

**member mōuse™**  
*Success Guide*



# CREATING A MILLION DOLLAR MEMBER SITE

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## WELCOME

**I**N THIS GUIDE I'M GOING TO SHARE with you how you can build a \$1,000,000+ revenue stream per year, harnessing the power of membership site marketing. Now before you say it...look, I know: You've heard of "membership sites" before. I get it. But you've never heard about it like *this*.

You see there are a lot of people out there who will brag about their success with membership continuity streams...But when it comes time to actually *teach* you how to do it - you are left to figure it out for yourself. No mention of the specifics of *exactly* what markets you need to go into. No mention of *exactly* how you need to be acquiring new customers. No mention of *exactly* what software you need to use, and why....And the list goes on.

My goal in writing this report is not to brag about the millions of dollars I've brought in from my membership sales. Plenty of people before me have done that. And if you want to ogle at pictures of mansions and jet skis...there's plenty of places on the web where you can go to do that. What I'm here to do is give you the real story on how to *actually* build one of these businesses for *yourself*.

Now, I'll let you in on one of the biggest "insider" secrets in the marketing game: lots of "teachers" out there are perfectly happy to tell you **what** you need to do (build a membership business) and **why** you need to do it (because it can potentially earn you massive passive income)

but they'll never actually tell you **how** to do it. If they did, you wouldn't need them anymore. And you wouldn't join their next coaching program or seminar. And for them, that would be bad news.

But that's not me. I don't make my money selling "how to" information. I make my money running my businesses. So I'm happy to share everything I know about what I do, and how I do it. The Internet marketplace is vast. And I am not afraid of letting you in on the blueprint. I'm a big believer in "paying it forward" and helping people who are searching for answers on their journey to success. Call me "crazy," but if I can help even one person, just ONE person, achieve their dreams then I will consider what I've written here to be well worth the effort. And I hope that person is you!

If you apply these concepts with diligence, with some luck, you too can build a substantial business that gives you the

freedom to live life on your own terms. So with that said, allow me to "take you inside my office" and show you the underlying blueprint of what I do and how I do it...so that you can do it, too.



## MILLION DOLLAR MEMBERSHIP SITE? PIECE OF CAKE

**W**HY SHOULD YOU BUILD membership sites? Well, because raking in huge profits selling one-off-products on the Internet is difficult. I'm sure you can find someone who is making millions doing it, but they are an exception. For every one-time-sale marketer who has a seven figure business, I can show you ten other guys who are making a fortune with subscription style or membership businesses.

One of the main reasons it's easier to achieve success with a membership business, is because you can acquire customers easily with low price-points, say \$19.95, \$39.95, or even a free-trial. Then once the customer sees the value of your product or service and decides to stay with you, you'll automatically earn more of their business, thereby earning much more from each customer than you would from a one-time sale. If you try selling each customer a \$200 dollar item on their first visit to your website, it's going to be very difficult unless that prospect is already sold on the merits of your product and your brand.

You have to prove enormous value to the customer to keep them on board every month, but if you can do that, you can have an average customer value that's easily over \$100 dollars. If you can get 25 customers a day, you generate \$2500 a day in revenue, which is \$912,000 a year. Not bad.

In this guide, I'm going to share with you how I think about membership site marketing. I am not going to dive into the technical details of how to setup a blog, you can find tutorials like that elsewhere. But I am going to share with you the parts of your business that are critical to optimize should you wish to reach seven figures in revenue with your membership site.

### SPECIAL NOTE:

*In this report I'm going to give you several examples of how I used the MemberMouse platform to increase my business. Now, you do not need to use MemberMouse to get value out of this guide. You can apply all of the concepts if you have the technical knowledge or if you have access to a team of programmers. I will however, be highlighting the reasons why I recommend using MemberMouse if you're getting started with your first membership site, or even if you're considering switching from another platform. But do not let these recommendations take away from the big ideas revealed inside.*

## FROM \$30,000 TO \$100,000 A MONTH

**T**HERE CAME A DAY WHEN I became totally frustrated with my lack of progress. I sat there wondering, "What am I doing wrong? How come I can't seem to grow this business any further? Why am I just barely treading water?" Then it occurred to me that I didn't have the answers to these questions, and

the only way I was going to get them would be to put everything under a microscope.

