



Warning: This is a fluff free report, just pure, quality content that could change your life!

Gary Clucas



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Introduction

I'm going to show you how starting with less than \$200, I generated thousands of dollars in just a few short months.

I'm not trying to portray myself as some kind of 'Guru' that's going to show you how to make a million.

In fact you are probably not that far behind me as things stand.

But I can show you how to get your online business started and profitable and if you follow the step by step guide, in no time at all you will have your very own **Membership Marketing Machine** spitting out money, month in month out.

March 2012 I set up my first membership site, I drove traffic from my blog and started making money. It really is that simple.

In fact that very same membership site has made money every month since.



I've broken the whole process down into five steps and to make sure you are going to be able to follow the system yourself, I've broken those steps down into a series of simple tasks that you need to carry out one by one to ensure your success.

But first please let me introduce myself properly...

My name is Gary Clucas, I live in the UK, I have four beautiful children, a fantastic Wife and now finally, a profitable online business!





I consider myself to be very lucky.

But it's not always been this way; I grew up in a pretty rough neighbourhood.

My dad left when I was very young and my mum struggled to stay sane.

I've always been a bit of a dreamer and I definitely have entrepreneurial blood running through my veins.

One of my earliest memories was staring at the local bookmakers (which to this five year old, was a booking office for the local train station) and telling myself that one day I'd get a train ticket, travel and make lots of money.

I never did that well at school, mostly because I didn't actually spend that much time there.

Family life was difficult and school was never really a priority.

Don't get me wrong, I was far from stupid and later during my college years I did manage to pick up a few meaningful qualifications.



But they really didn't mean too much to me, I had one plan and one plan only.

I wanted my own business and I wanted to make some money.

Unfortunately, it wasn't quite that easy and I spent many a year trying and failing. To the point where I was so worn out with it I had pretty much given up.

By this time as I mentioned earlier I had married Rachel and had four children.

I am so lucky to have Rachel she has backed me all the way for no fewer than 14 years now, she never stopped believing in me.

It's ironic really that my big breakthrough finally came after showing an interest in our local school. Remember I told you how bad my schooling was?

Well, that made me determined to make sure that my children had all the support they needed.

I started working as a volunteer at their school. It was at this time that I noticed, there was a lack of online educational resources for both parents and teachers.



In actual fact the one site that did provide these resources, was enjoying 750,000 hits per month!

Well, that entrepreneurial spirit started to kick in again and I saw an opportunity to get in on the market.

I quickly built a blog, and started adding resources;

I really didn't have a clue what I was doing, but I did it anyway.

I placed some AdSense blocks on the site and started dreaming of untold riches. :)

Several months later, I was still dreaming of untold riches and at the same time, picking up ooh at least \$5 a month from AdSense! Next, I tried Amazon; it was a similar story though.

I just wasn't getting the kind of traffic needed to make any money from ads.

So the next step was to try and get more traffic! I tried SEO, Back-linking, Article writing, Social Media, Directories etc.

At the time none of it worked, paid traffic did of course get me traffic, but boy was it expensive and because I didn't know my numbers I had zero chance of making it pay!



Well it was crunch time, do I pack up and put it down to experience or give it one more try.

Obviously, I didn't give up, I decided to build a Membership Site, that was the best decision I had made since, starting my online business.

What follows is not your typical 'Internet Marketing' rubbish, this is my life, this is how I finally managed to break through the barrier and for the first time started making money online.

If you are making NOTHING then forget everything you have been told, follow this simple plan and you will get results!!!!

I cannot and will not promise you wealth beyond your wildest dreams, or overnight success, this is the real world that you and I live in right?

But if you follow this plan, add a little patience, you will have a MASSIVE chance of joining the minority of people that make money online.

Then you can start to believe and one day given time, you may be 'Living the Dream', this is only the beginning, but everyone has to start somewhere, right?



My Dream's a pretty simple one, ensuring these guys are provided for! Yes this is the Clucas Family...Rachel, Meri, Sam, Nathan & Daisy

What's your dream?

