

8 Proven Membership Models

How to Go From Sporadic Sales To Recurring Revenue

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Overview

In order to make things easier, I've collected all the links from my presentation and combine them into one easy reference document. The links appear in order of appearance from my presentation.

Enjoy!

Stu

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Membership Programs

Man Packs (www.ManPacks.com)

- Men's underwear delivered on a monthly basis

Shoe Dazzle (www.ShoeDazle.com)

- Women's stiletto heels delivered on a monthly basis

Absolute Ties (www.AbsoluteTies.com)

- Neck ties delivered on a monthly basis

Book Of The Month (www.BookOfTheMonth.com)

- Books of a selected genre delivered on a monthly basis

Month Club Store (www.MonthClubStore.com)

- Variety of items delivered each month including puzzles, dog biscuits, pickles and tea

Bon Bon Balm (www.BonBonBalm.com)

- Lip balm delivered on a monthly basis

Project 7 (www.Project7.com)

- Products like coffee, water and other main stay products delivered on a monthly basis
- Proceeds going to charity

Basecamp (www.Basecamp.com)

- Online project management system

BufferApp (www.BufferApp.com)

- Online service for scheduling Twitter tweets and Facebook messages

FollowUp (www.FollowUp.cc)

- Online service that helps with email management

Rhino Support (www.RhinoSupport.com)

- Online support desk for small business owners
- Beta accounts available at www.RhinoSupport.com/beta Code: armand2012

Examples of Companies Building Community

Harley Davidson HOG Membership (HOG Membership)

- Paid annual membership for Harley Davidson owners

MINI Cooper Rallies (www.MINISpace.com)

- Free events for MINI Cooper owners

Threadless (www.Threadless.com)

- Community for t-shirt designers and enthusiasts

Case Study Examples

PUBLISHER MODEL

CBI Clubhouse (www.CBIClubhouse.com)

- Community for children's book authors

Herb Mentor (www.HerbMentor.com)

- Community for people wanting to learn about herbs

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UPS MODEL

Monthly Products (www.MonthlyProducts.com)

- Service providing audio products each month

Ansuya (www.Ansuya.com)

- Membership providing a package of belly dancing lessons each month

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MODULAR COURSE

Web Art Academy (www.WebArtAcademy.com)

- Online courses for people looking to improve their art skills

School of Tennis (www.SchoolOfTennis.net)

- Instructional courses for people looking to improve their tennis game

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PROTECTED DOWNLOAD

Pro Blogger Book (www.ProBloggerBook.com)

- Download area for readers of the Pro Blogger book

WP 101 (www.WP101.com)

- Viewing area for members to watch WordPress instructional video tutorials

Video Traffic Academy (www.VideoTrafficAcademy.com)

- Download area for people who purchased the Video Traffic Academy course by Lewis Howes and James Wedmore

Armand Morin (www.ArmandMorin.com)

- Download area for anyone who purchased a product from Armand Morin

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PROTECTED FORUM

A Weigh Out (www.AWeighOut.com)

- Community site for people dealing with emotional eating disorders

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PRIVATE MEMBERS AREA

Author Marketing Club (www.AuthorMarketingClub.com)

- Protected area for authors to pick up resources and discuss book marketing strategies

Write To Give (www.WriteToGive.com)

- Charitable project designed to help elementary school children become published authors while helping build schools in Africa with the money raised
- Site used for teachers to pick up resources to implement the program

World Teacher Aid (www.WorldTeacherAid.org)

- Charity with a focus on building schools in Africa
- Site used to communicate with donors and people attending charity trips to Kenya

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COACHING SITE

Duct Tape U (www.DuctTapeU.com)

- Client site for business owners receiving coaching and consulting from the team at Duct Tape Marketing

Ideal Life Vision Community (www.ILVCommunity.com)

- Client site for people receiving life coaching

Eye Shadow Consultant (www.EyeShadowConsultant.com)

- Client site for people receiving consulting on eye shadow application

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COMBO MODEL

Mixergy (www.Mixergy.com)

- Interviews, courses and instructional guides for startup entrepreneurs

Zen Habits Sea Change Program (www.ZenHabits.net/membership-signup)

- Interviews, courses and live webinars for helping improve one's life

Leo Babauta's Simple Fitness Habit (www.SimpleFitnessHabit.com)

- Diet and exercise plans combined with interviews focused on helping one get fit and healthy

Michael Hyatt's Platform University (www.PlatformUniversity.com)

- Video instructions and community support for those building a personal platform

WishList Insider (www.WishListInsider.com)

- Tools, resources and discussion areas for anyone running a membership site or online community