So I opened up excel and started entering all the critical numbers in my business. I decided to track everything. And I did this every day, for months. Eventually, I was able to spot the weaknesses in my business. Numbers don't (usually) lie. In fact, they will scream at you and stand there and point impatiently at problems and bottlenecks. The numbers will make you feel inept at times, but it's nothing personal. They're there to help, so pay close attention to them.

When you look at all of the numbers in your business, eventually you will spot opportunities for improvement. Before I implemented the tactics I'm going to share with you in this guide, my membership business was earning roughly \$30,000 a month. After a few tweaks, we started averaging revenues of \$100,000 a month with only four employees—myself included. My personal taxes also went up.

To grow your membership site you need to reliably bring targeted visitors to your site, convert them, and increase the amount of money each customer spends with you. All this requires a strong focus on metrics and knowing *which* metrics to track; since there are dozens of them. I'm going to spend a lot of time in this report showing you how to think correctly about membership site marketing and how you can avoid the common mistakes that hold people back from building a substantial business. So read on!

## CHOOSING A NICHE & DEVELOPING VALUABLE CONTENT

**I**'M GOING TO SHOW YOU SEVERAL tactics to help you build a seven figure membership site, but if those tactics are applied to a small, unprofitable market and to boring content, then no trick in the book is going to get you to where you want to be. While it's all well and good to follow your passions, if you want to make money, it helps to stick to a few tried-and-true verticals until you are confident and have enough experience to know whether it's possible to turn your hobby or your passion into profit.

Of course, if your hobby happens to be bodybuilding, weight loss, or getting rich in the stock market, then you're already in the right place. I wish I could tell you that you can make a million dollars a year teaching people how to knit, but I just don't think it's possible. Of course, I could be wrong, but if you're just starting out, you're better off to stick to markets with tried-and-true profit potential.

What are those markets?

1. Stock market / investing / personal finance / real estate
2. Marketing / business opportunity
3. Weight loss / body building / nutrition / health and wellness
4. Dating / relationships / self-improvement
5. Hosted software / software as a service

## 6. Training / tutorials / and technical education

You want to make sure there are other people selling products similar to what you are thinking about selling. If no one is selling anything similar, then there's probably not a big enough need for your product.

If you're selling information products, let's clear one thing up right away. You do not need to be the guru. In fact, if you're a marketer, you probably shouldn't be the guru. It's tough enough to create great content, nevermind market it. You should look for someone who is an expert in their industry and has something insightful to say. Find a strong voice to market, and make that person a partner. There is nothing worse than half-baked content that's slapped together by someone who doesn't know what they're talking about. High quality content is an assumption for a seven figure membership website. If you flake out

on content, retention will fail. Do not try and teach people how to create wealth if you're not wealthy. Find someone who has, and give them a generous portion of profits in exchange for their track record and expertise.

**What makes content valuable to customers is the efficiency of the results you create.**

What makes content valuable to customers is the efficiency of the results you create. If you are teaching someone how to do something, they want the result as fast as possible. Here are some examples: "5 Minute Meals, 7 Minute Abs, How I Made \$250,000 A Year In The Stock Market." Of course, if you have a different style membership site, such as a price guide for baseball cards,

this may not apply—but even then, people still want the website to be fast and easy to use. Remember: quick and easy results should constitute the lion's share of your sales pitch.

## HOW THE MEMBERSHIP PROFIT MODEL WORKS

**I**F YOU'RE GOING TO MAKE MONEY with a membership site, you need to know exactly how to drive the numbers that are going to be responsible for the cash that you want flowing into your bank account. I'm going to give a simple example below, to show you how you should think about the variables that affect the profitability of your business. Again, this will only be a simple example, but that's ultimately what you want, because if your profit model is too complicated, then it becomes difficult to optimize and improve.



