**The Importance Of A Paid Membership site**

Paid membership sites are very important, they are a great way of making an income to webmasters it doesn’t matter if there new to the game or are very experienced, the simple model of charging for exclusive content plays a large part online these days, look at for example the Financial Times, they are now charging $80 a year for users to get their exclusive content online.

If FT.com are doing it then why aren’t you? Membership sites are important because:

**# Great source of revenue for a website**

A website which would otherwise struggle to be profitable from PPC advertising, affiliate programs and product sales alone now has a new alternative way of making cash by making users believe they are getting exclusive content, better than the content on the normal free to use website, getting the news quicker than anyone else, getting exclusive content which is only for them

**# Easy to run, easy to manage, easy to make from**

A membership site is one of the quickest, easiest and most reliable ways to make money online these days. That’s why they are important as far as making income in concerned; you can make money from multiple revenue streams, once you have sold the membership you can sell additional services, additional bolt on/add-on subscriptions or premium content even on a pay per use or pay per view service.

**# Multiple ways to make money from**

Membership websites are important as they have multiple ways you can actually make money from them, you can promote affiliate products earning commission on sales, you can get paid for reviewing products on your membership private blog, as long as the product is relevant then you can include it for review in the system. You can place banner advertisements on the home page although mainly you would keep this clean and respectable and mainly targeting the users towards signing up but as this page will get a lot of traffic you can place banner ads and also PPC advertising on there too, this will mean you are maximising profit.

**# Dedicated customers**

One important factor regarding membership websites is the fact that all the customers are actually all dedicated to the niche, they are targeted customers ready to be sold to, the more content you publish the more they will read, the more they read the more you make from advertising!