Mine is simple, to provide for my family and make them happy, everything I do is for them, they drive me forward and keep me going through the good and bad times.

Whatever your dream, I can help you.

Now go make yourself a coffee, read this report, print it out, read it again and then go and take action.



Five Simple Steps

1. Find Your Niche.
2. Domain/Hosting/Blog.
3. Content is King.
4. List Building.
5. The Membership Site.



Finding Your Niche

You may have heard many of the so called 'Gurus' offering in-depth training or software that will help you to find your niche.

Do your keyword research, stick to the main verticals (posh word for the more popular niche's - Dieting, Internet Marketing, Dating)... blah, blah, blah.

Or

You may have heard the total opposite that you need to *avoid these niches' as they are too competitive!*

“Well forget all that BS choosing a niche is easy”...



An easy method for finding the perfect niche for you...

- 1. Write down a list of all the things that interest you, or that you enjoy doing or are skilled at.**
- 2. Go to Google and type in the first phrase that you can think of that relates to the first topic on your list.**
(So for instance if you were interested in education or helping you children with their homework, you might type in 'Teaching Resources')

If there are plenty of returns, if the search volume is high then you may already have your niche! But what I want you to do is put a tick next to it.

Go through the same process for each topic, if the returns are high leave a tick. If the search returns are poor, simply scrub them off your list.

- 3. For each remaining topic, check a few of the pre-existing sites out in that niche. Do they look busy? Do they have a sign up form? Do they already have a premium option or a membership site?**

Try e-mailing the site owner, ask for advice, you won't always get a response, but any information you pick up could really help you to make a decision and if you have any doubts, again scrub that topic off your list.

- 4. It's then down to your personal choice, which of the remaining topics interest you the most?**

Which do you think you could write about? If you believe in your subject matter and you're knowledgeable, your passion will shine through and grab the interest of your readers.

- 5. Now once you have your niche I want you to break that down into smaller chunks, because the niche may still be too competitive.**

You need to reduce the competition and to ensure that your visitors are specifically interested in what you have to offer, in fact go at least three levels.



So going back to our earlier example...

The niche is education, but we can break that down to Early Years/primary/secondary education so we have gone two levels deep.

Then we can break that down another level so for instance we may have chosen education/primary we can then break primary down into ks1 or ks2.

So we have gone **three levels deep** education/primary/ks2

Now we have our niche!

It really is as simple as that.



Domain/Hosting/Blog.

Again, this is a **really simple step**, there's a huge variety of companies providing cheap and cheerful hosting packages out there now.

My first hosting company 'Avahost' cost me literally \$9 per month and to get started that's about as much as you should be paying.

Your domain name should be short and catchy, something that is easy to remember. *Again, dirt cheap, certainly less than \$10 per year.*

Now your blog, this is arguably one of the most important aspects of your fledgling business. You absolutely need a blog and 100% you should be choosing Wordpress!

Don't go for wordpress.com, you need **wordpress.org**.

It's a self install, any hosting company will make the whole process dead simple for you, it usually requires just a few clicks of the mouse.



Don't be afraid to ask them for help if you get stuck. At the end of the day, it's in their interest to help you; they want you to stay with them for a long time!

You obviously need a theme, I use the premium theme 'Thesis' that cost me about \$70, I like it because there are so many design options.

But if you are on a tight budget there are oodles of free themes out there that will do the job perfectly well.

The reason we choose Wordpress is because it's Google friendly.

Any SEO guy will tell you that it's the blogging platform of choice. If you want to get ranked on the search engines.

Almost all my traffic comes from Google and I did next to nothing in terms of SEO.

That's not to say I know nothing on the subject, you do need to give it a little thought, I'll be talking more about that later.



Content is King

Write daily, don't make your posts too long, add an image and the occasional video (if possible).

You don't need to worry too much about keywords, tags, etc. You'll find that if you're writing about something you know or enjoy.

"Your passion will shine through and your visitors will pick up on that and will keep coming back."