Let's say you get 2,000 visitors a day to your site and you convert 0.5% of them into paying members. That means you get 10 new customers per day. If

your retention rate is 70%, that means each and every month, you'll lose 30% of your members. So between the time the customer first made a purchase with you and their first rebill (usually 30 days later), you'll lose 30% of your customers to cancels and refunds. That means of that initial 10 customers, 7 will be rebilled. After the first rebill, you'll lose an additional 30%. So you'll go from 7 members to 5 members, and so on and so forth.

How many months you retain your members

is highly dependent on the quality of your content (or service) and your price point. Let's assume your monthly price point is \$19.95. If you get members to stick, on average, for 6 billing cycles (let's include the initial purchase in that figure) you have a customer value of \$119 dollars. Now, if you are offering the custom upsells immediately after their purchase, you can expect to add a few dollars to that averaged figure. Let's say your upsells add approximately \$10 per customer. That means your customer value is now \$129.

So if you're getting 10 customers a day, and each one is worth on average \$129, then you're generating \$1,290 a day in revenue or \$470,850 a year. As you can see, it's pretty easy to generate a substantial amount of revenue if you understand how to drive the numbers. Now, to get the initial 2,000 visitors to your site, you should start with affiliate, performance-based deals; and when you have money coming in the door, you should simply purchase the traffic, with the goal of deriving most of your traffic from paid sources. Here's a quick look at why you should strive to pay for most, if not all, of your traffic.

## WHY YOU SHOULD PAY FOR YOUR ADVERTISING

**M**ANY YEARS AGO, I USED TO spend a lot of time on search engine optimization. I was actually pretty good at it, but back then, it was relatively simple. After seeing a few of my friends lose 90% of their sales when Google decided to change their

algorithm, I decided I wasn't going to play that game anymore; nor did I want to rely on begging joint venture partners and affiliates to send me traffic. I wanted a business built on paid advertising. Why? Because it's controllable.

You can always go out and spend money on advertising. You can't (and probably won't) easily get top ranking in Google, no matter what anyone says. If you're still holding on to the notion that getting a high search engine ranking is the key to exploding your business, then I wish you the best of luck, because you're going to need it.

There is a very slim chance you'll be able to do it for any highly competitive keyword, and even if you do, you're still putting your income stream at risk should Google decide to change their algorithm, which happens quite often. Treat SEO like icing on the cake. And having to rely on joint venture partners and affiliates to put food on your table is also quite an uncertain enterprise.

**If you can get all the numbers to work through paid advertising, you'll be able to simply increase your spend, and your business will grow by leaps and bounds.**

I would challenge you to build your business through paid advertising. Sure, it's harder, and costs more money, but you'll end up with a much stronger, scalable, and controllable marketing process. *Plus, if you can get all the numbers to work through paid advertising, you'll be able to simply increase your spend, and your business will grow by leaps and bounds.* You can't do that with free advertising, unless you get some sort of viral effect going on,

but even that tends to burn out quickly.

Growing your business with paid advertising is hard, but if your campaigns are breaking-even, or even losing a little money, that's a good sign. It means you're in the ballpark, and with a few tweaks, you can turn that campaign profitable. One very cool feature that MemberMouse provides is the ability to serve up custom landing pages to your visitors based on the advertisements (or website) that the user has seen. This allows you to tightly tune your messaging, which increases the likelihood that your paid advertising will be profitable. Do not under-estimate the importance of matching your ad with your landing page.

**The Silver Lining (Boot-Strapping):** Although I'm recommending that you make paid advertising the end-goal, I want to stress that *this is not necessary when you're just starting out*. In fact, in all of my previous businesses I've started with performance-based affiliate deals. If you can get a few small and medium sized partners on-board, you can use that cash flow to seed your media budget. I'm living proof that it can be done. Just make sure you make the move to paid media as soon as possible.

The remainder of this guide will assume you are willing to work with paid advertising to grow your business, because it's the only controllable and scalable form of advertising. With that in mind, I will show you how to grow your business using lifetime customer value as the key metric to make this possible. But before we do that, we need to highlight the important metrics you should always be monitoring.

