

## 20-Minute Memberships

### Micro Sites And Massive Profits!



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## Introduction To 20 Minute Membership Sites

One of the easiest ways to build a profitable online [business](#) is by developing a "**micro niche membership**" network.

You're probably already familiar with just how profitable membership [sites](#) can be. Everyone knows that there's an absolute fortune to be made in building high quality continuity [websites](#).

After all, you aren't just building a website - you are building a COMMUNITY of buyers.

But we don't all have time for a full featured membership program, and for certain [niche](#) markets or topics, a full-scale membership [site](#) might simply be "overkill".

For example, there are many different niche markets where subscribers only need certain answers or [solutions](#) to their problems. Or, perhaps you'd like to create a paid community based on short-term training, coaching or time sensitive information. Perhaps you'd like to run a fixed term membership [site](#) that can be set on complete autopilot, ending after each cycle.

*This is where "micro membership sites" become your secret weapon to being able to tap into the hungriest niche [markets](#) with bite sized membership [sites](#)!*

With a micro membership website, you are never bogged down by constant updates, or forced into spending every waking moment maintaining your membership [program](#).

In fact, most of the time you can set up your micro membership [sites](#) on **complete autopilot**, creating it once - and then charging for continued access over a fixed or short-term period.

For example, you could set up a micro membership site on an 8 week basis, where subscribers [pay](#) a small amount every week to gain access to relevant content and information, or you could set it up so that they pay only once, upfront, for access to the entire [course](#) that they can download and digest at their own leisure.

From the busy marketer to the new [business](#) owner with minimal marketable experience, micro [niche](#) membership sites are simply faster and easier to create.

Plus, because of just how simplistic they are, you can create more of them, giving yourself the opportunity to venture into countless markets, expand your outreach and maximize your [income](#).

And speaking of maximizing your [online](#) profits, even though micro [niche](#) membership sites are designed to be set at a lower price point, you can actually make **MORE** [money](#) with them, simply because people can afford to join and due to the lower costs there is *less resistance*, making micro [niche](#) membership sites even easier to convert.

Let's take a closer look at how you can start building a profitable micro niche membership [site](#) of your own.

## Profitable – Quick Start Ideas

When it comes to developing a micro [niche](#) membership site, there is no shortage of options available to you.

You could set up your [program](#) on a fixed term basis, long-term basis, on an *'a la carte'* basis where visitors must first become [free](#) members in order to purchase content or [products](#).

You could simply create your micro [niche](#) membership site to be used as a **"loss leader"**.

In [marketing](#), a "loss leader" is a product or offer designed around collecting leads and building credibility within a niche.

Loss Leaders are **free or low cost products** that help merchants develop a presence within their [market](#), or to simply **"warm up"** [customers](#) by giving them a sampling of a lower-priced product with the majority of [profit](#) being made through upsells and backend offers.

Micro niche membership [sites](#) are incredibly powerful as loss leaders because not only can you build a **targeted list of subscribers**, and **database of potential customers**, but you're also building **a community of buyers** - people who are interested in your [products](#), and who have taken the necessary [steps](#) to become part of your inner circle.

Rather than creating a loss leader that might attract 'freebie seekers", these people have actually *responded* to and successfully completed a positive 'action' (signing up to become a member of your membership [site](#)).

You can then use your micro [niche](#) membership site to develop relationships with your members, build rapport, trust and credibility so that you can continue to offer them higher end products later on. Your micro niche membership [site](#) could simply be the entry into your entire [sales](#) funnel!

If you are interested in creating a micro niche membership site around the "fixed term" platform, here is a quick overview of how it [works](#):

With fixed term membership programs you aren't required to provide long-term updates, or keep adding [products](#) into the program. Instead, you can create a series of updates or a collection of [products](#) once, and then simply *recycle* that [content](#) as existing members complete the program and new ones join.

It runs on a continuous cycle, and older members complete the program and new members join. All you have to do is focus on promoting your micro [niche](#) membership site!

This means you create the content for the entire course once and then re-use that [content](#) indefinitely, only updating it as new [information](#) becomes available, or in the event you feel your content needs to be updated based on changes in the market. You can also set up a fixed term membership to run on any interval you choose.