Your post title is important (here comes that SEO part that I mentioned earlier).

Your post title should be relevant to the topic you are writing about.

For example, the education blog I spoke of earlier we have written a post about Roman Britain.

If your title is simply 'Rome Britain' then that is what will be picked up by the search engines and there's likely to be a lot of competition for such common keywords.



But if you write something like 'Life in Roman Britain ks2' that title will get you ranked higher as there is less competition for that search term.

It's called a **long-tail keyword**.

Now, obviously the search term 'Life in Roman Britain ks2' will not get entered that often, maybe a couple of times a month, but when it does you will be right at the top of the list and because the visitor has been so specific they are much more likely to click on your link.

Now here's the clever bit, because you are posting daily you are going to have hundreds of high ranking long tail keywords.

So those keywords are each going to pick up 3-4 clicks per month before too long you will be getting tonnes of *high quality, warm, search engine traffic visiting your site*.

Your visitors will cost you nothing and they are all potential customers.



No keyword research, no expensive or time consuming SEO work, just simply writing about something you are passionate about and ensuring your title is relevant to your post.

My site has hundreds of these high ranking search terms that are now providing up to 1,500 visits every day! All I've done is write about something I know.

Search Keyphrases (Top 10)		
	Full list	
47616 different keyphrases	Search	Percent
compass	2937	1.7 %
adverts	1393	0.8 %
kandinsky	1253	0.7 %
teacherz pet	839	0.5 %
rangoli patterns	741	0.4 %
adverts ks2	627	0.3 %
olympics ks2	617	0.3 %
egyptian gods and goddesses	600	0.3 %
the highwayman	582	0.3 %
aztec art	582	0.3 %
Other phrases	153716	93.7 %



Building a List

Now I know everyone tells you to build a list,

'The money is in the list' **Right?**

The idea is, that you encourage your visitors to give you their email address which will then allow you to market your products to them.

There's lots of different email marketing software out there, but I would recommend Aweber, why? Simple, because they are the best!

However, unless you're a very good copywriter and lets face it most of us are not. Then the money is not quite that easy to extract from your list as you may think.

You cannot just build a list, email them and expect any worthwhile returns.

However, there is a simple strategy that you can use regardless of your experience or technical ability.



A strategy that will get your list working for you...

1. Open an Aweber account
2. Set up a blog broadcast, don't worry its easy. (There's a link to an instructional video that explains exactly how to do this later in the book).
3. Add a sign up form to your sidebar in your blog.

To increase your sign ups you could offer your prospect a free gift for signing up.

This could perhaps be a sample product from your membership site, I'll talk about product creation a bit later.

You can add a template to your blog broadcast and a banner ad promoting your membership site.

Now each time you add a post an automatic e-mail will be sent out to all your subscribers to inform them, you have to do nothing.



What will happen is that every time you write a post a percentage of your subscribers will visit your site. Giving you another opportunity to sell your membership site to them. **But in a subtle way, without bombarding them with affiliate offers.**

Your subscribers will appreciate your efforts to keep them informed and educated, in time will grow to trust you.

Obviously, if they trust you they are more likely to buy from you.

It's a great way to make use of your list without needing to set up complicated auto responders or paying out for expensive copyrighting services.

Just set up a blog broadcast, a sidebar signup and write about your chosen topic. E-mail marketing made simple.

But please don't peddle rubbish, if you have something of value then let them know, Everybody wins.



The Membership Site

Next up the membership site I cannot offer enough words to convey, just how it makes you feel to see those early conversions filtering through.

All activity | All activity (with balance) | Payments received | More filters ▾

Payments received in GBP - 1 Apr 2012 to 30 Apr 2012

Displaying 20 results per page

Move to Recent Activity | What's this

<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross	Fee	Net amount
<input type="checkbox"/>	30 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	30 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	30 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	29 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	29 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	29 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	28 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	27 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	27 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	27 Apr 2012	Payment From		Refunded	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	27 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	26 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	26 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	26 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	25 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	25 Apr 2012	Payment From		Refunded	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	25 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	24 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	24 Apr 2012	Payment From		Refunded	Details		£12.00	-\$0.61	£11.39 GBP
<input type="checkbox"/>	24 Apr 2012	Payment From		Completed	Details		£12.00	-\$0.61	£11.39 GBP

Move to Recent Activity | What's this

Now you are getting to the business end, you have chosen your niche, you have your domain and hosting, installed wordpress and selected a killer theme.



