

Building Influence With Free Membership Sites - New - Plr

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Quickly & Easily Build Your Online Influence With Membership Sites Step By Step Why Build Free Membership Sites? Whats not to like about a free membership site? Internet marketers, email marketers, and Internet entrepreneurs of all stripes are quickly finding the many, many advantages to opening a free membership site for their customers and potential customers. Even savvy and well-established Internet marketers who have paid membership sites are jumping on the free membership site bandwagon because they can see the obvious advantages. Paid membership sites are most usually limited to a specific number of members. This means that marketing is limited to that specific number. Limiting marketing possibilities is never a positive thing no mater what products or services are being promoted. Of course, there are obvious reasons for limiting paid membership site memberships but the fact remains that a free membership site can be operated right along side a paid membership site and there is never any reason at all to limit the memberships available to a free site. Three to six months is about the duration of a paid membership to most membership sites according to many paid membership site owners. Three to six months isnt very long in terms of Internet marketing. Once a paid member drops his membership, the site owner must then replace him and that can get expensive. On the other hand, membership cancellations at free membership sites are easily and cheaply replaced. Marketing to the members of a free membership website is absolutely unlimited. You can continue to market to free membership site members for as long as you want to. Free membership sites are easy to run and they cost almost nothing and yet the owner is supplied with an almost unlimited number of customers and potential customers to market all kinds of products and services to. Lets face it: Every Internet marketer must now have an opt-in mailing list in order to send bulk marketing emails. Thats the law that went into effect with the passage and implementation of the CAN SPAM act. There is nothing anybody can do about it. If you send bulk marketing emails without the express consent of the recipients, you are subject to very heavy fines and the very real possibility of having your Internet business closed down altogether. So... why limit your mailing list to just a paid membership site? Why not build a free membership site and gain an unlimited number of names and email addresses to which you have the legal right to send

marketing emails? There simply is not satisfactory reason for NOT having a free membership site...at least not one that I can see. Free membership sites are easy to set up and easy to operate. Of course, there must be fresh and timely content but that's a lot easier (not to mention cheaper) than constantly having to run PPC campaigns or paying for advertising in related E-zines to attract members to your opt-in list and thus gain their permission to market products and services to them. We all know that visibility on the Internet is one of the basic keys to successful marketing. Getting visibility is one of the hardest tasks that most Internet marketers face from the inception of a marketing idea. All Internet marketers well understand the value of writing and marketing articles and E-Books, posting to blogs and forums that belong to others and doing PPC campaigns, as well as, exchanging links and paying for advertising in E-zines and newsletters. With a free membership website, you can almost guarantee yourself, not only a long list of customers and potential customers but that others will be willing to pay YOU for advertisements on your free membership sites and advertisements in the newsletters that you send to your very impressively long list. The shoe will be on the other foot, so to speak. Other marketers will be begging you to download and post articles and E-Books which they have written trying to gain that coveted Internet visibility. Influence is another sought after and enviable facet of Internet marketing. When an Internet marketer gains influence over even a small group of consumers, they have a great deal influence among other Internet marketers, as well. When that pool of consumers is really large, a marketer's influence with other marketers increases in direct proportion to the number of consumers that he has influence over. With a free membership site, an Internet marketer gains access to an unlimited number of potential customers in his niche marketing area. By keeping his content fresh and timely he will gain influence over the purchases that the members of his free membership make and even when they make purchases and from whom. This is commonly known as clout. Paid membership sites usually have limited memberships. If the membership isn't limited by the marketer, it is limited by the number of people who are willing to pay an annual membership fee... and that number for any niche market IS a limited number. On the other hand, a free membership site that allows interaction between the owner, as well as, with other members is affordable by everybody who might even be remotely interested in the products and services that the enterprising Internet marketer will be offering to his list. The cost to members is a big fat zero and it just can't get any cheaper than that. Those who might well want to join a paid membership site but either don't think they can afford it or simply don't want to spring for the membership

fees will certainly be able to join a free membership site. Many Internet marketers who have paid membership sites also have free membership sites. Often those free sites are made up on customers or potential customers who will eventually become members of the paid membership site so it becomes a win/win situation for all concerned. The bottom line here is that there is simply no reason NOT to build a free membership website no matter what niche market you are in. You will have the potential of building an extensive opt-in list and there simply is no other way that is as easy or as cost effective out there!

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