## 7 KEY METRICS OF MEMBERSHIP BUSINESSES

**L**ET'S TAKE A LOOK AT THE numbers you need to keep a close eye on. If you focus on improving these numbers, or at least keeping them healthy, you can grow your membership site quite quickly.

1. **Lifetime Customer Value** – This is the average amount a customer spends with you. This number will tell you how much money you should spend on advertising, and is the key to making intelligent decisions about your marketing budget. You should always be thinking of ways to increase this number. The higher this number, the more you can spend on the front-end to acquire a customer, and the higher the probability you will be able to outspend your competition. One effective way to do this is with MemberMouse's 1-click upsells, which I will discuss a little later in this report.
2. **Click Through Rate** – Since we're focusing on building a controllable, scalable marketing process to bring in new members into your site on a daily basis, one of the most important metrics to stay on top of is the click through rate of your search ads and your banners. Click through rates will drop quickly on high-traffic sites – so make sure you continually refresh your banners.
3. **Conversion Rate** – This is typically defined as sales over visitors. Even with a conversion rate as low as 0.3% (three tenths of one

percent) you can still make money if your customer value is high enough. But typical conversion rates for large successful direct response campaigns range from 0.5 to 1.5% across a broad range of traffic. Remember, the higher your customer value, the lower your conversion rate can be while still maintaining a profit.

4. **Upsell Rate** – Immediately after someone joins your membership site, you should offer them a one-time discount on a related product. You should be able to get roughly 15% of visitors to take this upsell. Study the upsell paths from GoDaddy and Vista Print. They are masters at taking a small order and transforming it to a large dollar purchase.
5. **Retention Rate** – This metric tells you how many customers are “retained” after each cycle. If you are losing more than 30% of your customers each month, you should implement strategies to improve this number. Bumping up retention just a little bit has a huge impact on your customer value and thus the profits in your business. After implementing upsells, retention should be your next focus. We’ll talk about some techniques to increase retention later on.
6. **Refund Rate** – You should aim to keep this number as low as possible, with one exception. If your refund rate is exceptionally low (say under 2% – then perhaps you are not marketing as hard as you should be). You always want customers to be happy, but if you’re not making any exciting claims whatsoever, your marketing is probably

putting people to sleep. One excellent feature that MemberMouse provides is their “Save the Sale” process. This allows you to down-sell the customer when they are contacting you to cancel their membership.

7. **Chargebacks** – A chargeback occurs when a customer calls their bank or credit card provider and disputes a charge on their card. They may not recognize the charge, it may be actual fraud (if their credit card number was stolen) or they may be dishonest and simply want their money back. It’s extremely important to keep chargebacks at a minimum or you could potentially lose your merchant account. Fortunately, this is easy to prevent, if you provide good customer service.

## YOUR MARKETING FOUNDATION: LIFETIME CUSTOMER VALUE

**W**HEN IT COMES TO membership site marketing, and direct response marketing in general, there is no metric of greater importance to your business than average Lifetime Customer Value (LCV).

Although it can be sliced and diced in many ways, LCV is essentially total sales divided by total customers. For example, if you have 1 million dollars in sales, and you have 10,000 customers, then each customer is worth (on average): \$100. This, of course, is an over-simplified example.

Advertising is priced in many different formats

**Knowing your customer value is critical because it allows you to know how much money you should spend to acquire a customer, regardless of the type of ad-spot you are buying.**

both online and offline. Knowing your customer value is critical because it allows you to know how much money you should spend to acquire a customer, regardless of the type of ad-spot you are buying. Start with your customer value and work backwards so that you can figure out how much you should pay for your banner ads, text links, affiliate payouts, etc. Operating

from this premise has resulted in many multi-million dollar direct response businesses.



For instance, if you know that your average customer value is \$160, then you might feel comfortable spending up to \$100 to acquire a customer. If you're spending money

on a pay-per-click basis, and your conversion rate is 1%, then that means you should pay no more than \$1 per visitor. Because with 100 visitors, that will be \$100 of spend. You'll make one sale (assuming your 1% conversion holds) and on average, a customer is worth \$160, so you'll make a \$60 profit on every 100 visitors.