You have added lots of quality content and therefore have a variety of high ranking **long tail keywords**.

You have started to build a list and are getting to know your potential customers.

The next step is the biggie and ultimately allowed this clueless newbie to turn \$200 into \$10,000!

The membership site...

Initially I tried to set up a membership site manually; I created my own login procedure, a PayPal button to manage subscriptions.

It was clunky, ugly but kinda worked.

But then I found something better and I'm going to suggest you use the same software.

It will look after all your payments for you, register all your users and supply passwords automatically and should they un-subscribe at any time it will also remove them from your user database.



Now the best bit, this software has a FREE version, in actual fact I made \$10,000 using the free version the entire time and it served me well.

The name of the software is **s2Member.**

Of course there are lots of other options, 'Wish-List' member is very popular. But I don't think it has a free version.

S2 member will have everything you need, it's easy to install and should you have any trouble they have some great instructional videos that show you exactly how to use the software and a well structured support forum.

Why a Membership site?

1. It releases you from having to constantly invent and launch new products.
2. With a membership site your members are also your Customer's, so you don't have to market to them over and over.

They'll hear about your products naturally on your site.

3. A membership site will give you a stable income every month, every quarter, or every year depending on how you set it up. *Cash flow is the life's blood of any business.*



Content & Product Creation

Obviously you will need content for your membership site.

Mine contains packages of power point resources that are subject themed so that my customers (teachers) can download and access them very quickly.

A good suggestion for content is to keep it as Evergreen as possible.

In the long run, it's better for your customers and your members, and it's a lot better for you since you don't need to keep constantly changing your content.

We know that things become outdated quickly in Internet marketing; nevertheless, some things have value for a long period of time.

Another good suggestion is to vary your content by delivering a mix of formats.

This will appeal to your members various preferences.

Also, some formats are better than others for certain content.



A good mix might include:

- Tutorial videos – these are great for step-by-step, over-the-shoulder instruction.
- Webinars – these are fun! The speakers and listeners have a good time interacting.
- Audio interviews – the absolute fastest way to create content and fun and they're interesting, too.
- Articles – people still like to read, and articles give people a chance to digest the material.
- Lists – people love these – list of resources, list of websites, mindmaps, or flowcharts Slides – these are popular because they condense information to a minimum.

I add fresh content to my membership site about once every 6 weeks.



The membership site is going to be the heart of your business and you want to try to keep your members happy.

If you get stuck, try asking them what they need! You will be surprised how helpful they can be, maybe you could ask them to fill in a short survey?

If you keep your members happy, add content to your blog, you will soon have your Membership Marketing Machine almost working on auto pilot!



Let's Bring That All Together

- ✓ Choose your niche, if you're having trouble then use the 'Easy Strategy' included to discover your niche.
- ✓ Break your niche down into smaller chunks, go at least three levels deep.
- ✓ You need hosting, keep it cheap and cheerful.
- ✓ Choose a domain name, think of a short, catchy title for your site.
- ✓ Install Wordpress and choose a theme.
- ✓ Write a blog post every day, include images and video.
- ✓ Get yourself an Aweber account
- ✓ Set up the Blog Broadcast feature
- ✓ Add a sign up form to your blog sidebar
- ✓ Install a membership site
- ✓ Add content monthly, keep them keen.
- ✓ Make some \$\$\$\$\$\$\$\$\$\$



Now you may be looking at that list and thinking,

“That sounds way too easy”

Or, you may thinking,

“What the hell is this guy talking about...What’s hosting?”

Well, you see I don’t know you and I don’t know what level you are at.

