

7 Reasons Why Membership Sites Are **NOT** the Best Idea For You!



by Noel Lyons

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Build Your Own Coaching Club 2.0
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*"where maverick maveneurs come together to
maximise their impact and spread their reach"*

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Build It And They Will Come!

There has been a buzz around building your own (traditional) membership site for 3-4 years now. Indeed starting one can be a smart business move. Who can't grasp the concept of creating regular, often "passive" income, month-on-month. Right?

A membership site means you literally have a captive audience in your hands. This is important because the first sale online is the hardest. Once someone has bought from you once, they are more likely to buy again - and often at higher prices because there is now a degree of trust built-in.

However many people start membership sites only to shut them down just a few months later because it didn't attract the numbers they expected. Worse the failed site damages their reputation because they didn't deliver on their "promise" to members.

I have followed all this VERY closely because I was one of the earlier adopters just over 2 years ago buying into www.MemberSpeed.com when it was launched. Now I like **MemberSpeed**, no problem there. It has many powerful features. But I've learnt a lot about the science and art of running membership sites since starting out ... having listened to EVERYBODY!

Given this, here are **my 7 reasons why a membership site is the wrong choice for you:**

1. You buy into the concept - 100's of monthly paying members. BUT the reality is it's still a job, not a business. It's HARD work!

A business by definition can run without you. Yet with a traditional membership site, you have to constantly add content month on month, communicate with members, market and drive traffic, deal with membership scripts and payment processors etc It can consume a lot of your time and can be slow to grow. Members of your site are looking for fresh content every month. You need to give this to them or they'll unsubscribe in droves. If you walk away, the site dies. Retention is critical. It takes much more effort to get a new member than it does to keep one that you've already got. You soon find yourself with 101+ tasks to do whilst trying to keep happy 15-20 paying members!

2. The average member stays 3 months, which kills repeat business!

This is a hotly contested figure but I have heard it from too many good sources to know it's nothing but a myth. It's tough to attract paying members with all the membership sites springing up and even tougher to keep them. It means you end up having to devote time to marketing your membership site continually. Consider yourself. How many membership sites are you a member of? How long would you keep paying? It might work for an online marketer happy to play a numbers game - not so for a Coach, Teacher or

Trainer looking to build a real business (based on repeat business!) Saying that several marketers who had a \$2,000 high end product, who gave it away as a monthly membership (\$37), have also found themselves short-changed!

There are 3 ways to grow a business: More clients, more often, at higher prices. It's getting harder and harder to attract new clients (and this will only get worse) which is why many playing this game now feel like the hamster on a wheel. The future demands that you focus on your list and the clients you already have by encouraging them to buy from you more often (a variety of services) at a variety of price points (multiple revenue).

3. A membership site should not be your front end, if you want to MAXIMIZE your pipeline of prospects (+ future clients).

I am sure you are familiar with the concept of a marketing funnel, where you have a frontend (free reports or inexpensive items) and a backend (home study courses, live events, platinum coaching). Well a membership site is really in the middle. It's not your frontend or first product unless you are already an established name with a large existing following, which means there is a barrier to entry (know, like, trust). When you have few JVs, affiliates, a reputation even; then it's hard to get an effective "product launch" going (where you create anticipation + buzz).

4. Creating "Connection" (Community) is Time Consuming

Members download it all once. Then have no reason to go back. They are gone! When you start a membership site, your members are looking for a lot of attention and care (community). Are you prepared to answer emails, twitter with them and respond to forum threads?

5. ROI Poor. No Subscription Mentality. Content Dates.

Information is now freely available online through forums, blogs, community sites (Ning), social media etc. It represents a commitment to keep paying and paying month on month. Are they prepared to? Your topic has to be highly specialized but not so narrow that you can't attract new members on a consistent basis or produce fresh innovative content month after month. Plus it can take you 6 months to write something, only to find the demand is no longer there or there are multiple providers of the same content! Information online only has value to the extent it is **relevant**, **timely** or a **good deal**.

