

Membership Site Biz Model Plan

Presented by BackpackBusinessLifestyle.com

Step 1: Pick a niche that you want to go into that you have some interest in and have found indicators that it's going to be profitable.

Note: You can learn how to find the perfect niche by watching this video >>> <http://backpackbusinesslifestyle.com/webinar-replay-finding-a-niche-for-your-backpack-business>

I've also done two blog posts with video tutorials to help you pick a niche here. They are at:

<http://backpackbusinesslifestyle.com/membership-brainstorm-workshop>

<http://backpackbusinesslifestyle.com/19-membership-site-ideas-to-cash-in-on>

Step 2: Once you've picked your niche then you need to make sure that there's enough in demand topics/products/services in your niche that people would be willing to pay for. Then decide how often and what you will provide your members with.

For instance... Are you going to deliver month, bi-weekly, weekly?

Step 3: Depending on how often you plan to update your membership will depend on how you do this step, but you need to make sure you have everything you need for at least 3 updates.

If you're going to have a monthly membership then you need at least 3 months of "stuff" you'll be delivering. If it's weekly, then you'll need to have 3 weeks of "stuff" you'll be delivering, and so on and so forth.

Step 4: Build your membership site. You need to get your membership site built with all member pages, and decide on what you'll be using to protect your pages and give your members a username and password.

To build my pages of my membership I use WordPress and the [OptimizePress](#) theme and then I use the [MemberSonic Pro Plugin](#) to protect everything. You can get the [MemberSonic Pro plugin](#) at a

50% discount at this special page:

<http://imwithliz.com/sp/membersonic-discount>

I've also done tutorials showing you how I use both of these to create a membership site from scratch. You can access those tutorials at the following links:

<http://backpackbusinesslifestyle.com/webinar-reply-building-a-membership-site-from-scratch-part-1>

<http://backpackbusinesslifestyle.com/webinar-reply-building-a-membership-site-from-scratch-part-2>

<http://backpackbusinesslifestyle.com/webinar-replay-building-a-membership-site-from-scratch-part-3>

Step 5: Create copy to sell access to your membership site.

Creating website copy to sell your product is a vital step in this process. If you can't create copy either text or a video then you either need to study HOW to do it, or HIRE someone to do it.

Step 6: Create site to sell product

To sell access to your membership site you're going to need at the very least a sales page to put your copy into. To build my pages I use WordPress and the [OptimizePress](#) theme.

Step 7: Drive Traffic!

Make sure you create a daily traffic plan and drive traffic each and every day. I've done a video showing you how to create a traffic calendar at https://youtu.be/NTcAJGxH_js

Additional Resources:

Here's a complete blog posts with lots of great resources in it that will help you with this business model. -

<http://backpackbusinesslifestyle.com/membership-model-backpack-business-overview>