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From the Editor



Sometimes if it weren't for bad luck, I think I'd have no luck at all *8>)

I was working along nicely getting a few things done when my laptop restarted. Or at least tried to. No luck. Hard drive crashed. New one is on order.

Fortunately, I use "sync-toy" from Microsoft to back up my files every Friday before I head for home. I lost about four days worth of work, but most of it was web pages that I uploaded, so I can get them back fairly easily. I did however lose a few articles that I had not posted as well as parts of a new web site that I was building. Could have been worse!

The last few discounts for my adaptation of the full featured \$7 Script have been gobbled up, but you can still get it for only \$7. If you don't have it yet, grab it [HERE](#) today before the price goes up to a more reasonable \$27.

Starting a Membership Site

Sooner or later, all of us look at starting a membership site. I have had several over the years. The main questions I found that I needed to answer are:

1. What type of material should I provide?
2. Should membership be free or paid?
3. What software should I use?

You will probably have the same questions if you are thinking of starting a membership site. The type of material you provide will of course depend on the niche you are marketing to, but will most likely contain ebooks, and tutorials, and may include software, websites, web templates and graphics. I provide all of these in the Idea Vault.

The next thing that you need to decide, is whether your memberships will be free or paid. I cover that in depth in the next two section.

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Starting a Free Membership Site

If you decide on a free membership site, you will not charge the user a membership fee to use the site, but will undoubtedly require users to supply their e-mail address. Depending on whether you control membership by assigning each user a distinct login or password, or just password protect the membership site directory, you may require software. If you have a discussion group or similar activities, you will want each member to choose a user name and password. This can be managed by hand, but it is far better to automate this with a software package such as [EZ Membership System](#). You may wish to develop a multi-level site where free memberships are limited to less useful information or access while paid memberships have full access.

A large entity like MSN, for example, allows members to access most things on their sites without the need for any sign in procedure at all but, in order to join a group, you must supply your email address, choose a user name and a password. The use of the site is still free. However, to use MSN as your ISP or to gain enhanced email resources you will be required to pay for it.

In the same way, you might start a free membership website. You would not charge at all to access the site. To gain access to limited information would require supplying you an email address, and may also include choosing a user name and a password. Your sites may never charge a membership fee, but rely solely on selling your own product or promoting products produced by others as a source of income.

Free membership sites very rarely, if ever, supply information that you couldn't acquire on the Internet yourself. You are not likely to set up a free membership site for free so you should be planning to make an income in some way. Usually free membership sites are for the purpose of promoting products or services that you have an interest in. Information will be provided but supplying information is not your main objective.

Starting a Paid Membership Site

Whatever you call them - member only, membership, subscription, or mentor websites, they all have one thing in common. They are bringing in steady and constant cash flow for their owners, month after month, from a few hundred dollars to tens of thousands of dollars. The array of the topics of these websites is endless.

You may set up your paid membership site to provide mentoring or coaching, or publish useful articles or information in a particular field or product. You could publish the results of tests and studies or product reviews. You could do like some membership sites and

provide specialized services or act as a meeting place for people with a common interest. Or finally, you could be one of those that provide step-by-step instructions for such things as painting or music.

Your site should have one thing in common with other paid sites: to access the website (or the best information on the site) you have to pay for it! Which begs the question...why would anybody pay for information on the Internet?

The answer is simple. People will pay you for information that they could probably find for themselves if they looked long enough and hard enough, because they want to save time or because they think that your information will be better or more specialized or because your information just isn't available to them unless they pay for it.

Just a few short years ago it was almost unheard of to charge for access to a website and almost no one was doing it. Today, however, it is the norm and not the exception. Actually we have Internet dating sites to thank for this huge money making opportunity.

Software

There are many different types of software for you membership site, and most of them are expensive. If you are going to set up a free membership site, I recommend that you use a password protected directory and collect email addresses. When someone signs up for your free site, the thank you page and welcome email should contain the login and password. This is a no cost option that should be available from every web host.

If you are going to set up a paid site, then you will require software to manage the site. If you have a bundle of money burning a hole in your pocket, then there are any number of programs that will do the job. If you are like me however and want to spend as little as possible to set up your site, then I recommend EZ Membership Manager. The price is quite reasonable, and for the next few days, while this newsletter is current, I have it on sale for half price [HERE](#). Good luck if you decide to build a membership site whether it is free or paid.

Please note that even the most expensive software will not gather up the materials for your site. You will have to create or locate everything that you put on your site yourself.

P.S. Have you seen my new site [Ebooks and More](#). As the name implies it is stocked with ebooks, scripts, websites and more.

Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up. Although I have been a nice guy and reset the counter to allow lots more readers to get these products at the sale price, I will not be doing it again as it is not fair to my affiliates.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)