



BONUS 3

**5 REASONS WHY
PEOPLE WON'T
JOIN YOUR
MEMBERSHIP SITE
(AND HOW TO MAKE
SURE THEY WILL)**





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Bonus 3: 5 Reasons Why People Won't Join Your Membership Site (And How To Make Sure They Will)

Your PLR membership offer is ready to roll. You've got a load of targeted traffic flowing into the site.

And then... Crickets. Maybe you were expecting this big rush of sales, but you ended up with a dismal trickle.

Listen, that's just one scenario. If you follow the tips and heed the mistakes and warnings you're about to discover, then you'll be able to avoid a nightmare scenario like that and make the sales you've been hoping for.

To that end, check out these five reasons people won't join your PLR membership site and how to make sure they will...



Your Content is Too Diverse

Sometimes PLR sellers make one critical mistake: they think if they expand their PLR membership offerings to encompass other topics, then they'll attract a bigger audience. What happens more often than not, however, is that the opposite occurs. Namely, the seller finds that members dwindle and they have troubles attracting new buyers.

Here's why: people who buy PLR typically aren't working in a dozen different niches and sub-niches. If they see your membership site has a variety of topics, then they're not going to join. Simply put, they'll feel like their membership is a waste of money if they're only using a fraction of the content.

Here's what to do instead: specialize. Pick one main topic, and create all the content in your membership around this one main topic.

For example, maybe your topic is copywriting. In that case, you can create a lot of content on subtopics such as creating sales letters, tips for psychological sales triggers, writing pay per click ads and more. That's



good. What will kill sales is if you start creating content on *other* writing topics, such as how to write a novel or even how to write an ebook.

Next...

Your Content Titles Aren't Appealing

Potential members aren't just going to look at the name of your site and your sales letter when they decide whether to join your site. They're also going to look at the titles you've attached to your PLR content, including articles, emails, lead magnets, paid products and more.

Yes, many of your members will change the titles to make them more unique. Nonetheless, many of your prospects are going to make their membership purchase decision based, in part, on the content titles. That's because the content titles help buyers judge whether the content is good or not. In their minds, compelling titles = high quality content.

Point is, be sure to spend time creating benefit-driven, compelling titles for your PLR content. E.G., "The Surprising 2000-Year-Old Secret That Melts Fat Like Crazy."

Your Customer Service Stinks

Let's imagine for a moment that a prospective member lands on your sales page. They're really interested in your offer. You've got the exact type of content they've been looking for online. But before they buy, they have a question that the sales letter doesn't address.

They head on over to your customer service help desk to ask their question. Hours pass, and their enthusiasm for your offer fades. Days pass, and they've already moved on and purchased PLR content from your competitors.

Point is, you can have the BEST PLR content on the planet... but if your customer service stinks, you'll struggle to make sales. That's why you'll want to be sure to put the following tips to work so your prospects and customers have a good experience on your site:

- Use a help desk rather than plain email. This ensures correspondence doesn't disappear into spam folders. Also,



don't make people "register" for your help desk before they can ask a question.

- Offer polite, prompt answers. Even if someone is upset and criticizing you and your site, be sure you (or your staff) stay calm and professional. You'll also want to be sure inquiries are answered the same day, and ideally within a couple hours.
- Provide a FAQ/knowledge base. This lets visitors get instant answers to their questions, without having to go through your help desk.
- Be sure your site is user-friendly. A good experience starts the moment the user lands on your site, so be sure they're not bombarded by a stream of pop up windows, obstacles on the way to the order form, broken links and similar.

Next...

You're Selling Unlimited Licenses

Sure, people can edit your PLR content to make it completely unique, meaning they don't have direct competition for that particular piece. But the truth is, plenty of buyers are going to use the content as-is, and another chunk of them are going to make minimal tweaks.

The problem? If these potential buyers see that you're offering unlimited licenses – especially if you're offering them at a premium price – they're going to think twice about buying. They'll be afraid of market saturation. Before you know it, every product in the niche is using one of your PLR products as a bonus, every blog is full of your articles, and everyone is distributing your lead magnets.

That may be good for you, but it's not good for PLR buyers to have that much competition. That's why you'll want to put a cap on how many licenses you sell. The bonus here is that the fewer licenses you sell, the more you can charge for your PLR licensing.



Your License is Too Restrictive

Generally, people who buy PLR content do so because the licenses give them a lot of leeway to use the content exactly as they please. They can modify it, they can give it away, they can sell it, they can turn it into a physical product, they can bundle it, they can upload it to their autoresponder... and we could go on and on. Usually, about the only thing buyers can't do is pass the PLR licensing on to other people.

So, what happens when a PLR seller starts putting in a lot of restrictions in order to try to "protect" the content? Simple: a good chunk of PLR buyers – especially the experienced ones – simply won't buy the content.

That's why you need to create PLR licenses that are pretty standard. Basically, you should let your buyers do anything they want except use your name or branding, pass the PLR licensing onto others, or engage in unethical or illegal activity using the content.

Conclusion

Now that you know five of the top reasons why PLR buyers won't purchase your content, you can avoid these mistakes. Put this information to work for you to start selling more memberships as well as more PLR content on the backend!