

7 ESSENTIAL STRATEGIES FOR MONEY-MAKING MEMBERSHIP WEBSITES

we will begin in just a moment...

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7 ESSENTIAL STRATEGIES FOR MONEY-MAKING MEMBERSHIP WEBSITES



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7 ESSENTIAL STRATEGIES FOR MONEY-MAKING MEMBERSHIP WEBSITES



What's the goal?

Cut through distractions
and launch a successful
membership website.



How do we reach the goal?

Prioritize your tasks,
eliminate distractions, and
keep things simple.



Strategy #1

Understand
membership websites



What is a membership website?

An online community of members, or collection of content, that serves a specific purpose for a specific audience.

With Brilliant Directories, specific sections of the website can be protected and reserved for members only.

What membership websites do:

- Serves as your main company website
- Automatically manages members & signups
- Automatically collects member payments
- Includes private / public member search directory
- Schedules & promotes events
- Publishes & manages company blog articles
- Restricts access to specific web pages

Types of membership websites:

- Trade associations
- Private organizations
- Company intranets
- Lead distribution networks
- Chamber of commerce
- Clubs, teams, groups, etc.
- Non-profits / government & educational institutions
- Membership management
- Private client management
- Members-only content
- Private online courses

And more!

Are you a member of
any professional
membership
websites?



Strategy #2

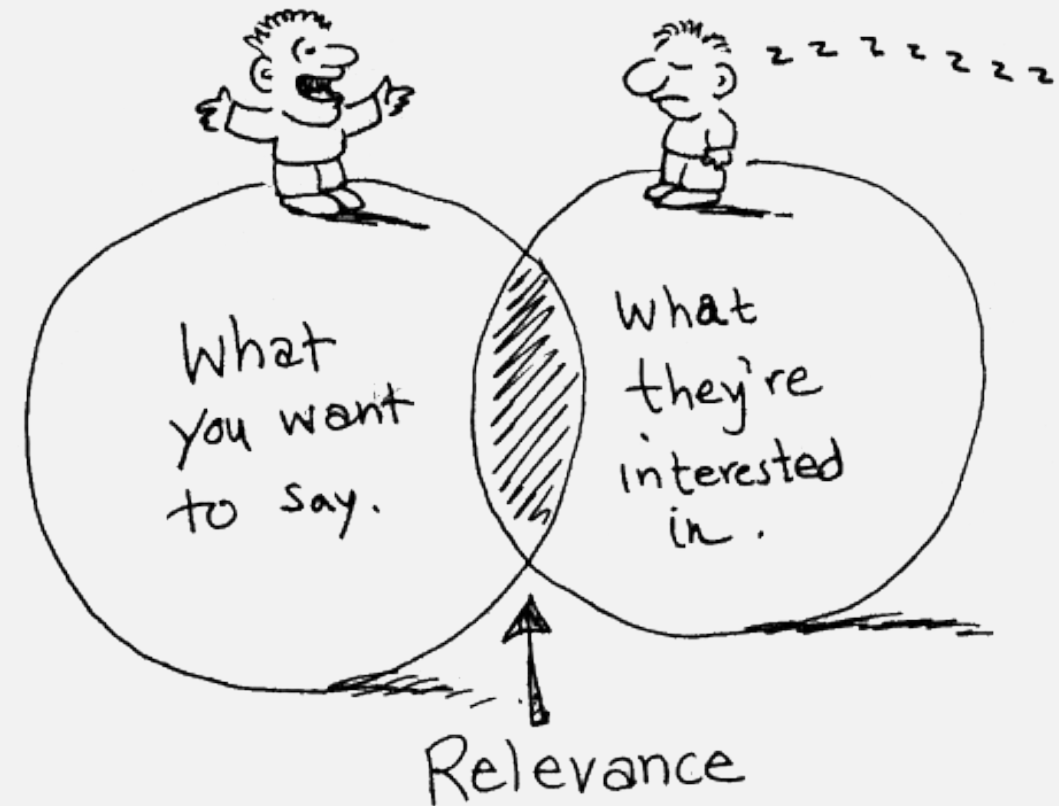
Key elements of
membership websites



Know your audience

Define who your members are, what they do, and where they are located.

