

5 MEMBERSHIP SITE **IDEAS** **YOU CAN START**



A membership site is an excellent [way](#) for you and your [business](#) to earn recurring [income](#). However, deciding on what kind of membership site you should start can get a little tricky. This means that you will need to brainstorm for possible membership site [ideas](#).

Your membership site needs to revolve around one central idea, which is solving your members' problems. This means that you have to have a deep understanding of the challenges and difficulties that your members struggle with and provide them with a practical [solution](#).

Once you've determined two to three possible membership site [ideas](#), you have to go through the [process](#) of validating the ideas to ensure you won't end up investing too much time and [money](#) in an idea that won't be profitable. You have to know if your idea is going to [work](#) before you start the process of creating your membership [site](#).

If you're not sure where to start when it comes to brainstorming and validating a membership site idea, here are five membership [site](#) ideas that have proven to be profitable and that can jump-start the [process](#) of starting a membership site.

Online Courses

One way to build a profitable membership site is by offering online [courses](#) to your members. You can create educational content that can only be accessed by paying members. [Online](#) courses are common because they are in high demand in just about every [niche](#).

You can think of a random thing that can be taught, and the chances are high that there is already an online course tackling the subject. Online courses are also great revenue-building [sites](#) because you can tailor the course so that the mode of delivery, content, and frequency of payment fits with the [subject](#) matter and target [audience](#).

For example, you can create a substantial online course, upload all of the content, and then charge a fee to those who want to [access](#) the material. Once they've finished reading through the material, the members can cancel their membership.

You can also apply a fixed-term model to your membership site where students pay upfront for a set number of months to access the [site](#). Then, their membership to the [site](#) is automatically canceled at the end of the fixed period. If you want to establish more long-term members, you can drip feed new [content](#) to members every month.

With this kind of membership [site](#), you can also include a message board for students so they can interact with one another and share notes, inspiration, and [resources](#). The most popular format for an online course membership site is [video](#). However, you can include any kind of related [content](#) like checklists, [eBooks](#), self-assessment tests, and worksheets.

If you have the time, you might also want to consider offering a higher membership tier, with a higher fee that provides perks to your members like a dedicated support line or email, additional expert [guidance](#), coaching sessions, or one-on-one mentoring.

Library

If your particular niche is an entire [industry](#), or if you are looking to cater to a broad target [audience](#), you might want to consider setting up a library of premium resources, like industry reports from prominent [research](#) companies, published eBooks, [expert](#) interviews, and more.

A drip-fed model is the best fit if you want to start this type of membership site. A drip-feed provides members with a regularly updated [resource](#).

With a library membership [site](#), you can even add a VIP membership tier that provides members with special privileges, like giving them access to premium [content](#) or allowing them to upload their own [content](#).

Like with other kinds of membership sites, you can also set up a member forum so members can discuss and compare notes regarding particular material.

Job Board

Another membership [idea](#) that can generate recurring revenue for your [business](#) is to run a community-based membership job site that focuses on helping people get hired for jobs in a certain industry or niche and providing them with the [tools](#) and resources to do the [jobs](#) well.

You can create a membership [site](#) that becomes a link to those companies that are looking for hard-working and experienced employees and the applicants that are looking for [jobs](#).

Along with providing a job board for your members, you can also host forums for your paying members to interact with others and exchange useful industry [information](#). You can even provide [resources](#) on how to be the perfect candidate for certain positions and how to do the jobs better.

Additionally, you can provide a frequently updated company directory that lists companies, associations, training facilities, and other relevant industry organizations for your members to utilize.

Society or Club

Establishing a membership [site](#) for the genuine enthusiasts in your [niche](#) can end up being a thriving site with a potential for substantial [profits](#). With a society or club membership site, you can provide your members with training and resources for beginners, a forum for them to get into productive and educational discussions, and the latest news surrounding the [niche](#).

Since this is another community-driven membership [site](#), you can promote members to forum moderators instead of tackling everything yourself or delegating the tasks to a third party. This results in your members having the impression that you trust them enough to do the job, which then increases their trust in you.

The most challenging part of this kind of membership site is [making](#) sure that everyone is participating and regularly contributing so that everyone gets value from the membership.

This can be accomplished by setting up forums and subforums that help to promote regular interaction. These can be anything from progress logs where members check in and provide a [progress](#) report, to daily inspirations.

Dating Site

Before you begin to laugh you should know that [sites](#) like eHarmony have more than 750,000 [paying](#) members and has seen more than 600,000 of their members get married since first setting up shop. [Online](#) dating isn't an easy prospect for many, which is where a membership [site](#) comes in.

The last thing that you want to do is become the next eHarmony because it is going to be an uphill battle. The key to creating a successful membership site for [online](#) dating is to be extremely specific with the types of members you accept. You will need to narrow down your ideal member. You can accomplish this by choosing specific hobbies, religion, or other various affinities and interests that your potential members might have.

For example, you might decide to start a [site](#) that only allows Harry Potter fans as qualified members. Or you might choose to start a [website](#) that is solely for gamers. The possibilities are endless.

Conclusion

Setting up a profitable membership [site](#) isn't at all difficult; the challenge lies in deciding on a niche that will continue to generate recurring revenue for you and your [business](#). Before you get started, make sure you do your due diligence and brainstorm a few ideas and make sure that you go through the proper [steps](#) to validate your [idea](#).

These five membership ideas are sure to be successful and should take you no more than two hours to create your first [content](#), especially if you are already familiar with the [niche](#).

Membership [websites](#) and the recurring revenue that they generate can be incredibly stable, scalable, and rewarding. While they involve a lot of [work](#), it is extremely rewarding and allows you to serve a broader [audience](#) than you will with your other [products](#) and services. Once you've settled on the kind of membership site that you want to start, the real [work](#) begins.

You'll need to create content, determine your membership fees, build your [website](#), and attract members. Once the word gets out about your membership [site](#), you can sit back and watch the recurring revenue come in.