Think about the different ways that you could create valuable *proprietary content* for your membership site that your market will respond to, including:

***Private Webinars***

***Video Training***

***Complete Guides***

***Exclusive Interviews***

***Reports & Ebooks***

***Training/Coaching***

Also, be sure to record everything you do, because it can always be used inside of your membership program.

If you give an interview, host a conference call, conduct a workshop, training, whatever it is – **always** record it. This material can be used as bonus products, or featured as an up sell or backend upgrade or even as your main product!

Another idea is to create a micro niche membership site around ***specialized*** training, consulting or coaching.

Coaching websites offer clients consultation services for a set fee or on a recurring basis, depending on how you intend to set up your program (offering either a pre-set schedule or allocated time for personal consulting that your subscribers can use whenever they need it).

With a coaching membership [site](#) clients have access to either personal or group support, usually conducted through [email](#), live chat sessions or webinars.

You could also set up a private 'students only' forum where your subscribers could post questions or requests for help on specific subjects.

***Think of the profit potential for a moment:***

If you had only 200 paying subscribers at \$50 a month for access into a private forum where they can post questions to you that you can answer publicly for the entire community to [benefit](#) from, you would earn \$10,000 a month just for spending a couple of hours a day answering questions and providing assistance.

You could then offer a higher priced coaching [program](#) that was open to only 25 of these students, for a flat rate of \$1,000 each, where they gain personal [access](#) to you for private coaching and consulting.

This would generate an additional \$25,000 from the same community!  
*The profit potential for a coaching style membership site is phenomenal.*

If you have specialized [knowledge](#) in any industry or you simply have the [experience](#) needed to help newcomers in your market, you can easily set up a very profitable coaching based membership [site](#) with very little start up costs or time involved.

## 20 Minute Membership Site Strategy

There are many different ways that you can quickly set up a micro niche membership [site](#), but the easiest [way](#) of all is to exploit the power and simplicity of the Internet's most popular content management [system](#) – **Wordpress!**

Wordpress makes it easy to develop feature rich, interactive websites that not only appeal to the masses, but they are far easier to update, manage and maintain than static, traditional HTML [websites](#).

Plus, there is yet another incredible benefit to building your micro niche membership site on this powerful blog-based foundation - ***They will rank higher in the search engines!***

It's no [secret](#) that the major search engines like Google, Yahoo! and Bing absolutely [love](#) Wordpress based blogs. Since content is dynamic and ever changing, spiders are consistently crawling these [websites](#), pushing your SEO score through the roof.

In addition, you can integrate a handful of free plugins that will instantly optimize your [website](#) for the search engines, all without spending any [money](#), and very little time. And you can build your community even faster by providing options for your members to interact and communicate with you (and each other!).

With Wordpress, you can build a simple front-end system that [works](#)

similarly as that of a regular sales [page](#). You can list the benefits of joining your micro niche membership program, provide detailed information as to what you are offering and how members can sign up and gain access to your valuable [content](#).

Wordpress simply makes it faster and easier to develop stunning [websites](#) in record time.

But there's one **missing ingredient** that you absolutely must have in order to complete the process, and get your micro membership site off the ground.

***You need to PROTECT your content!***

With a combination of Wordpress as the front and back end CMS, and a powerful plugin designed to protect your content and provide access only to [paying](#) subscribers, you can literally create a complete micro membership site in less than **20 minutes from now**.

This is where [WP Sales Buddy](#) will quickly become your best friend (*and your secret weapon in giving your online [income](#) an instant boost*).

WP Sales Buddy is an **all-in-one membership and content delivery system**. Not only can you create micro niche membership sites with WP Sales Buddy, but you can also sell individual [products](#) as well!

The greatest thing about WP [Sales](#) Buddy is that you install it as you would any other plugin. Customizing the settings is a breeze, and the entire

plugin can be set up and running within a few minutes.

Compare that to other membership plugins, and you'll quickly discover just how valuable WP [Sales Buddy](#) is. Not only is it exceptionally easy to [work](#) with, but it's as flexible as you need it to be.

In fact, you can choose optional add-ons, including the **Coupon Plugin**, **List Building Plugin** and even a powerful **Affiliate Program Plugin** that enables you to start making even more [money](#) by building your very own [affiliate](#) army to promote your micro niche membership site!

You can download a [copy](#) of WP Sales Buddy at <http://www.WPSalesBuddy.com>

I wish you the very best of [success](#) building your micro niche membership network!