vertical position, to allow them to “stand” while addressing lecture hall audiences, or to mingle at parties.

The more you get to know your members, the more opportunities you’ll see — and the more ingeniously assistive products — you can eagerly introduce them to.

Your reputation grows. You’re trusted and liked. People who might not normally give a product a second glance take a good hard look... ***because you recommended it.***

This is a totally hypothetical example (except for the vertical “standing” wheelchair, which does actually exist) but it’s an accurate example of how valuable

free Membership Sites can be, if they are positioned and treated **as part of your overall Marketing Business Plan and sales funnel.**

Addressing Objections

Any good salesman knows: If you can address objections before they're even raised and turn them into pluses, you've made most of the "sale".

The same thing goes for selling your Membership Site.

The real pre-requisite here is **really getting to know your members** (or potential members). That's the essence of strong marketing in a nutshell.

If you've taken Lesson One to heart, and created and sent out your Survey, you may already be finding out what some of those objections are for your particular niche members.

You need to read between the lines when looking at Survey Responses. That's why it's a good idea to create at least one free-form text area box in your response fields, so people can tell you issues you didn't cover or allow for in your quick-'n'-easy, multiple-choice questions.

Make no mistake: Those miscellaneous, seemingly-random comments are the diamonds in the rock pile. That's where their "most burning issue" will often be found. So make sure you take a good, hard look at these responses... then **write your sales letters to address any negatives.**

There's a simple trick to identifying those issues correctly: When you're looking over those individual responses, ask yourself this simple question:

■ "What is this person **really saying?**"

If you can answer that, you're well on your way to eliminating objections before they arise.

So how do you actually go about it? How do you "address objections"?

The number one priority is to go for the jugular. Bring up the ugly specter **right in your headline and/or opening paragraph.**

If one of your Survey respondents is complaining about “getting stuck”, and another is complaining about “starting off strong, but losing faith halfway through everything I try”, this is a niche where those trying to master it are “tripping” over a part of the process.

It might be a technical task. It might be a matter of personal confidence. It might be a confusing issue.

Whatever it turns out to be, you will need to do two strong things:

1. Identify the sticking point — **what** is causing their problem and **why** it’s causing their problem
2. **Come up with a solution** you can promise your potential member

Example # 1: Homeschoolcash.com

Below, you’ll find a wonderful example of a successful Membership Site owner whose sales letter headline address the objection, right up front...

Homeschoolcash.com

Homeschool Cash

How to Make a Full Time Income By Homeschooling Your Kids

Attention: Home School Moms, Work From Home Parents, Or Anyone Wanting to Boost Their Income While Keeping Their Children Involved...

"The Astonishing Story Of How A Stay-At-Home Mom With Only A Computer (But Almost No Computer Skills) Created An Internet Marketing Empire That Cranked Out A \$100+ A Day Income Within 3 Short Months!"

Who Else Wants To Learn How Even You Can Make A FULL Time Income On The Internet... While Homeschooling Your Children!

Dear Friend,

If you are interested in a revolutionary new way for stay-at-home moms to make money on the internet... Without getting involved in scams... MLM... or Pyramid Schemes this is the most important message you'll ever read.

I know that you're skeptical; after all I wouldn't have believed this if I hadn't seen the amazing results myself.

When you analyze this example, you'll notice:

1. Her Membership Site name ("homeschoolcash.com") is composed of a strong keyword
2. It's easy to remember and flows naturally
3. It's punchy and "short"
4. It's easy to read and say aloud

Next, notice that she ***gets straight to the point*** with her title tagline: "How to Make a Full Time Income by Homeschooling Your Kids".

Then, in the headline, she answers the (unwritten) objection that obviously many in her particular niche had voiced: "But I'm just a stay-at-home mom with kids. I can barely manage Facebook to keep in touch with my friends, let alone set up websites!"

This Membership Site owner is ***specific*** in identifying her target customer ("a stay-at-home mom" with "almost no computer skills").

She not only identifies the "sticking point" (the target customer seeing herself as computer illiterate without skills or training in anything other than motherhood, while also suffering from a ***secret lack*** of confidence) but jumps right in to tackle it and toss it out the way: "Hey, if I can do it, you can too! I'll show you how...")

And she does all this ***"above the fold"*** (I.E. you don't have to scroll down the screen to find out she's speaking to "you").