But what I can say is whatever you are thinking, if you follow this plan you will make money...*period!*

You now have all the steps you need in order to build a profitable online business.

But of course you need to know where to find the software, plugins, services and how to make use of them.

So I’ve put together a list of links to everything you need, you will find full instructions on how to get started with Aweber, Avahost, D9 Hosting, Namecheap, PayPal, S2Member when you visit the sites.



Here's that all important list of products/services you are going to need as you progress...

[Wordpress.org](#) – A must have, blogging platform of choice for just about everybody.

[Namecheap](#) - Cheap as chips and live almost instantly in my experience.

[Avahost](#) - Cheap and cheerful web hosting

[D9 hosting](#) – Not so cheap, but ultra reliable and really helpful, should you have any kind of technical issues.

[Aweber](#) – The ultimate list building machine, not free, but worth the investment.

[Create a Blog Broadcast](#)
[Setting Up a Email Template](#)

[Paypal](#) – You need to be able to accept payments, the majority of us have a PayPal account these days and works well with S2Member.



[S2Member](#) – Great for managing that membership site, there are plenty of other alternatives, but it's the membership software I use and I recommend you do the same. Besides you can get started with them for free!

[SugarSync](#) - Your folders, your files, your choices. SugarSync doesn't box you in like the others — automatically sync any or all of your folders and files to the Cloud and to all your devices.

[Fiverr.com](#) - The world's largest marketplace for small services, starting at \$5.

[clker.com](#) - The online royalty free public domain clip art.

[Morguefile.com](#) - Looking for high resolution stock photos for your design needs? Search Morgue File for free images.



So, What's Next? - Post Launch

Of course, nothing worth having comes without putting effort in, it's not going to be smooth running all the way, and there will be hiccups and issues that you have to face.

But if you follow these steps to the letter then just as I did you will get traffic, you will get sign-ups and with just a little patience **you will start to make money!**

So you now have everything you need to get started and all the steps I initially took to get my business off the ground and profitable.

But of course we are learning all the time and now I'm just going to go through some of the things that I have discovered post launch. The things that will really help you save time, money and increase your profits even further.

Tracking

Tracking may not appear very exciting, but it is something you really need to think about.

If you don't, it will be to your cost, you need to know your numbers.



You need to know how your sales pages are converting, how much traffic you are getting.

How your banner ads are converting, not knowing this information most certainly hurt my profits early on.

There was a prominent banner on my site, it looked very pretty and I felt sure it must be making me sales. It wasn't until I started tracking my banners that I realised it was actually performing poorly.

When I did finally find out I changed the banner and instantly my click through's and conversions increased.

Without tracking my banners I simply would not have known.

Tracking can help you find out allsorts of information about your visitors.

It can help to improve your email campaigns and affiliates.

Honestly tracking may not seem too important to you now, but it is really, really important.



I highly recommend ClixrTrac.com, its real easy to use and inexpensive too, don't make the mistake I made.

Track every aspect of your site, every clickable banner every link.

There really is no downside, once you have set up your tracking it can only help your long term profits.

Mentoring

Last October I got myself a mentor, I joined Alex Jeffrey's coaching academy.

It may at first feel like an unnecessary step, but they have much more experience than you and can often see things that you may not have even considered.

You are going to need a lot of training in the future, it's one thing to get profitable but there will still be a lot of bridges you need to cross and a lot of roadblocks you'll need to break through.

Alex is currently helping me to expand, through a series of weekly mastermind coaching calls.



His experience is invaluable to me it was Alex that advised me to start tracking everything and as I said that immediately improved my conversions.

A mentor can be a very powerful asset for your business.

Your Business Set-up

Something you really need to think about is how you set your business up from a legal perspective Especially when you start to make money.

A solicitor will help you; it's worth checking out [Companies made simple](#) they will set you on the right path.

Graphics

You can make your own headers, banners, logo's etc., using Photoshop. That's what I did, it was pretty easy and if I got stuck I'd look for a tutorial on you-tube or on another blog.

