Membership Sites for Small Business

Username

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Sign Up

CustomerHub

by Infusionsoft

What is a membership site?

In its most basic form, a membership site is a website that's protected from the general public and accessible only to subscribed members. Typically, members are charged a fee for access. In return, members can login to access exclusive content, products, benefits, and more.

As we will discuss later, a membership site is a proven business model with huge revenue potential...and the way it works isn't much different from a gym membership or a magazine subscription. When members sign up, they are opting in for months or even years as a customer and source of recurring revenue. What could be better?

Most people don't realize that anyone can start a membership site. In most cases, business owners already have existing content or products they can repurpose to create a membership site (and an additional revenue stream). Your membership site can exist as a value-add for existing customers, or a space to sell new offerings to new customers. In this e-book, you will learn:

- ✔ The benefits of having a membership site for your business
- ✔ Whether a membership site is right for your business
- ✔ The impact of recurring revenue
- ✔ How to successfully launch a membership site
- ✔ How you can put systems in place with CustomerHub so that you only have to do the work once to generate a recurring revenue stream

Benefits of a membership site

Easy to Create & Maintain.
Membership sites are an incredibly efficient way to make money. They allow you to create content once (or use existing content), and get paid for it over and over again. They cost next to nothing to create, and maintaining one is inexpensive. To create one,

you just have to possess knowledge or expertise that someone is willing to pay for. The best part is you don't have to be physically present to deliver value to your members— the software does it for you. Membership sites let you make money in your sleep.

Attract & Retain Customers.

Besides the cost of the software to power your site, there are few other costs. Lower costs mean higher profit margins for you and your business. Attracting new customers is also easier with membership sites because of the lower price point for the consumer. Instead of charging $1,000 for a product or service, you may charge them $29/month to access the same content. This lower price point is easier to stomach for your buyer.

Steady, Predictable Revenue.

Above all, membership sites unlock the luxury of passive income by providing recurring revenue. They provide a predictable and steady income, every month. Instead of chasing the next one-off sale, your existing customers continue to pay you.

Impact of recurring revenue

In fact, membership sites help you make a lot more money with the same amount of sales. For the sake of example, let's compare revenues from two hypothetical businesses—one with a membership site or recurring revenue offering, and one without.

	Non-recurring Revenue business	Recurring Revenue business
Product sold	$500 one-time product	$50 per month subscription
Sales volume	20 sales per month	20 sales per month
First month earnings	$10,000 total revenue ($0 recurring)	$1,000 total revenue ($1,000 recurring)
After 1 year	$120,000 total revenue ($0 recurring)	$78,000 total revenue ($12,000 recurring)
After 2 year	$240,000 total revenue ($0 recurring)	$300,000 total revenue ($24,000 recurring)
After 3 year	$360,000 total revenue ($0 recurring)	$666,666 total revenue ($36,000 recurring)
After 5 year	$600,000 total revenue ($0 recurring)	$1,800,000 total revenue ($60,000 recurring)

As you can see, both businesses close the same number of sales every month. The business without a membership site sells a product that costs **ten times more** than the membership site. From this, you'd expect the normal business to make a lot more money because of the higher price. As you can see, they made **three times less** money over 5 years than the membership site.

Notice how quickly an affordably priced subscription outpaces the normal business in terms of revenue. Granted, there are variables like churn to take into account. However,

by collecting payment and delivering content automatically, a membership site allows you to generate revenue while spending your time doing things besides closing sales and servicing customers.

Who can use a membership site? Is it right for me?

Any business owner can start a membership site. A lot of business owners don't realize that they already have the material they would need for a membership site. Often, your knowledge and expertise alone is enough to create content. For example, if you provide accounting services, you can author a series of articles on the ten most common accounting mistakes and release one each month. If you are a business coach, you could record a video on a different topic, and release one every week. It doesn't have to be complicated or perfect!

Some of the most popular content formats include:

✔ Blog posts   ✔ E-books   ✔ Downloadable files

✔ Reviews   ✔ Reports   ✔ Training courses

✔ Tutorials   ✔ Video   ✔ Worksheets

✔ Articles   ✔ Audio

✔ Special reports   ✔ Interviews

Once your knowledge is in one of these formats, you can deliver it in a variety of ways. You can sell each item separately, charge for a fixed-term subscription, or charge a recurring subscription (monthly, annually, etc.). You could also use a combination of all three.

How to successfully launch a membership site

5 tips for launching a membership site (and your recurring revenue stream):

ATTRACT   **SELL**   **WOW**

1. **Choose your niche and develop your content** – Do you have anything you can repurpose? If not, that's okay! Look at the list in the previous section and start converting your knowledge into one of those formats.

2. **Drive traffic to your membership site** – The more people you have coming to your site, the more sales you will have the opportunity to close. Invest in paid, qualified traffic. Don't rely solely on SEO and organic traffic. Social is another great source of traffic, and can be amplified with tools like **GroSocial**.

3. **Convert customers** – Entice visitors with messaging and different membership levels. Explain the benefits that come with each level of membership. Think about offering a free trial or a money-back guarantee.

4. **Upsell customers** – Motivate customers to upgrade to the next membership level with one-time offers or one-click upsells. Can you cross-sell them access to another area of content in your membership site?

5. **Retain your customers** – Keep your members engaged by continuously releasing new, relevant content for your audience. One way to accomplish this is by creating a content release strategy. For example, instead of granting access to everything at once, consider granting access to one piece of content per week.

Why CustomerHub?

Automation is key for successful membership sites. After all, you want to be on the beach instead of sending login information to new customers, revoking access for those who cancelled, etc. CustomerHub allows you to automate every membership process, including:

- ✔ Signup
- ✔ Generation & delivery of password
- ✔ Assignment of site permissions
- ✔ Upgrades, upsells & cross-sells
- ✔ Tracking important user actions
- ✔ Release of new content
- ✔ Digital product delivery
- ✔ "Forgot password" functions
- ✔ Billing & account management
- ✔ Collection of failed payments
- ✔ Shutting off membership access
- ✔ Re-activation of membership
- ✔ Cancellation

Most membership site solutions aren't built in ways that allow you to achieve this level of automation. They are usually separate from, or poorly integrated with, all of the other systems you use to run your business.

CustomerHub integrates completely with all aspects of Infusionsoft—CRM, email marketing, shopping cart, lead management and more. No multi-system chaos here.

Visit **www.customerhub.com** today!

CustomerHub is membership site software that integrates easily and seamlessly with Infusionsoft, allowing customers to profitably share their expertise with the world. With CustomerHub, customers can generate recurring revenue and automate membership site functions to save time. CustomerHub also includes a customer portal to automate collections and improve cash flow.