The other thing you might be interested in knowing: The site owner really ***was*** a stay-at-home mom with four little ones and had only basic computer skills when she started out. Her initial goal was to kill off a debt of \$75,000 (which she met in a year). She's not a professional copywriter (if she was, she might have gotten rid of the unnecessary and distracting phrase: "The Astonishing Story of..." and just started her headline with "How a Stay-at-Home Mom...")

But... ***it works!*** Screaming colors, black background (a big design "no-no")

and old-fashioned, overly-long headline and all... because ***she has correctly identified her perfect target member*** and ***dealt with that member's biggest objection***.

TIP: When tackling “objections”, you’re looking for your potential target member’s **deepest unspoken fear**, need or belief. Speak directly and **specifically** to that fear, need or belief and you’ve got him or her hooked.

This young mother isn’t one of the most prominent gurus or household names you might know. She isn’t beating down the doors of social networks. While others stayed stuck in a holding pattern of endlessly *talking about* running a membership site, she did her research, jumped in the pool and started one. She sticks to her formula and focuses on providing updated, relevant, high-value content.

She went on to own and run ***multiple, successful Membership Sites***.

Example #2: The Internet Marketing Inner Circle

Here's another marketer carefully making use of time-honored strategies such as creating exclusivity, identifying what makes his target member anxious and offering the promise of a solution. This time, however, it's veteran marketer, Willie Crawford...



The screenshot shows the website theinternetmarketinginnercircle.com/insider.php. The page features a blue header with the site's logo on the left, which includes the text "THE INTERNET MARKETING INNER CIRCLE" and "Members". The main headline in the header reads "Breaking Into The Internet Marketing Inner Circle" in large, bold, yellow and white text. Below the header, there are navigation links for "Home" and "Member Login". The main content area has a large red headline: "Could You Finally Build A Successful Online Business If Those With Large Lists, Busy Websites, And Products That Actually Sell Told You Exactly How They Do It - And Then Partnered Or Joint Ventured With You?". Below this headline, there is a paragraph of text: "Have you ever looked at the top Internet marketers and felt locked out of their 'inner circle?' So have we and thousands of others! We've been there, felt the frustration, and broken out of the pack. Now we would like to share the secrets with YOU." At the bottom of the page, there is a photograph of a large audience seated in a conference room, facing a stage with a blue backdrop.

Note that he starts off by having a great Membership Site name that instantly gets across not only that exclusivity we've been talking about, but states clearly and strongly what this Membership Site is all about: "Breaking Into the Internet Marketing Inner Circle."

Surprisingly, however, it's not the pinnacle of sales letter design; for one thing, he doesn't take advantage of his fame by including a photo we can instantly identify. Instead, he chooses a long shot, with himself as a tiny, almost-invisible figure on stage. The most prominent feature of this photo is, unfortunately, several empty seats — not a good subliminal message!

He also makes his intended target's deepest, secret fear ("Have you ever looked at the top internet marketers and felt locked out of their "inner circle"?) take a barely-noticed back seat by placing it in small print, under that long, slightly hard-to-read headline.

Finally, he hides his other biggest asset — a line up of high-powered guest speakers — below the fold, forcing site visitors to scroll down. This is what you see if you actually take the time to scroll down off your browser screen (which many people won't do!).



I'm sure Willie still had strong results with this sales letter with his already-well-established list... but if you're closer to starting out, as the marketer in Example #1 was, you can't afford sloppiness or haste in your sales material or preparation. You need to take advantage of every single asset you can present...

... starting with ***identifying*** and hitting the reader right between the eyes by instantly ***tapping into his or her deepest, secret fear***.... and ***addressing it!***

Pre-Selling your Membership Site

This is another of those steps — so essential to informed marketing — that too many people skip. Done right, however, it can position you like an Olympic ski jumper heading out of the gate.

It can also put cash in your pocket, if you get people actually signing up in advance.

This time, we'll look to big business for an example. And since big business has unlimited funds and reach, one doesn't have to look far. There's nothing bigger or more humongous than Hollywood!

Think of the last time you went to the movies. What did they do in the trailers? Yes, that's right... they **pre-sold** you on upcoming movies.

Then they repeated this pre-selling process in TV ads, Magazine ads — even Facebook ads!

Why? Because pre-selling works by...

