Residual and Automatic Income:
Part 2 – Getting Members To Stick Around
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In Part 1 of this series, we looked at Residual Income... and I gave an example of a 12 week course. That wasn't an accident.

You see, when most people think of 'membership sites', they think of information that is delivered regularly for... forever. Members pay month after month... and month after month they receive content.

This is a great format; however, if you are running some sort of training site, your members are going to eventually feel like they have learned what they needed and move on from your site. They might even bail out just a couple of months into the membership simply because there is no end in sight.

So, here is what you do instead.

Instead of having a membership site that goes on indefinitely, create a fixed-term membership site. This kind of site runs for a specific period of time... 3 months, 6 months, 12 months... or any length of your choosing.

> HOT TIP: If you do this... creating a step-by-step series
> will give you the best results.

Here is why these fixed term membership sites work...

Imagine if you set up a membership site that went on indefinitely. Someone might join... and then, after a few months quit. This is expected and pretty normal for membership sites. But, if the course had an end in sight... if it stretched out for six months and had a goal that is reached at the end of that six month period, members would be more likely to stick around! They want to see through to the end.

In general, people don't like unfinished business. Once they have invested some time into an activity, they want to see it through to the end.

Simply creating a membership site that has a fixed term makes people want to stay to the end of it. However, you can make the commitment even stronger if you build in anticipation for the upcoming lessons. In other words, from the very first lesson, you work on 'selling' the other lessons...

1. **Build anticipation for the entire course in the first lesson.**
   Lesson #1 should include an overview of all of the lessons in the

course. Don't just write it out... instead, write it out like bullet points so they really get a feel for what is coming.

2. **Build anticipation for the next lesson at the end of each lesson.** Every fixed term membership program I offer does this. At the end of each lesson, I include something like 'Stay tuned for next week's lesson where you will learn about the secrets of creating cash-pulling headlines!'

3. **Build anticipation for future lessons with periodic bonuses.** From time to time, you will want to remind your members of lessons that are coming down the road. For example... in lesson #5, you might remind members of a particularly valuable lesson or bonus that will be coming in lesson #9. This builds curiosity and makes your members want to stick around to see what you have in store for them.

I have to say... the biggest challenge to running a membership site is getting your members to stay for the long term. Building a 'fixed-term' membership site has solved that problem! While members generally only stick around for a month or two with a regular membership site... you can quickly and easily ensure that more of your members stay around for six months, twelve months, or even longer by creating a fixed-term membership site.

Want to learn how to build your own fixed-term membership site? It's easier than you think!

We are getting ready to release our latest Start Here Program Course: Simple Membership Sites

There are a handful of presale spots left saving you $20!
http://www.StartHereProgram.com/membership