

Residual and Automatic Income:
Part 3 – Set It Up... Then Forget About It

Jenni Hunt
www.jennihunt.com

Quick...

What is it about membership sites that makes you NOT want to run one?

Most people answer that question by saying that they don't want to spend the time it takes to manage a membership site... the idea of having to deliver content regularly for an indefinite period of time is not very appealing.

When you first started selling online (via eBay, Amazon, or any other venue), you probably couldn't wait to get away from the daily grind of a 'real' job – yet, running a membership site can feel like one of those 'real' jobs. It's hard to visualize yourself enjoying the freedom an online business can offer when you feel chained to your computer week after week providing content for a membership site.

There is always the option to outsource the tasks – in other words, you hire someone else to do the work for you – but, outsourcing can be expensive AND you really have to trust your freelancer to deliver on time... and that can take time to build a good relationship with a freelancer.

Before you toss aside the idea of ever enjoying a vacation while managing a membership site and uploading content regularly... let me give you two words that are game-changers: Autoresponder Delivery.

With traditional membership sites, all of the members get the same content at the same time... So, the person who joined today is going to get the same content that the person who joined 2 months ago gets.

If you are running a 'training' membership site, this model just doesn't make sense. If there are 10 steps that you are teaching your subscribers and everyone is getting the same content at the same time... then, that means that the person who just joined is starting at step #4 along with those who joined a month ago and already went through steps #1-3... when, they should really be starting at step #1. You really want everyone to start with step #1 regardless of WHEN they join your membership site.

Well, the way to set this up is truly a 'set it up and forget about it' model... another word for it... automated revenue stream! And, you can achieve it by having your content delivered by an autoresponder.

Here is how it works:

1. **You create the content for your entire course at once.** If you have a year long course with weekly lessons, you would create 52 lessons before launching your membership site. If you have a three month course with weekly lessons, you would need to create 12 lessons.
2. **Simply upload your lessons into your autoresponder.** You can literally cut-and-paste your lessons right into your autoresponder so that the first lesson is delivered immediately – and subsequent messages are sent out on a weekly basis. I use and recommend Aweber.com for an autoresponder.
3. **Create a Sales Letter.** This is a simple one page website that talks about the benefits of your membership site and has an order link (which you can get right from paypal – visit paypal's tutorials for more info on how to do this).
4. **Get traffic coming to your sales letter.** There are all kinds of methods for driving traffic to your sales page so that you get orders... some of these include: affiliate and joint venture partners, content marketing, pay per click marketing, social media marketing and more.
5. **Go enjoy your vacation ;-)** Once you have completed steps 1-4, you have everything automated and ready to go! You can walk away and the site will generate automated revenue for you... it's all set up and you can forget about it and enjoy time away.

Imagine!

You can set up multiple courses... or fixed term membership sites with an autoresponder and create additional automated revenue streams! Follow steps 1-4 for your first membership site... then, start over with a new membership site! Simple – rinse and repeat!

Want to learn how to build your own fixed-term membership site? It's easier than you think!

We are getting ready to release our latest Start Here Program Course: Simple Membership Sites

<http://www.StartHereProgram.com/membership>

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