Know what's important to your members and how your website will fulfill their needs.



E.g. Lawyer membership website

Who are your members?

My members are lawyers and law firms in the United States.

What's important to them?

My members want better online visibility to attract more clients.

How will you fulfill their needs?

My website will provide members with online visibility and exclusive members-only content.

Explain your mission

A clear mission helps members:

- Understand your website
- Relate to your website
- Join your website

A good mission page includes:

- Who you are
- Who you serve
- What you offer



E.g. Lawyer membership website

Who we are:

An organization helping lawyers grow their practices by providing online visibility & access to exclusive members-only content.

Who we serve:

Lawyers seeking to grow their practices with the latest online marketing strategies.

What we offer:

A membership community where lawyers can promote their services and learn about online marketing strategies.

Define membership benefits

More members will sign up when the benefits are clear.

- What should they do?
- Why should they do it?
- What happens next?

Learn about clear messaging in Webinar 2:
www.BrilliantDirectories.com/Webinar2



E.g. Lawyer membership website

What should they do?

Select a membership package to add your practice to the searchable lawyer community in less than 90 seconds.

Why they should do it?

Increase your online visibility with a professional public profile and gain access to exclusive members-only content.

What happens next?

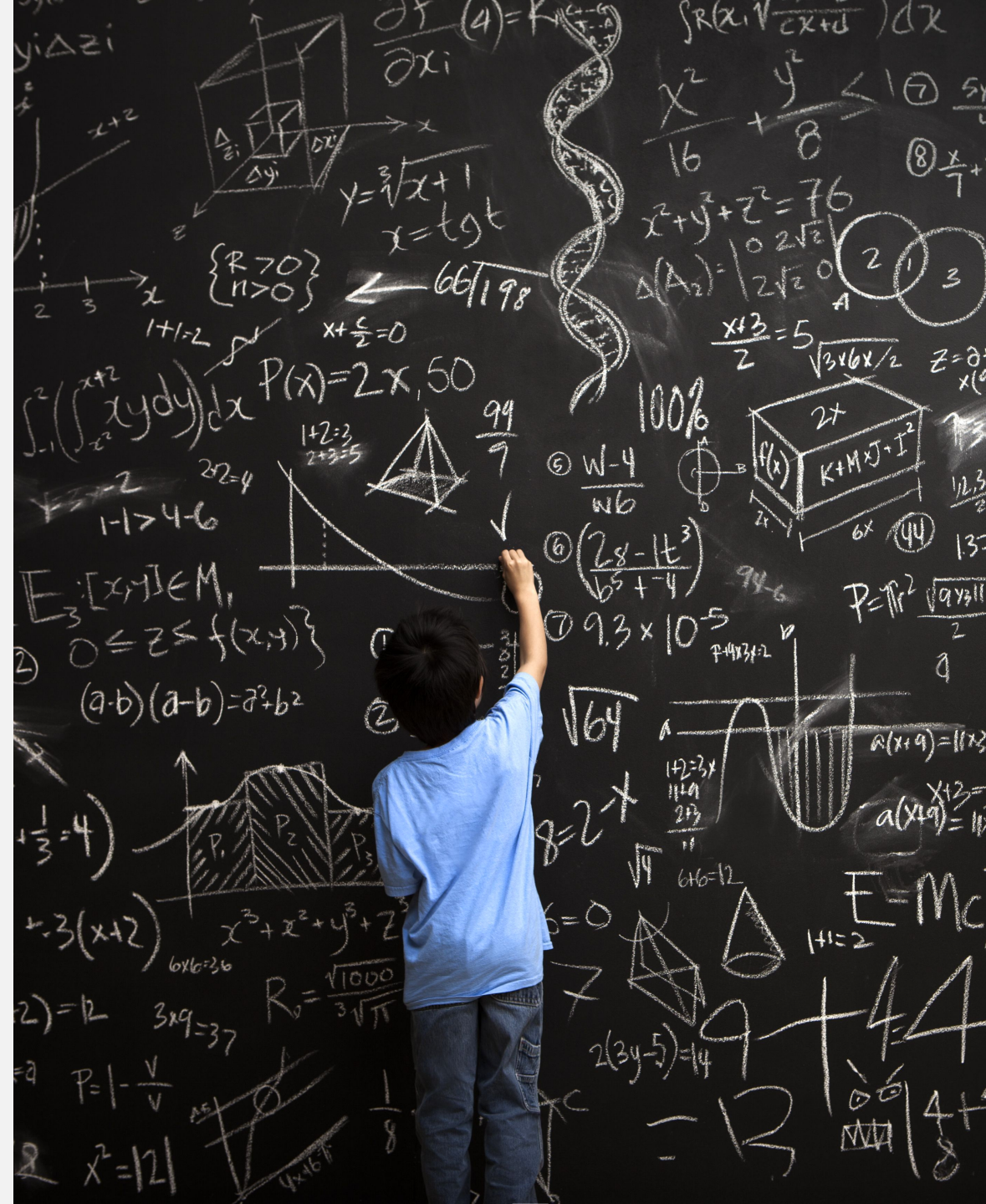
After signing up, you can customize your public lawyer profile and gain instant access to exclusive strategy articles.

