



# **“How To Make a Rock Star’s Income Using Online Membership Sites That Create True, Passive, Residual Wealth!”**

By Fabricio Cruz





# Why Membership Sites?

- A site with a MONTHLY subscription or membership fee
- It's all about passive, residual income...
- 100 Members X \$47/month = \$4700/month income
- 250 Members X \$47/month = \$11,750/month income
- 500 Members X \$47/month = \$23,500/month income
- 1000 Members X \$47/month = \$47,000/month income
- How many members do you need before you quit your job?  
How many members do you need before you can start paying off your debts, or go on that vacation... do the math!





# How To Create A Membership Site...

- Brainstorm ideas
- Select a niche
- Create quality content – ghostwriters, article writers, PLR, RTIR.com, etc.
- Buy and install membership site software - Amember
- Create a winning sales letter
- Get your graphics done – elance.com, guru.com
- Establish credibility in the marketplace
- Build your list
- Promote your site
- Keep members – feed them great content, provide support





# Brainstorm Ideas

- Think about passions that you might have.
- Racing cars, fishing, sports, photography, etc.
- If you do not have any ideas, that is fine.
- What kind of magazines do you see at the bookstore? These are excellent ideas since you know there is an audience willing to pay monthly for it.





# Select a Niche

- Once you have a few ideas already for consideration, it's time to narrow it down to one or two.
- I like to pick niches that are year round (skiing, surfing, etc. are seasonal)
- If you are the expert, determine how you are going to deliver the content.
- Deliver online only, physical, CD, DVD, combination?
- If you are not the expert, it's time to find some...





# Creating Quality Content

- Ghostwriters (elance.com, guru.com, scriptlance.com) – they create the content, and you put your name on it, legally.
- PLR – Private Label Rights products. PLR is almost like ghostwriting, but there is a good chance you do not have exclusive right to the content. That is fine, just edit it and it will be unique.
- RTIR.com – my favorite! See “video-4-attachment-rtir-template.pdf” for my proven template that works 80% of the time!
- These interviews are almost always free... you’ll understand when you see the template, just plug and play!





# Membership Site Software

- Here's where you might need some technical help.
- Scriptlance.com for the tech help.
- Amember is a popular membership site manager software.
- Another one is WP Wishlist  
<http://member.wpwishlist.com/>
- Make sure it will integrate with your payment gateway (i.e. paypal, authorize.net, etc.)





# Sales Copy

- Study already successful sites.
- Model and swipe. Get a good swipe file, [www.mymillionaireblueprint.com/BDASF](http://www.mymillionaireblueprint.com/BDASF) is a good one (the Vincent James swipe file)
- If you cannot write sales copy, you might need to hire a copywriter to help you with the process
- Recommended book: The Ultimate Sales Letter by Dan Kennedy. Out of print I believe, so Amazon.com might carry used copies.
- Must be compelling enough for people to sign up.





# Website Graphics

- Guru.com, Elance.com, Scriptlance.com, 99designs.com
- LuckyCovers.com (tell them Fabricio Cruz sent you) ☺
- Graphics can boost your sales BIG TIME!
- If you're selling videos (physical or digital), get DVD covers made like you see on this screen below.
- If you are selling audio interviews, you can get CD's made, like below:
- Ebooks too!





# How To Establish Credibility

- Press Releases can help, i.e. “Donald Trump, Fabricio Cruz & Robert Kiosaki, What Do These Men Have in Common?”
- Can you see what I’m doing here?
- Ask for it! Social Proof...
- If you are an expert, ask past customers or clients if you can use them as testimonials.
- Guilt by association (in a good way) – interviewing experts in your field... i.e. if I were to interview Richard Branson (CEO of the Virgin empires) then I would be perceived as an expert.
- If you have none of the above, give away some of your services asking for feedback.





# Build Your List

- This is about building your prospect list
- You've seen those sites, all you can do on them is put in your name and email... that's called a squeeze page.
- Squeeze page – you'll need an autoresponder, [www.singleoptinautoresponder.com](http://www.singleoptinautoresponder.com)
- Market to them your membership site over and over until they buy, then move them to another list (this is automated)
- Give them good content, you can even get it from [www.ezinearticles.com](http://www.ezinearticles.com) (legal and free!)
- You can use this list to promote other things to them, new products, products as an affiliate, etc.





# Promote Your Site

- Free traffic strategies – SEO, joint ventures, affiliate programs, social media (facebook, myspace, twitter)
- Paid traffic – banner buys, google adwords, yahoo search marketing, MSN adcenter, etc.
- Paid traffic is my favorite.
- To learn more about paid traffic, visit [www.6figuresuccessclub.com](http://www.6figuresuccessclub.com) (to be released soon)
- Offline: classified ads, postcards, voice broadcasting all work very well to generate traffic to your squeeze pages.





# Keep Your Members

- Keep members – feed them great content, provide support
- Get more and more content, as mentioned previously RTIR.com
- Provide great support, Q&A calls that are recorded, or survey your members and create FAQ audios.
- Create interactive videos and always see what your members want to have in the site, and give it to them.
- You're not always going to keep 100% of those that come on board, but by adding value all the time to your site, you'll have a very high stick rate.





# Conclusion

- You now have in your hands a few powerful strategies that you can implement today, to begin your journey to a full time, online income, and most importantly NO MORE BOSS!