- **Giving you an early indication** of who's interested and likely to buy
- **Introducing you and your mission** to your future members
- **Conditioning your intended target** member to be "in the mood" to buy
- **Creating anxiety** (making him want to get in ahead of the crowd, as soon as the doors open)
- **Helping you sign up actual customers** which will give you a strong indication of how your Membership Site is likely to be received
- **Helping you identify what is motivating your target customer to buy**; what's working, what's not working, etc.
- **Creating anticipation**

You've probably also heard it said that ***people need to be exposed to a***

product at least seven or twelve times or more before they buy. This is a true maxim... and, by pre-selling, you're providing that extra exposure and ensuring that when your official launch day arrives, your potential member has reached the "buying" phase already!

6 Pre-Selling Tactics that Work

You've already invested in tried-and-true pre-selling tactics by correctly identifying your market and sending out a survey to test groups.

Let's take a look at some other proven tactics for warming up your audience and creating success at the pre-selling phase...

- 1. Create a contest.** The prize might be a free membership to your new site.
- 2. Test and track.** Doing all the preparation we've covered and not actually tracking your results or testing and tweaking your sales material, is a tragic waste of your time and energy. Testing and tracking enables you to see how right or how off-base you are, when it comes to correctly pin-pointing your target member... right at the pre-selling stage.
- 3. Create a free report, video or eBook.** Offering your subscribers a report dealing with the subject can help you gauge interest in it. (It also helps you sign up subscribers to your list, opening the door to future email sales campaigns.)
- 4. Create a short, free email course** on the exact niche subject your Membership Site is going to service, and "introduce" your new site towards the end of the course.
- 5. Create a Facebook fan page** for your new Membership Site. Don't be afraid of your competition "scooping" your idea. Even if they rush to copycat (which, in all likelihood, they won't), by publicly presenting it, you're putting yourself in the number one spot as the "original".

6. Talk it up in your mastermind forums, niche message boards and social networks. Tell people exactly what it is, who it's for and why they'll like it. Then tell them when it's going to be available.

(The other benefit of setting a date: It forces you to stick to a deadline and take your launch seriously!)

Also incorporate other time-honored online marketing practices...

- **Create a feeling of exclusivity.** ("The Top Ten blog commenters explaining most clearly how they would benefit from a free membership will...")
- **Create a feeling of anxiety.** ("Only 20 people will be able to take advantage of the free Introductory Membership Celebration"...)
- **Set a time limit** to your introductory offers and promotions — and stick to that limit!
- **Line up your affiliates** to promote your new Membership Site. Give them a block of test memberships to give out, or bonuses to dispense to their list.
- **Focus on helping your target member get to know and trust your Membership Site.** The more they get to know it in advance, the quicker they'll sign up.

After all, most people don't lean out of their car windows and ask likely-looking pedestrians for a date. They introduce themselves in an appropriate setting (one where there are mutual acquaintances, venues or routines). They get to know the person they're interested in — and attempt to let that person know how in alignment they are with his or her interests and principles. Only then, when it finally "feels right", do they take the plunge and ask for the date.

Think about it. If you've been hearing for six months about your best friend's amazing cousin, John, (complete with vivid stories about his kindness, compatibility and similar interests) you're far more likely to greet him warmly when you finally meet him, skipping several stages typically natural to the "getting acquainted" stage... providing, of course, his character bears out what your best friend has been telling you about him!

Pleasing Your Affiliates

And speaking of affiliates, these will be as crucial to pre-selling and selling your new Membership Site as they are to your existing products.

Let them know your Membership Site **will have an affiliate program.**

In addition:

- 1. Provide them in advance with affiliate material** and resources.
- 2. Consider adding a batch of PLR articles** to warm people up to your Membership Site's actual subject, in addition to the usual banners and buttons.
- 3. Educate your affiliates on how to do a great job for you.** (For example, spell it out for them and remind them to re-write and put their own personal stamp on your PLR articles!) Not every affiliate knows the ropes, and setting out expectations clearly, while providing simple, strong training, can dramatically increase your results.
- 4. Give your top affiliates free "advance" memberships** (then use them as beta testers!)
- 5. Let your affiliates know there will be rewards for strong performances.** Higher commission rates upon results, or physical products such as iPads, and gift certificates all work well as incentives.
- 6. Provide your affiliates with extra, exclusive bonuses** for their own members.
- 7. Tell your affiliates you will be available for interviews, guest posting or webinars,** should they wish to promote your Membership Site or Niche Subject in this way.

Think "figure skating" for a moment: You will often hear winning skaters being praised for having taken the time to really master the "groundwork"... and others with great potential, who inevitably fall at the finals, be criticized for sloppy preparation.