This metric becomes even more useful when you start comparing it across different sources of traffic. Your customer value can vary widely from different sources of traffic. For example:

*If you're only looking at order count as a measure of success, you might see 10 new customers from traffic*

*source A and 10 new customers from traffic source B and you might assume they are equal. But in reality, the 10 customers from traffic source A could stay in your monthly billing cycle for twice as long, rendering them much more valuable! If you don't track the spend of each customer over several months by source, you might assume these traffic sources are equally valuable; when in fact, you should be maximizing your spend on traffic source A, before spending money on B.*

Sometimes it's difficult to calculate lifetime customer value. And you may never get an "exact" number. But as long as you're close, you can use that number to make significant gains in your business.

Take a minute to consider how you would calculate your marketing spend if you didn't know what your lifetime customer value was--you'd simply be guessing. You would have no accurate idea of how much money to spend on your advertising, and you wouldn't be able to scale your business with confidence.

## WHAT FACTORS AFFECT CONVERSION RATE?

**W**HEN YOU'RE TRYING TO figure out how to grow your membership site, you're faced with the challenge of trying to understand what factors you should focus on, and in what priority. You can waste time if you don't know why your website is not converting prospects into customers.

After years of testing and tweaking, I've come to

rely on a simple framework that I learned from a mentor of mine, Michael Masterson. This is the “Source / Offer / Copy” framework. Basically, this is the order of importance to recognize when it comes to analyzing and optimizing your conversion rate.

1. **SOURCE:** The most important factor when analyzing conversion, is the “source” of your traffic. If you’re selling a membership to baseball card collectors, and you buy traffic on ESPN.com, that traffic has a much higher chance of turning visitors into buyers than traffic from the WallStreetJournal.com. This may sound obvious, but you would be surprised at which sites convert the best. It’s not always obvious. You can run your offer to one traffic source and it will completely fail, and then you can run it on another traffic source and knock it out of the park. And the only way you can find these profitable sources of customers is to test. I would recommend hiring a full-time media buyer to make this happen. It’s hard enough to run the site and optimize conversion, never mind having to reach out to publishers and make deals happen.
2. **OFFER:** The next variable of importance is the what you’re offering the prospect, (i.e. the product, the price-point, the format, and the guarantee). Make sure you look at some offers that are doing well in your industry. What are the price points? How many deliverables are there? You have to make sure that what you’re offering is a really killer package. Make it easy for the customer to say, “yes.” I think too many people charge

too much money for their products and end up turning a lot of potential customers away. I can’t tell you exactly what to offer your prospect, because it’s going to be highly dependent on your market. But make sure the price point is right. There are many split tests that will yield inconclusive results and are not worth your time, but price is always worth testing, and MemberMouse can help you split test your registration process in order to help you acquire the maximum number of new members.

3. **COPY:** The last order of importance is the actual copy that sells that offer. If you spend all your time analyzing the copy, and tweaking the copy, without trying different offers, or sources of traffic, you’re not optimizing your business in the correct order. The source of your traffic is extremely important, and cannot be under-estimated. Ignoring this advice could set you back months or even years. With that said, you have to test your copy. Don’t make the mistake of jumping to conclusions with too little traffic. You have to wait for significant results to appear in your split testing software. I know it’s not fun waiting around for days or weeks for the results of a split test, but just try to set-it-and-forget-it. Then come back to it later when enough data has accumulated for very conclusive results to appear.

## INCREASING CUSTOMER VALUE: ONE-TIME OFFERS

**O**NE OF THE EASIEST WAYS TO increase your customer value is to make a one-time offer after the initial sale. So when a customer joins your website for the first-time, offer them a related product at a steep discount (50% works well). If you ignore this technique, you almost certainly won't be able to spend as much money on advertising as you could, and may even jeopardize your ability to grow a successful membership site.

