**Simple steps to running a membership site**

***# Keep the content fresh***

*Keep the content fresh every month, update the site with fresh new guides, how-to’s, videos, podcasts, images, downloadable images, software, tools etc.. Anything to keep the content fresh!*

*Your users will get tired if they are just seeing the same content all the time on the site, the users will love it when the site being updated. Just make sure you are at least putting content in maybe 4 times a month, 1 time a week and then your fine, once a month minimum though, and if possible 4-8 times a month or whenever you feel it’s time to make an update.*

***# Keep the community buzzing***

*Keep the users on your site always interacting with each other, if you are using the forum model then you need to make sure your users are having healthy discussions regarding your chosen topic, you might even need to sneak in there and post a few questions or answers just to stir things up a bit, and get a bit of activity going from time to time.*

***# Treat your members like gold dust!***

*Make your users feel loyal to you, make them think they are worshipped by you, give them free goodies for doing nothing but be a member, this way they will have no reason to cancel their subscription! Give them random supersizes such as a special free e-book about the topic, say its exclusive to your membership site and will not be getting released anywhere else!*

***# Market your website socially***

*Get involved in social networking, jump onto Facebook, Twitter, Youtube, release a small sneak preview of your membership sites access, regularly post testimonials from other users on Facebook and tease Facebook and twitter users, make them feel like they’re missing out on something hot!*

***# Always leave your member hanging!***

*Here is a little tip from the ebook! The art of making your member hanging on a cliff edge, tell them that there next month there will be something 100% worth waiting for!*