The same principle holds true in all your marketing efforts. If you're going to succeed online, stop rushing after the traffic fad or the social craze of the moment. Laying down careful, well-researched groundwork will be the best investment you can make, to set your promotional efforts up for success!

Once you've taken care of all these often-overlooked basics, you'll be in a great position to promote your Membership Site — both in the pre-sell stage and once it's under way.

Finally, this may be the end of our lessons, but it's the exciting start of your new Membership Site journey. Don't skip the last weekly assignment — it's the one that will help you finally leave the gate.

Your Weekly Action Assignment: Putting It all Together

In this final lesson, we've built on some of the principles introduced in Lesson One (now you see why you weren't asked to rush and get your site set up until today!)

It's time to put it all together and bring your Membership Site out of the clouds – out of your head — and down to earth, where it will do the most good to your target niche members!

- 1.** Decide on at least 5 pre-sell tactics you'd like to employ.
- 2.** [*Optional] Study more Membership Site sales pages and analyze what works for you, what you think would work for your target customer... and what doesn't! (To find relevant ones, type "[your niche topic] Membership Site" in your Google search bar.)
- 3.** Set a firm launch date. (Give yourself sufficient time; this is when good planning will save the day.)
- 4.** Double-check that you have a good, strong site name that accurately reflects your Membership Site's personality and purpose.
- 5.** Register it! Do your best to get a .com domain. Sometimes this means not getting the one you really, really want, but then, you don't want to be sending your prospective members to a competitor's site, do you? People just naturally type in .com and that's just the way it is.

6. Start making your Membership Site Business Plan in earnest! You can download a business plan form that suits you from one of the countless websites offering templates, but a notebook and a calendar is likely all you need.

You can use mind-mapping software, or calendars. (You should definitely use a calendar anyway, and do a backwards countdown from your launch date.)

Or you can simply jot a bunch of point-form notes on the back of a napkin! Remember, your business plan, right now, is just the basic framework. You can always tailor and tweak your “form” as you build it over your framework.

The important thing is to banish fear, purchase your script or hosting (or set up that WordPress blog and download your plugins)...

...and ***get started today.***

Happy Membership Site profits!

Now... Continue your marketing education

There are many low-cost, high-impact tactics and strategies you can employ to attract members to your new membership site and to keep them around for a long time to come.

Joining my Soul Proprietor Success Center membership site will help you learn what you need to know about how to market – not only your new membership site – but any business.

As an owner of this membership site course, you’re entitled to reduced membership dues. Learn more here:

www.soulproprietorsuccesscenter.com/special

You’ll also find a wealth of important resources that you can tap to get your site up and operating fast and without hassle.



This lesson contains some technical information and you may be feeling quite overwhelmed with all the choices right now.

Relax.

If you need professional help in getting the technical aspects – or help in developing any aspect – of your membership site up and going, contact me to arrange a private consultation.

I will be happy to coach you through this decision, and can make recommendations — based on your needs — of people who can help you at rates you can afford.

Send an email to marty@martymarsh.com and put in the subject line:

Need Membership Site Development Help

About Marty Marsh...

Marty Marsh, Soul Proprietor, has been happily and successfully self-employed since 1995 helping his clients discover their business and marketing strengths and then helping them apply those strengths toward creating a business that brings them both joy and profits.



Marty's expertise in the world of small business marketing is balanced by his ability to connect deeply with people on an intuitive level, so that he can assist his clients and students in deliberately creating the kind of business they want.

His marketing students and coaching clients say he has a gentle, yet persuasive manner when it comes to helping them learn and implement new concepts and ideas. As a business and marketing coach, Marty has the ability to recognize areas that need improvement and to capitalize on the strengths of solo-entrepreneurs so they can spend more time doing what they love to do. Marty's students see immediate results by applying the principles they learn.

As a long time small business owner, he knows first-hand the trials and tribulations, joys and triumphs of running a successful business. A life-long student, Marty has an insatiable appetite for learning as much as he can in this lifetime — and not just about marketing. He says he teaches the things he most needs to learn about himself.

Marty calls himself — and his clients — soul proprietors because they approach business as a means for helping people solve their problems and believe that marketing is all about creating relationships with real people and should be done with a high level of integrity and honesty.

For Marty, being self-employed is all about the freedom to create a livelihood by helping people solve their marketing and business problems and allows him to live his life from an RV while traveling around the United States.

You can learn more about Marty and how he can help you to discover your own business and marketing strengths at martymarsh.com.



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