So, how many times
have you tried launching
a membership website?



Strategy #3

Don't complicate things for yourself





*Remember, people have done more
with less...*

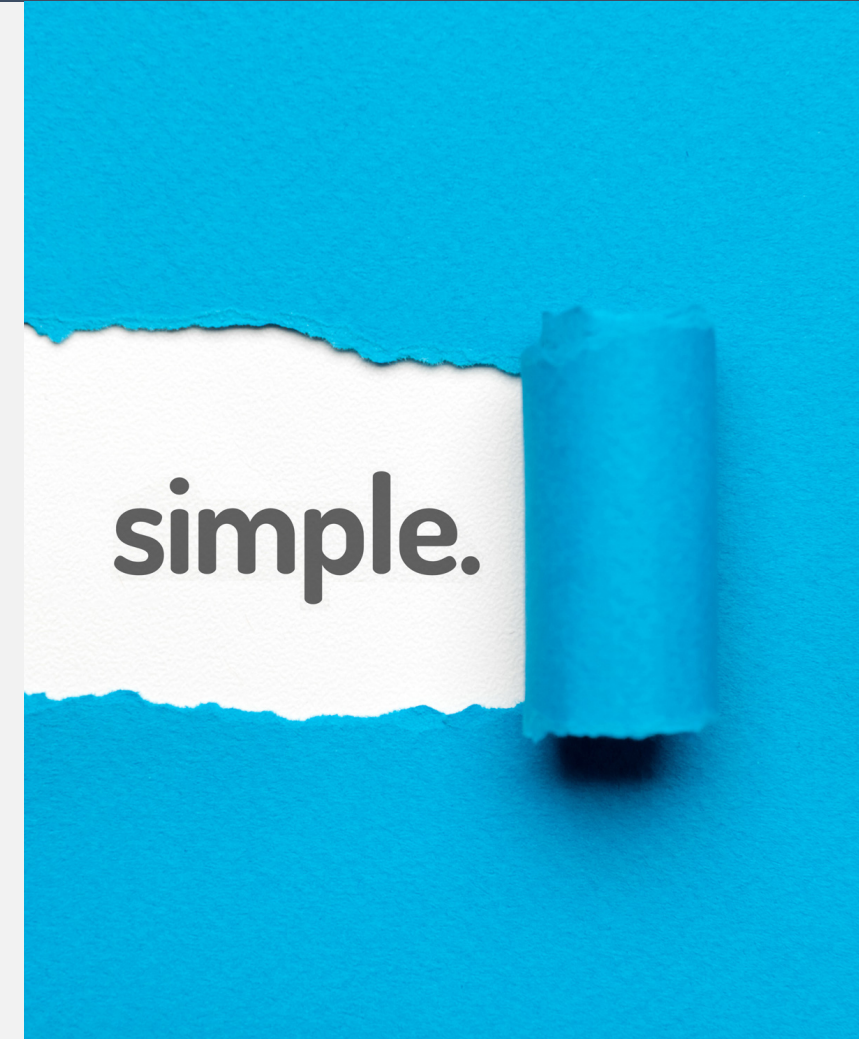
Jason Haloosim

Keep things simple

- Don't waste money on customizations
- Don't build out unnecessary pages
- Don't clutter information

Focus on core functionality:

- Is your website live & online?
- Do you have a strong mission page?
- Can your members sign up?
- **If so... your website is ready to go!**



Myths that entrepreneurs DO NOT believe

Your website must be 100% perfect when you launch.

You only get one chance to make a good impression.

If kittens are not dancing on the screen, your idea won't work.

* There is no such thing as a perfect website. Websites are always evolving and get better with time. Start your project and focus on gaining members as quickly as possible.

If you've tried your idea several times...

Your idea may not be clear to you or to others

- Simplify your plan and concept
- Do not focus on unimportant features

Your idea is simply not going to work

- That's okay! Fail quickly
- Don't waste time & money

You're getting in your own way

- Don't be stubborn
- Trust the advice of experts
- Don't overcomplicate things
- Don't be afraid to launch an "imperfect" website

Strategy #4

Understand
revenue streams



What will people pay for?

- Membership fees to join your community
- Upgrades to memberships with more perks & access
- Premium rates to be individually featured on your website
- Automated recurring payments: monthly, yearly, etc.
- Sponsored banner ad sales
- Lead purchases

Demonstration

LETS SEE SOME EXAMPLES

How else can you make money?

By not wasting time & money on:

- Less effective solutions
- Expensive development
- Tasks that don't make you money

