

j. How To Create Repeat Business With Membership Sites

How many visitors do you receive on your site each day? How fast is your bottom line growing?

Would you be surprised to know that a membership site may really increase both your visitors and your bottom line more quickly than a lot of other marketing techniques and business models?

Think about this:

If you're only grabbing an average of a hundred visitors daily, if merely ten of them join your membership site you'll have three hundred new members every month. That tallies up to 3600 new members every year.

Do you see the potential here?

If you didn't have a way for those individuals to join your database you'd have lost each one of them most likely never to come back unless they truly loved your site and took the time to bookmark it. The more you consider it the more having a membership site makes bright business sense.

Think about these advantages of running a membership site:

It keeps your visitors returning, which means more traffic to your site. More traffic gets more business and more sales.

It helps you stay in contact to keep your business visible and in the forefront of your buyers minds.

It enables you to send special offers for additional sales.

You can give loyal buyers and members coupons, perks and discounts so they spend more.

You can sell ads on your site.

You can supply members only content and updates to bring in loyal buyers.

Release new products and services to your members first for quick sales with no ad expenses.

It increases buyer loyalty which is a difficult thing to earn.

Membership sites increase credibility. If you make a membership site, you're announcing to your leads that you're in fact an expert on the subject.

Adding a membership site to your current business model might be exactly what your business needs to take that next step toward becoming the business you've dreamed of.

If you search Google you will be able to find many different platforms to build a membership site with.

There you have it. Now go out and be a niche expert.