This upsell should be priced roughly two to three times higher than the initial purchase. If the initial sale is \$39.95, then this upsell should be roughly \$80 to \$120. But this is just a rule of thumb, and you should test several price points for your upsell. You might want to try very low priced upsells as well, say 50% of the initial purchase price. Again, this one-time offer is a major source of profit, and you need to have the ability to capture this sale without requiring the customer to enter their credit card details again.

You should be able to get around 15%-20% of your customers to take a high priced upsell (and as high as 50% for a very low price point). What matters most is how many dollars per name each upsell is adding. For instance, if you have a \$97 upsell and 7% of the customers purchase, then a simple trick to figure out how many dollars your upsell is adding to your average customer value is to multiply the price point times the conversion rate. In this case:  $\$97 \times 7\% = \$6.79$ . So, by having the upsell in place, you're increasing your average

customer value by \$6.79. Your actual upsell rate could vary quite a bit depending on the market and what you're offering. Just use this figure as a benchmark and always work to improve it.

One optimization trick is to make the "Yes, I Want This" option to be a large button, and the "No Thank You" option to be a text link below the button. This makes the "yes" option stand out. Simple, but effective.

Remember: you need to offer the customer something immediately after they purchase, because you will not get a better opportunity to sell them something else. Better yet, offer them multiple items in sequence. If you've ever purchased anything from VistaPrint.com or GoDaddy.com, you have witnessed masterful upsell chains in action. It's worth going through them simply for the learning experience. In addition to one-time offers, 1-click upsells are also very effective at increasing your customer value.

## INCREASING CUSTOMER VALUE: 1-CLICK UPSELLS

**W**HEN YOU'RE CONSIDERING membership software, you need to choose one that has the ability to offer 1-click upsells to your members. This allows you to continually upsell members additional products and services within your memberships site without requiring the customer to enter their credit card details again. MemberMouse has built in functionality that handles 1-click upsells and cross-sells, which is one of the main reasons I

switched to their platform. This feature alone is worth the price of the platform.

Upsells to consider are physical versions of a digital information product. You can also upsell customers into coaching programs and other live services. You can decide the format and content of the product, just make sure they don't have to enter their credit card details again, or your conversion will suffer.

Inside your membership site, place banners and links to sales pages that promote these upsells. You should choose a membership platform that allows you to target the user based on their membership level and what products they've purchased, so that you can always make relevant offers. MemberMouse does this using their SmartTag system, which allows you to display targeted offers based on the member's purchase history and membership level (i.e., gold, silver, bronze member).

The price point of the upsells inside of your membership site can vary dramatically. It's my opinion that you should have a mix of low and high priced products so that customers who really enjoy your content can spend as much money as they would like with you. You need to have low-priced products to get people in the door, but once you've proven value to them, be sure to offer them higher-priced products in order to maximize your lifetime customer value. If you're not using 1-click upsells, then you're leaving money on the table. Just make sure that you're not tricking the user into purchasing when they didn't expect to do so.

## METHODS TO INCREASE RETENTION

**I**F YOU'VE BUILT A SPREADSHEET and run some numbers, you'll quickly see how improving retention by just a few percentage points can really improve your customer value. You should spend a significant amount of time implementing stick strategies to keep customers happy and involved with your membership site. Here are a few things you can do to improve your retention.

1. Provide a quick-start guide for new users: immediately after a user signs up, make sure you hold their hand and give them precise instructions on how to get started. Don't leave them stranded after the sale, or they'll become confused and disappointed. Provide step-by-step instruction and make it feel exciting.
2. Get them to take action. For every positive step the user takes while interacting with your program, the more committed they become. So encourage the user to do something: join a forum, download a report, fill out a questionnaire, send in a question, write down their goal, email a testimonial, etc.
3. Give them free stuff for sticking around. You can encourage users to stay through their next billing period by emailing them about upcoming content that will be available. Get them excited about future videos, reports, etc and they'll be more enthusiastic about

remaining a subscriber to your site.

4. Remind them of how valuable your content is. Part of any good sales strategy is reminding the customer after they've purchased that they've made a good decision. Continually re-inforce the idea that the content they've subscribed to is invaluable. You can do this directly and with testimonials.