* Do not underestimate the value of your personal time. Focusing on unimportant tasks or spending excessive funds on unneeded development typically slows your path to success.

Strategy #5

How to publish
premium content



Ways to publish content

- All content is public
- Specific web pages are members only
- Entire website is members only
- Premium content for specific membership levels

Demonstration

LETS SEE SOME EXAMPLES

Strategy #6

Recognize viable
marketing channels



Do you need marketing? not everyone does...

Ask yourself:

- Are you interested in more online visibility?
- Do you need / want more members?
- Are you equipped to take on more members?

Utilize the platforms your audience uses

Does your target audience spend lots of time:

- Interacting on Facebook
- Scrolling through Twitter
- Browsing Instagram
- Watching YouTube videos
- Searching for related topics on Google

Once you know where your target audience spends time online, you can market on those platforms.

Ad platforms we **love**

- Facebook ads
- Google AdWords

We've found the best ROI utilizing these two ad platforms because this is where many of our customers spend time online.

Find out where **your potential members** spend time online!

You don't need to spend money

Many non-traditional marketing strategies don't require you to spend any money.

- Blogging / guest blogging
- Target industry icons
- Optimize your website (SEO, relevant images / text)
- Submit keyword-heavy, yet news worthy, press releases
- Develop a presence on social networks

Learn about targeting industry icons in Webinar 1:

www.BrilliantDirectories.com/Webinar1

Download Our Free 10 Step

DIRECTORY MARKETING GUIDE

www.BrilliantDirectories.com/Webinar3

Strategy #7

Avoid common
misconceptions



Have you ever had these thoughts?

