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My Membership Empire - Things That Can Greatly Improve Quality Of Your Membership Site

Running a paid monthly membership means you need to improve it, add lots of new content and relevant information. Otherwise, lots of members will leave and your membership site won't be profitable again. By updating your membership site, you can ensure that it will always be profitable for years.

The number one thing is the information. The content, videos and tutorial in the membership site must be packed with fresh and new information. Keep your eyes open and see the changes in your niche. You can also browse member's forum and see buyers feedback. Think what they need badly.

Secondly, you will want to add more video tutorials instead of normal text page. Ever since the creation of web 2.0 and lots of video sharing sites, web users prefer to watch videos rather than reading. Add video tutorials and your membership site will become much better than before. This will encourage more people to come and join your site. While existing members will stay and not canceling their membership.

These days, more membership sites are running webinars. This is a great way to boost popularity of your site while keeping the content fresh. The webinar should introduce to new techniques or concepts related to your niche. Plus, members will be amazed with the webinars since they can watch the experts speaking in live.

Your subscribers would probably want to read the latest update and great content from you. Therefore, you must take your time to craft and create a great newsletter. Edit your articles or content very well so people would read and can't wait for your next newsletter.

One popular way to create a good newsletter is by offering them free PDF report instead of articles. You can add more images, step-by-step guide and links inside the report. Encourage your readers to share with friends, family or anyone that they know. The better your report is, the more viral traffic you will get.

Use autoresponder wisely. Today, you can more than just normal text or newsletter to your mailing list. Use it to send news. By sending news, you will get more attention from your subscribers.

Having a blog or forum will improve the quality of the membership site. It is recommended that you have one. Members will love to interact with each other and get support. As the owner, you must participate actively in the forum and support the members. Add one section in the forum to gather feedback from members. Ask people about what they want with your membership site and try to fulfill their demand.

To create quality content, you are not necessarily need to write everything on your own. You can also invite a guru to participate in the discussion. Or you can also invite him or her to give webinars to members.

For details, you need to refer to [My Membership Empire](#) course. Read this [My Membership Empire review](#) if you are interested.

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