However, the first thing your visitor sees when they visit your site is likely to be your header.



You want to create a good first impression. So if you're not very creative it's worth checking out fiverr.com.

For five dollars you can get a pretty useful header or logo created, usually they only take a day and offer a free revision if you're not happy with the design.

It definitely beats paying hundreds of dollars or spending hours trying to do it yourself.

Go Social

My membership site has a Facebook fan page, but it doesn't bring in a whole load of traffic.

I also have a twitter account and it's pretty much the same story there.

However, a few months ago I discovered Pinterest. Basically you create a virtual pinboard containing images from your site.

Now it probably works because I have a lot of vibrant, colourful images on my site that attract attention.

Plus, for the most part its women that use pinterest and probably 80% of those interested in my niche are women.



(The majority of primary school teachers in the UK are women)

Whatever the reason I get loads of traffic from Pinterest.

I must get 1000 clicks per month, if I were paying for that targeted traffic that would probably cost me \$200 per month minimum and that's a conservative estimate.

So the morale of this story is check out all forms of social media options, Facebook, Twitter, Pinterest, etc. It's quite likely that what works in one niche won't work in another.

Different niche's interest and attract different people and social media can be a great free source of traffic!

Remember though to update your fan page, or Twitter account every time you post on your blog.

Directories

If you've been interested in Internet Marketing or making money online for any length of time you have probably been told that directories are a great source of traffic.



You have probably signed up for a few and you are probably now convinced that it's a total waste of time and effort... I was for a long time.

Well, I'm here to tell you not to give up on it; you can't just sign up for a few random directories though.

You have to pick and choose the right ones.

So how do you do that?

Do a Google search first, make a list of a few directories, check them out...

- Do they have a lively forum attached to them?
- Do they appear professional?
- Try and find out how much traffic goes through them.
- How long have they been around?

You basically want the biggest and the best in your niche.

For me it was TES, they get huge volumes of traffic from around the World and when I added my site to their directory my **traffic exploded**.



Again, it would have cost me hundreds of dollars per month if I were to buy the kind of quality traffic that the TES directory provided for me.

Of course, there may not be a big directory within your niche, but you really don't know until you look.

Research is key, ask the right questions and if the answers fit, you may have stumbled onto a pot of gold!

Software

Creating your own software may sound like an impossible dream to you.

You don't think you have the technical skill, outsourcing is too expensive isn't it?

Well, don't worry you can outsource software creation and for less than a hundred dollars you can wow all the members within your shiny new membership site, impress them with your professionalism and encourage them into re-subscribing for just that little bit longer.

The answer is oDesk.com (well actually there are quite a few different sites, but I use oDesk).



Basically you can sign up for a free account, post up information about the software you require and then sit back and wait for all those hugely talented people to put in bids for your work.

Then just choose your preferred contract, set a deadline and then work with them until they have created exactly what you are looking for.

Trust me it's as cheap as chips, I have had beautiful little pieces of software developed for less than \$100 dollars that would have probably cost in excess of a \$1000 if I had sourced the developers locally.

You will soon develop a rapport with the contractor, find out what their strengths are and work with them again and again.

It really is a dead simple process and there's nothing your customers will like more than getting their hands on your latest and greatest software creation... you are so clever!

Creating the Right Image

Adding images to your site is really important, nothing attracts the eye to that post that you have spent hours creating more than a good Image.



BUT be careful it's not as simple as visiting Google images, then copying and pasting that perfect image into your post. If you infringe on someone's copyright the owners won't be best pleased.

Trust me, been there and almost done that, thankfully the owner of the image I used took pity on me, realised I was new to it all and just asked me not to do it again.

Something I took on board and have never touched a copyrighted image since.

Thankfully though there are a lot of images out there in the public domain that you can use.

I use Clker.com for clip art they have thousands of royalty free images, that you can use and Morguefile.com for photo images.

There are many more to choose from, just do a quick search for '**public domain stock images**'

On occasions you still need to read the small print as many have little stipulations, they may insist that you provide a link on your site to them, or they may only grant permission for non-commercial sites.

