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# Setting Up Your Own Membership Site

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**A Blueprint for  
Creating a Fantastic  
Source of Passive Income**

**Brought to you by [Virtually-Done.com](http://Virtually-Done.com)  
Virtual Assistant Services Provided by Leslie Keffler**



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**M**embership websites have the power to generate a consistent stream of cash. Once your site is set up and your systems are in place, it's a fantastic source of passive income!

Membership marketing and various membership site models are effective and profitable for a wide variety of business niche ideas and business models. It's a highly profitable business model because it gives you the unique ability to create and tap into several buying behaviors and triggers.

Whether you're adding a membership site to an existing business or starting a new business, this blueprint is designed to help you get your membership site up and running.

## Step #1 Define Your Business Goals

What goals do you have for your membership site as they relate to your current business? Do you want to increase your traffic, customers and prospects; or do you simply want to offer your current customers more options to buy from you and more value?

Document your goals for your membership site. What do you want it to accomplish? How do you want it to help build and grow your business? If you're adding it to an existing business then your goals will be applied to your business as a whole.

For example, if you presently have an information marketing business and you'd like to add a report of the month club to your business model then you'd consider how the report of the month club will help grow your information marketing business.

A goal might be to increase your customer base by 10% or to add \$5000 to your monthly income by offering current customers and prospects a new product – your membership site. Goals need to be measurable, so you can know when you've achieved success. A goal that says, "I want to make more money" is vague and difficult to plan for.

### Membership Site Goal #1

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# Setting Up Your Own Membership Site

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## Membership Site Goal #2

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## Membership Site Goal #3

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## Step #2 Choosing Your Membership Site Mission and Vision

Once you've determined your business goals, it's time to decide how your membership site is going to accomplish those goals. Vision and Mission Statements will help you begin to create the framework for your membership site.

Vision Statements are active statements that describe your company's purpose in terms of your values. It provides a direction for you to go and helps keep you on track when you base future decisions on your vision.

For example, "To help saltwater aquarium enthusiasts connect and have access to the best information available on how to care for and create magnificent and thriving saltwater aquariums."

To create your Vision Statement, answer the following questions:

- **Who is your ideal customer?**

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- **What is your business product or service?**

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Your Mission Statement defines your purpose and primary objectives. For example, "To become the number one membership website on salt water aquariums by providing an active community and the best information on species and care with more than 10,000 articles and resources."

To create your Mission Statement, answer the following questions:

- **What do you have to offer your customers?**

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- **What makes you unique or different?**

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- **Who are your customers?**

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- **What is your business model?**

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**Research Membership Site Software Options** – Now it's time to do some research. Get online, ask friends, family and associates and find programs that look like they'll meet your needs. You'll probably want to come up with a list of a few potential candidates. I've provided a table below for you to use to compare products.

<b>Membership Site Software Name</b>	<b>Offers Features I'm Looking For</b>	<b>Good Customer Service &amp; Reliability</b>	<b>Easy to Use</b>	<b>Meets My Budget</b>

Finding the right membership site software is an important choice. You want to find a product or service you can be happy with for the life of your membership site. Take your time, plan wisely and find a product that can help you reach your goals.

## **Step #6 Creating Your Membership Site Content/Products/Services**

For many membership models, creating new content is the next step. If you're offering a service or a community and new content isn't part of what you're providing, you can skip this step and move on to Step #7.

If you're creating content or products as part of your membership website, then your next step encompasses some important decisions:

- What type of content are you creating?
- How are you going to create it?
- Will you create it yourself or outsource it?



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## Step #7 Marketing Your Membership Site

Congratulations! You're now ready to market your membership site. If you are adding a membership site to a **current business**, then your next step is to create a cohesive marketing strategy.

For example: If you're using social networking to market your business, you'll naturally include that marketing tactic for your membership site.

List the marketing tactics you're currently using and outline how you can integrate your membership site into these strategies:

### Marketing Tactic #1

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### Membership Site Integration Strategy #1

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### Marketing Tactic #2

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### Membership Site Integration Strategy #2

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### Marketing Tactic #3

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### Membership Site Integration Strategy #3

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# Setting Up Your Own Membership Site

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## Marketing Tactic #4

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## Membership Site Integration Strategy #4

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## Marketing Tactic #5

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## Membership Site Integration Strategy #5

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If you're starting a **stand-alone membership site**, what two marketing tactics will you focus on first? Outline your marketing strategy, including your goals and how you're going to test and track success.

## Marketing Tactic #1

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## Marketing Tactic #2

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**In conclusion**, a membership site is a great business decision. With proper planning and implementation, it can offer a consistent stream of passive income for years to come. It can grow an existing business or generate profits as a new and independent business model. Choose your business model and monetization strategy to support these goals and find a software product that will help you achieve them.

To your success!



Leslie Keffler



PS – If you need help setting up your membership site, please feel free to contact me at [info@virtually-done.com](mailto:info@virtually-done.com) or visit my website: <http://virtually-done.com>. Assisting with membership sites is just one of the many services I provide to online business owners like you.

