**How To Attract More Customers to A Paid Membership Site**

When it comes to attracting more customers to a paid membership site then what you need to do is really focus on a few things, firstly the website, is your websites home page up to scratch? Also It really does cost a lot more to attract more customers than to keep existing ones, so as well as trying to bring tonnes of new customers though the doors, try and focus on keeping the existing ones renewing there memberships.

The website is the first thing a potential customer sees. This needs to be as sharp as possible so that when a new customer comes they are persuaded to sign up as quickly as possible. You need to make sure its easy to sign up and easy to navigate.

You also need to make sure the reputation of the website is great, make sure you have a lot of member testimonials showing off how great the service on all over the website. You need to post these testimonials on related user forums and include them in your press release and article marketing information as you need to show off that your existing users love the service.

You need to make sure your service looks as great as possible on the outside, you can focus on the inside later, it’s all about getting the website and the marketing material looking very sharp, as long as the content is great then it doesn’t matter how simple and basic the info behind the locked door is.

You need to make sure you are targeted every potential customer, research where they are hanging out, is it related user forums? If so go there and try and promote your service. Is it social networks? If so go there, try and connect with your potential customers, explain the benefits of signing up to your service.

Give your potential users a reason to sign up, give them an exclusive freebie such as an ebook or even just a 7 day free trial or a 1 month 50% off coupon, anything like this will help get the users though the door.

If you install an affiliate program script into your membership then you can get your members promoting the service for you in the form of referring friends, you can even tell the members that as well as a small fee for referring a friend they also get an exclusive eBook or download for referring someone, and maybe when they get to 10 referrals give them a $10 Amazon gift card or something, as long as you are making profit from them depending on the fees you are charging for your membership, doing something like this will really help build user trust and it will really help your users engage more with the site as they will feel part of it.