## KEEPING REFUNDS AND CHARGEBACKS LOW

**I**T'S EXTREMELY IMPORTANT THAT you take care of all customer problems as soon as possible. This is for several reasons, the first being that it's the right thing to do. The second, is to keep refunds and chargebacks as low as possible.

One of the easiest ways to lose your membership business is to have chargebacks creep up and your merchant account provider will terminate your account. If you've never heard of this issue, you might think it's an esoteric problem that could never happen to you. But it couldn't be further from the truth.

If you're running your business with a domestic merchant account based in the United States, then you need to keep your chargebacks under 1% of your transaction volume. You should talk with your merchant account provider to get the specifics so that you understand what the banks expect from your customer service department. If you have a high-priced membership site that targets a very small niche, then this might be less

of a problem for you. But if you're running free-trial offers that get a lot of tire-kickers, you are bound to get a high number of chargebacks.

The easiest and most effective way to keep refunds and chargebacks low is to give full control to the customer. Make sure your membership software allows the user to cancel their own account. This will cut down on support costs tremendously. Having to handle each customer when they want to make a modification to their account is a recipe for disaster. This is another one of the reasons I choose MemberMouse as my membership management platform because they provide all of this functionality for you right out of the box. In fact, you can turn cancellations into downsells (a lower priced product) using their "Save the Sale" functionality. This is an extremely valuable feature that you shouldn't overlook.

After a customer orders, it's incredibly important to let them know that you're there to help them, and that you will provide support if they need it. Tell them how to contact your support department on the thank-you page immediately after they order. You should also tell them in the order confirmation email.

Here are a few things you can do to keep chargebacks down:

1. Make sure your customers can cancel their accounts easily in an automated fashion.
2. Post a notice on your confirmation page that tells the user what they will see on their credit card statement. This should be the name of your product or your website,

something that the user will recognize. If it doesn't ring a bell, the customer will likely call their bank and dispute the charge.

3. Tell the customer that you can resolve any billing issues faster than their bank. If they want a refund, give it to them as soon as they ask for it. This isn't just good business practice, it's also the best way to keep chargebacks from occurring.
4. Make sure your descriptor is accurate and is reminiscent of the product the customer purchased. Also make sure there is a phone number on your descriptor that leads to either a live operator or a voicemail system that gives them specific instructions that will help resolve their issue.

In addition, you should consider the cancel process as a potential revenue generating opportunity. When a customer is canceling, offer them a discounted subscription (using a feature such as MemberMouse's "Save the Sale" process). Don't discount too deeply though, or customer will feel like they've been cheated for the duration of their full-price membership. Now that you understand how to manage the business aspects of a membership site, let's take a look at how to get your membership site up and running.

## MAKE YOUR LIFE EASY AND USE WORDPRESS

**I**F YOU'RE GOING TO OPERATE A membership site, you're going to need to provide fresh content to your users on a regular basis. With that in mind, I would strongly recommend you use WordPress as your "content management system." It's the most ubiquitous blogging platform on the Internet and there are several reasons you should use it to manage your membership site.

The first is that it's easy to install and it's easy to use. Plus there are tons of plugins and themes that allow you to customize your site with little help from outside developers. Even if you are a programmer, I would still recommend using WordPress because of the time-savings and extendability that WordPress provides.

Custom websites can wind up taking a long time to build, and can become a money-pit, if not carefully managed. If you're new to the game, then save yourself a huge headache, and just go with a WordPress installation. You'll be surprised at just how flexible WordPress can be, but chances are, you already know that. Plus, there are thousands of themes available and custom graphic designers that can make your site look very professional on the cheap. And with all the readily available plugins, it's really a no-brainer, especially if you're just starting out.

One of the most important plug-ins for WordPress that you'll need is a membership management plugin. This is an extra piece of software that will allow you to do things like password protect your

member's area, "drip" pre-canned content out to your members, and manage billing and payment options. Clearly, choosing the right membership software is crucial to your success, and is one of the most important decisions you'll make in the early stages of getting your business off the ground.