6. Overload! People Don't Consume Your Content!

People just feel overwhelmed with it all the information and sales pitches thrown at them nowadays. Many just don't know where to start. Many don't even know what they really want (and hence are easily swayed). Others download these sorts of reports and then set them aside for "later." They figure they'll read it after the kids are asleep, later when they get home from

work, or at some other vague point in the future. Problem is, "later" never comes. The end result is an extremely valuable report sitting on a hard drive gathering virtual dust.

7. Most Membership Sites Are Too Bland (Generic Models)

It doesn't matter how much traffic you drive to your membership site if people aren't curious enough to signup! Most membership sites unfortunately aren't unique or innovative enough and are way too predictable in their approach (free, upsell, affiliate products, ads etc).

NOW - Who Membership Sites May Work For ... !

OK ... having said all this ... if you are an established name, an infomarketer, a resell rights owner, a small business with products, or have evergreen content that does not date etc then a membership site **may be** right for you.

Why? Because **IT IS** your business. You can work on it fulltime and on it alone. Simply develop a schedule so you know exactly what you'll deliver each month. Base this schedule on the benefits that you promised in your sales letter and chance are you'll have happy, satisfied customers that will stick around month after month. The more well-known you, the easier it will be.

Plus members arrive for content but stay for community. If you are willing (eg passionate enough), to post consistent content, offer polls, run contests and get involved in the community in your membership site, there's a good chance you'll be able to hold onto most of the members you've attracted.

BUT if you are a Coach, a Teacher, Trainer or an Author (eg an Expert), chances are **it's not the only thing you do!**

It supplements and adds to what you do each day as an EXPERT.

The solution?

Yes I have one. Several in fact. It's a matter of fine-tuning how you are currently crafting your marketing funnel and overall business model.

And no it's not the usual clichés "find your niche", "establish your brand", "build strategic alliances", "get past your gremlins" that you've all heard so many times before.

It's more than that. It's an exciting brand NEW concept I've been moving towards for sometime.

All will be revealed in my next report:

.. Why Coaching Clubs 2.0?

Stay Tuned .. !

Noel Lyons MSc



Experts Leave Clues!

The Get GO Guy!

A GB Ironman, with 2 degrees, I started my first website back in 2001 (www.PureProactivity.com). My background includes the original Fitness Manager at the world reknown Chelsea Harbour Club, UK Education Manager for Technogym and Quality Assurance Manager with BUPA.

Since 2001, I've learnt who to listen to online, who can be trusted and what's really worth your time. Time is **the** critical component, as it's the only factor you can't get back. My advice for all experts is that you should ignore all the opportunity seekers and focus on building a "real" sustainable business that grows with you.

It can seem confusing at first as there is **no ONE** perfect business model (indeed how you do something is as much your competitive advantage or point of difference as what you do!), but over time by following my simple step-by-step **Good To GO** guides I guarantee you can build a unique business empire truly worthy of you.

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Join me at <http://www.noellyons.com>



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P.S. If you just skimmed this report to see if it contained anything of interest, I know how you feel!

We are all bombarded everyday with so MUCH information.

But if you are frustrated at seeing the success stories of other people having big wins, thinking "that should be me!", then this is your opportunity.

I'm confident that when you put the **Coaching Club Concept** into practice in your OWN business, you're going wish you had implemented it MUCH sooner.

Are you frustrated by how the internet fits into your business?

Frustrated by webmasters, seo gurus, well-meaning colleagues and overpaid coaches all taking you off in various directions?

How would you like weekly step-by-step lessons that rapidly evolve your coaching or training practise into a REAL business with multiple revenue streams?

I've created the **#1 solution for entrepreneurial maven types**

.. who not only want to make a bigger impact around what they do

.. but also create a thriving legitimate business in the process

If you want to learn the essential strategies, skills and the magic sauce to promoting you and your business online, you'll want to get inside the **Lyons Den** right away.

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