9 Ideas You Can Use For A Successful Membership Site



Membership sites are a great way to earn money, engage your audience, and build strong relationships with customers who buy from you repeatedly. You can deliver more focused content to your current following while also attracting new customers and building another revenue stream.

However, it's easy to say, "I'm going to create a membership site." The hard part is deciding what kind of site to create. There's a huge range of options that can apply to an even larger variety of topics. To start you thinking about what type of membership site will fit best with your own business and goals, here are 8 ideas that have all been proven to be profitable.

1. Employee Training and Communication

The security and protection provided by a membership site makes it ideal to use for an employee portal. Everything that you would like to share with your employees can be in one location, managed and kept up-to-date with ease. This content could consist of things like:

- Company forms and guidelines
- Social Media policies
- Company presentations
- Price lists
- Company directories
- Templates and checklists your members can use to plan or implement something
- Resources your employees can use in their business or life

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2. Library of Content

One very popular type of membership involves offering a library of content. This content could consist of things like:

- Information and how-to's on different, but related topics
- Templates and checklists your members can use to plan or implement something
- Resources your members can use in their business or life

Really, any type of content your audience would find helpful on a regular basis is prime material for a membership site.

In the library model, a new member signs up and gains access to a huge range of exclusive content. The best content-rich membership sites not only have great information, but add new information regularly. When you add new content, send an email to your members to let them know there's something new.

For example, you might create a site that offers all-things-marketing. It would have ebooks, videos, articles, and other information on every aspect of online marketing for your members to delve into.

Benefits:

- This type of site takes little maintenance on your part. The content is all there for people to enjoy.

- You can take advantage of content creation shortcuts to fill your library such as repurposing your existing materials and using Private Label

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Rights content.

Challenges:

- It takes a great deal of time and effort to create all of the necessary content ahead of time.
- It's a little challenging to engage people on a site like this where there's no active community and the focus isn't necessarily on new content.

3. News Roundup / Drip-Feed

This is a site where members get the latest news in their niche or topic. The site "drip-feeds" content, adding new content as it comes and making it available for members. The reason they use the site is because they want to be "in the know" in their industry.

This can be combined with the library of content type of membership site. Keep in mind that for a site like this, you'll need to regularly produce high-quality content and keep it coming for your members. But for a site like this, it's easy to retain members because they want the latest news.

You might offer a membership site that offers the latest tech news or news about Internet security. It could be a site that introduces the latest technology or software products. Another example would be a website that covers all aspects of how to invest money.

Benefits:

- Since the content is fresh and up-to-date, this type of site is highly engaging for members.

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- Automation programs can make it easier to post new content.
- It's fairly easy to promote a site that brings you the latest news in the industry.

Challenges:

- You have to constantly create or curate high-value content that your members can't get anywhere else.

4. Courses

One of the most popular ideas today for a membership site is to create a course or a selection of courses that your members have access to. They start with the first piece of content in the course and then work their way through. By the time they're done, they know how to do something they didn't know before. The course content can be in any form, whether text, video, or workbook, but there should always be a hands-on element.

For a site like this, you might create different levels for your members. This way, if they already have some experience with the topic, they can join at an intermediate level and they don't have to go through the basics.

There are many things you can do with a course site. You can offer a program for anything you can teach. You might offer a course that helps people lose weight or carry out a workout regimen. Your membership site could teach some form of writing, such as copywriting or fiction. You can teach how to set up a business, internet marketing, how to play a musical instrument, a language, and so on.

Benefits:

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- Through your site, you give your audience something they can use and get results from right away. It's easy to see the value.

- Most topics or niches have easily identifiable teachable topics. You can quickly find something you know that you can impart to your audience.

- Your content can take any form.

Challenges:

- Creating courses takes a great deal of planning. If you want to make sure your members are able to implement what you teach, it requires a much more strategic approach than creating just a library of content.

5. Exclusive Online Community

A membership site can also be an online community, with forums as its central features. This gives your members a place to talk with others about a particular topic. Signing up and paying for the site grants them access. You might combine this with other ideas: for example, you could have a community site that also has a library of resources and a newsletter.