## CHOOSING A MEMBER MANAGEMENT PLATFORM

**Y**OU MIGHT BE TEMPTED TO choose software based on price, especially if you only have to pay a one-time fee. But, as a guy who's "been there" and "done that," I wouldn't recommend it as your only criteria. When I first got my membership site up to a substantial number of customers, I realized that I didn't have the functionality that was necessary to handle a large number of customers. And when you get into this position, a number of bad things happen. Customers get upset if you cannot service them fast enough, you miss out on revenue opportunities, and things are just generally a lot more difficult than they need to be.

So when you're looking at potential platforms, you need to realize that what you pay is actually a very small factor in the end. If the cheap software you're considering isn't capable of 1-click upsells, downsell processes, and automated customer service, (and all the other things I've mentioned in this guide) then you're probably not going to be able to run or grow your membership site successfully. If you're fortunate enough to grow your site to any substantial level, you end

up leaving a lot of money on the table that could otherwise be used to grow your customer value and thus your ad-spend.

**BEWARE OF CUSTOM DEVELOPMENT:** And, unless you're a programmer by trade, or have already built a team of reliable, cost effective programmers, I would not recommend going the custom route. I've heard of way too many horror stories of guys sinking \$50,000 into developers who end up abandoning the project, leaving the business owner with a mess of spaghetti code. I would highly suggest that you leave it up to the guys who spend all of their waking hours building membership site software. I certainly don't have a year or three to devote to building a membership management platform, nor would I want to.

As a client of MemberMouse, I can say that they've built the only membership management platform I know of that has the requisite features to run a high-volume membership site. You could start with a cheaper platform, but you'll end up down a dead end, and you'll be forced to migrate your entire business at a later stage. Plus, the fly-by-night operators rarely have the level of customer support you need for a serious business. For these reasons, I highly suggest you sign up for a trial account with MemberMouse, and start building your site on a solid foundation from day one. These guys work day in and day out to refine their membership management platform, and it's one that I am willing to personally endorse.

## MASSIVE ACTION = MASSIVE RESULTS

**I**F YOU'VE READ THIS FAR, YOU'RE clearly interested in starting or growing your membership site. So what are you waiting for? As long as you're confident there is demand for content in your niche, then you should be taking steps to make that membership site a reality. Don't put it off for another day!

There are lots of things that hold us back from achieving our goals, and one of them is uncertainty.

What's great about membership sites, and the Internet in general, is that you can get started with a fairly low amount of capital. So don't let that be an excuse. You can do it, if you're committed enough to stick through it when you're second guessing yourself. Just make sure you're operating in a profitable niche. Make sure you have a compelling sales message, and make sure you've got the right tools. If you decide to use MemberMouse as your membership management platform, you can sleep well at night knowing that you're building your business on a solid foundation. And when you have that kind of knowledge, it gives you one less thing to worry about, and allows you to focus on growing your business, instead of worrying about (and running up against) the limitations of your technology. How nice is that?

Once you get your first few members on board, you'll see that it's actually pretty easy to make money with membership site marketing, as long

as you are providing value to your users at a fair price. Of course, you need compelling marketing to get them to join, but there is more than enough good advice out there when it comes to generating compelling sales copy.

To get started, get WordPress installed, and sign-up for MemberMouse. One of the great things they've done is offered a free trial so you can get started risk free. So get your WordPress installation going and then install the MemberMouse plugin. You'll quickly get the hang of things, and you'll be on your way to having your own cash-generating membership site.

## SIGN UP FOR A FREE MEMBERMOUSE TEST-DRIVE

The Most Powerful, Marketing-Driven Membership Platform with Unlimited Phone & Email Support

[www.membermouse.com/signup](http://www.membermouse.com/signup)

**R**EMEMBER: WHEN YOU TAKE massive action, you get massive results. I've shared all of my secrets with you in this guide, and if you apply them, I know you'll see results too. And when you see results, you become more and more motivated to take action, and a snowball effect occurs. So get started today. I've given you the blueprint for your own seven figure membership site. What are you waiting for?