- It's expensive to start a membership website
- I need to know programming to start a website
- I need to have an email list before starting
- I need to set up an official corporation before starting
- I need to have an official logo before starting
- I won't be successful because similar concepts exist
- I'm not 100% sure about my idea, so why should I start?

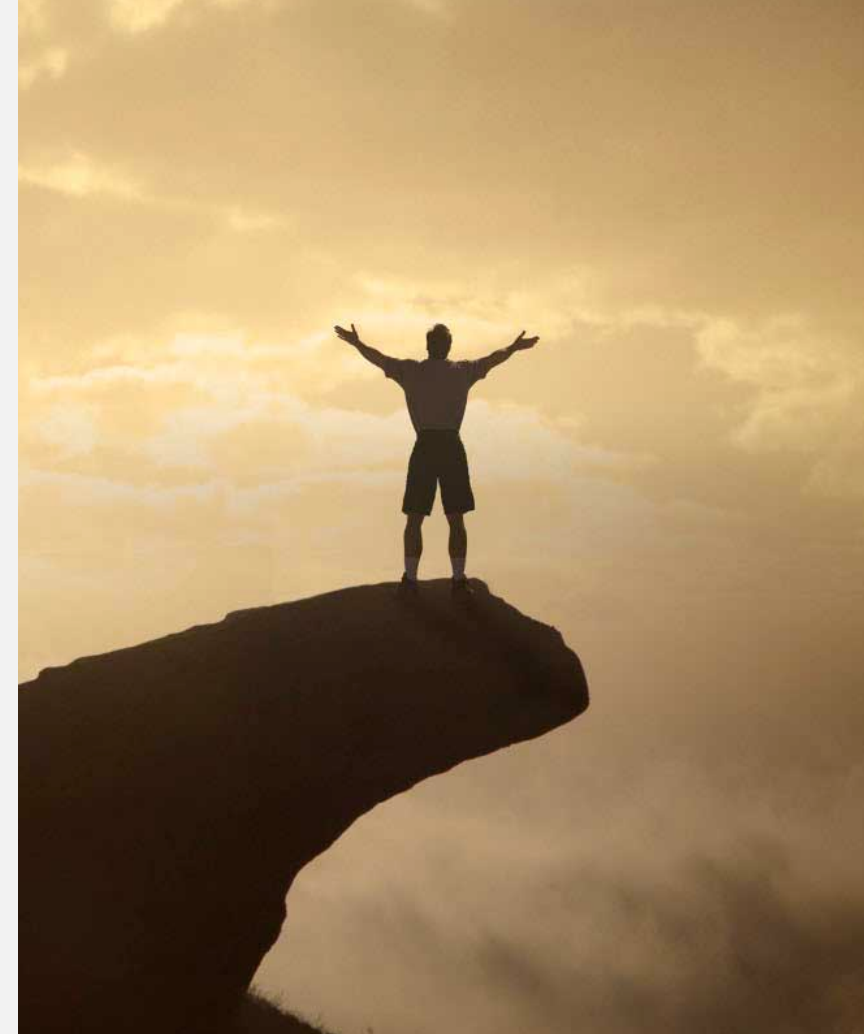
Believe in yourself

Taking the first step is half the battle

Save money, save money, save money

But... invest when needed

- Quality platform
- Strategic marketing
- Hire when it hurts



WEBINAR RECAP



Summary

- Understand the potential of membership websites
- Provide your audience with what they need
- A clear mission page helps visitors understand your website
- Clearly define member benefits
- Keep things simple – focus on core functionality
- Explore the various revenue streams of membership websites
- Market on the platforms your target audience uses
- Utilize free, non-traditional marketing strategies
- Don't get caught up in common misconceptions

Download This Webinar and Free

STRATEGY-GUIDE WORKSHEET

www.BrilliantDirectories.com/Webinar3

QUESTIONS & ANSWERS

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