But hey beggars can't be choosers!



If you are prepared to pay for your images, then of course there are many, many options out there... istockphoto.com is a popular choice.

But when you are just getting started I'd suggest that you should just stick with the free stuff.

Demographics

It's really useful to know your audience and potential customers.

For instance within my niche I know that the majority of my audience were professional women aged 23-45 from the UK.

I also know that the site is busier between the hours of 6am-11am and then again from 4pm-9pm.

Saturday is the slowest day of the week, Sunday and Monday are the busiest days.

School holidays are very poor and traffic levels drop dramatically.



Having such information can really help you when you are planning e-mail campaigns, launching a new product or buying traffic.

I obtained most of this information using Google Analytics; it's a free program that allows you to collect all sorts of information about your visitors.

I didn't initially use Google Analytics when I launched my membership site, but I know that if I had done, then conversions would have most certainly been higher from the beginning.

All you need to do is sign up and install a little script within the body of your site.

If you don't know how to do that, there are plenty of tutorials available, just Google it.

Outsourcing

I've heard the 'Gurus' banging on about this so many times, but I didn't have the contacts or more importantly the money.

If that sounds like you too, don't worry outsourcing can be really cheap.



Hey, anyone in your family have any skills that you can use.

My Wife can type 100 words per minute, I out sourced all my word processing to her.

I had my twelve year old daughter offering advice on the teaching resources I was creating.

Hey when I was checking out paid traffic I even had her adding keywords to my campaigns, paying her a \$1 per 100.

If you try to do it all yourself, you will simply fail, too much juggling, too many tasks that need to be done and too many skills are required.

Graphic design, e-mail marketing, accounts, SEO, Writing, Advertising, Support, Software Development, Product Creation and that's just skimming the surface, there are so many jobs!

When I suggest you outsource the tasks you can't do, I'm not for a second suggesting you should spend thousands on web design or SEO.



But think about it...

- You can get your graphics done on fiverr
- Software created at oDesk
- Analytics from Google
- PayPal will look after your payment processing
- S2 Member will look after your membership site
- Clker.com have compiled clip art and images for you

The list goes on and on and all these services and products are saving you time and offering you technical expertise.

You are already outsourcing and as your business grows you will need to outsource task more and more often.

Especially when you get busier, you won't have the time to do it all.



Planning

Really should have been the first topic, not the last.

If Alex Jeffrey's was reading this he'd be less than happy!

You see Alex plans everything, he has a monthly task list, a weekly task list, a daily to-do list, he'll plan the year ahead and split it up into quarterly lists of tasks.

He'll have a plan for tomorrow and a review of today.

If you ask Alex he will tell you that, if you plan properly today then you'll have a successful business in the future and that planning is crucial to your success.

Who are we to argue! He has made millions of dollars online and I learn from him every day.

It's one area of my business that I have not truly put right though, it's a work in progress.

Hopefully you will do a better job of it than me.

I plan extensively in my head and I'll write every thought down on any scrap of paper I can find, that's a start I guess, but not brilliant is it!



I do think it's important to be organised, all my folders are neatly categorised on my pc there is a folder or a file for everything and I can assure you I have collected thousands of images and they are filed, all my blog posts are filed, headers, banners everything.

Oh and I back them all up on line via Sugarsync, an online storage system. (More outsourcing)

Sugarsync are excellent and as far as I am concerned a must have, I think you can start for free, but it won't cost you much anyway, it's worth investing a few dollars a month.

"Create a business plan before you start, stay organised and back-up everything."



And Finally...

You now have more than enough to get your online empire started, profitable and more.

I promise you everything that I did to turn just a few hundred dollars into many thousands I've now highlighted in this guide.

I hope you have found Membership-Marketing-Machine informative and that in the future you go on to build a fantastic, highly profitable membership site.

Check out my personal blog, I'd love to hear how you progress and of course I'm happy to help you along the way.

Garylucas.com...My Online Journey

Here's to your success :)