You can create any type of community but the best are niches where people don't often meet and share ideas. Examples would be a site for writers, a message board for programmers, a forum where language learners help each other or have access to native speakers or teachers, or a business networking site.

Benefits:

- Since this type of site isn't content based, it requires less maintenance

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from you. You can set it up and, with just a bit of moderation, it will run on its own.

Challenges:

- It takes a great deal of momentum to get started. People won't want to pay to join if the forum doesn't already have a lot of members, since that's the main benefit. You'll have to spend a lot more time in the beginning to get conversations and interaction going.

6. Coaching

If you offer a coaching service, you can create an exclusive membership site for your coaching. Through site membership, people get access to you and your content. You can offer a set amount of one-on-one coaching, as well as other resources. This is a great idea combined with other modules, such as courses, forums, and newsletters.

If you're a business coach helping people overcome obstacles they face in growing their businesses, think about offering your services through a membership site. You can coach people on things like managing their finances, health and fitness, self-help topics, or skills such as writing.

Benefits:

- If you're already coaching and teaching, you have experience with a site like this.

- Having your own membership site is a huge boon to your coaching. You can use it in your marketing to build your reputation as an expert.

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- It's easy for your members to see the positive results they get from your site, because they implement what you teach them and get results.

- Successful coaches can charge a great deal for access to their knowledge.

Challenges:

- Coaching membership sites involve extra special care and attention. You have to be there for your one-on-one coaching as well as quickly responding to any questions.

- If you don't already have an established reputation for your coaching, it can be a hard sell.

7. Deals and Discounts

The focus of your membership site could be solely offering deals and discounts. You can even partner with others in your niche. They can offer their products or services to your members with special deals, and you can return the favor somehow to them. This is a win-win because it exposes your audience to your partners' products, and also gives you a highly engaged membership site.

A good example of this would be to create a site for small business owners that offers discounts on software programs and information products.

Benefits:

- This type of site drives deals and creates revenue directly with every single purchase.

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- Software tools allow you to sell products directly through the website, often integrating with a data feed from vendors.

Challenges:

- You need partners and relevant, high-value offers on a consistent basis.

- There needs to be content, a forum, or regular emails to keep people engaged. It's hard to keep people returning to the site with only deals and offers.

8. Product/Service Membership Site

Membership site are often based around a specific product or service that you offer. Your customers who buy the product can then become members of the site, where they learn more about your product or service and how to use it. They get access to special deals on other products, and receive first-class customer service.

This is especially common in the tech industry. You might have a software product with many moving parts, or a product that has many features its users may not know about. You can use your site to teach people how to get the most out of the product they purchased.

Benefits:

- Your members are almost guaranteed to be engaged since they're currently using your product or service.

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Challenges:

- Like the idea above, it's hard to keep people engaged. When they're not using your product, they're not likely to need to use your membership site.

9. Access to Influencers and Experts

A less-frequent, but popular, membership site idea is to grant members access to experts and influencers in your niche. If you have a network of important people in your niche, you can create a site where people get access to them in some way. Through the site, you can offer content such as interviews, give people a chance to ask their questions, and hold webinars or other events.

If you have a huge network of successful internet entrepreneurs, you can offer a very high-value membership site to your audience where they learn from these influencers without having to buy an expensive program or coaching from each one.

Benefits:

- This type of site is extremely valuable and people will pay a premium for it.

- It's easy to create content if you have some good contacts and are willing to network. You just need to interview experts or hold webinars.

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Challenges:

- You need a large and robust network of valuable contacts.

Keys to a Profitable Site

No matter what type of membership site you choose to build, there are several key factors that will determine its success or failure.

- **Good Content.** The content you offer through your membership site needs to be valuable and high-quality. This is what your members are paying for.

- **Engaging.** Your site must encourage members to keep returning. You have to find ways to get your members actively involved. They need to take action and get results if you're going to keep them as members.

- **Problem-Solving.** The best membership sites solve problems. If you can manage to provide solutions for your members that actually work, they'll feel the value you offer and will be happy to pay for it.

- **Unique.** You'll have to find ways to set your membership site apart from others in your niche. Figure out what you can do differently that meets your members needs in a way that others don't.

- **Personal.** Always be there, actively engaged with your members. There also needs to be good quality customer service, which is a given for any business!

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