



BusinessBuildingShortcuts.com
From Idea to Online Success

Membership Sites Made Easy (Finally!)

How To Build Passive Income With Your Own Membership Sites

Presented by

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Based on material and content provided by Stu McLaren and Tracy Childers, the co-founders of WishList Member; Connie Ragen Green, and our own experience with membership sites and their related software. This Special Report is intended to share as much as possible about how to set up your own membership sites. The links contained in this report include more than 5 hours of audio and video training, as well as detailed information on how to create an online business using this amazing WordPress plug-in.

We invite you to share this Special Report with others who may be interested in adding membership sites or one of the other models discussed to their online business.

If you would like a jumpstart on this information, watch the short video describing the 10 membership models. It's at:

<http://EasyMembershipSolution.com>

It's obvious that you have an interest in building a membership site because you are reading this Special Report. Good for you!

Membership sites (and the creative uses of membership site software) are a critical aspect to monetizing your sites, products and content. We are using the sites and software (the exact software we are presenting here) more and more within our online businesses.

So we want to help by sharing this information with you.

Membership Sites Create Huge Benefits For Your Business

The first thing to do is to ask yourself this...

What "type" of membership site do you want to build?

There are many different kinds of membership sites. By first getting clear on what "type" you want, you'll find it becomes much easier (and quicker) to build. (The good news is that WishList Member (WLM) can be used for all of them). In fact, thousands of people are using WishList to create all kinds of different "members" areas and secure "community" groups.

Now you can easily create a membership site by using Wordpress and this powerful new membership software. The best part is, you don't have to be "technical" to get going!

At this point you may already be wondering how much this will cost. Unlike other membership software programs that have high up-front fees as well as ongoing monthly fees, you may be surprised to know that you can get started for only \$97 for a single-site license. We have a multi-site license, meaning that we can set up as many membership sites as we like (and you'll see how this is so beneficial as you read through this special report). This multi-site license costs just \$297. There are never any additional charges for this easy to use plug-in.

Alright, let's get started. In this Special Report, we'll explore the following Membership Models:

- 1) Publisher Model
- 2) Ongoing Content Membership (UPS Model)
- 3) Protected Download Area
- 4) Modular Course Delivery System
- 5) Micro Continuity Site
- 6) Online Employee Project Management System
- 7) Coaching Site

Other Models

- 8) Community Center
- 9) Private Member's Area
- 10) Combo – Elements Of Two Or More Models

Let's start with the...

1) Publisher Model

A great model to use when you are just getting started, or if you don't have expertise that fits a membership model – or maybe you just don't want to be the expert!

The publisher model lets you find other people who will be your experts and they will provide the bulk of the content – you can do audio or video interviews, or receive the information in written form. Your job is to find great information wherever it exists and then deliver it to your members in any number of formats.

WishList provides the platform that allows your members to access the information that you have found for them on a particular topic of interest. This model is a lot like the Ongoing Content Membership (see below), but puts you in the role of information gatherer, interviewer and publisher. Many site owners who use this model have a number of membership sites on a variety of topics.

You can choose to explore some of your own interests or simply select a hot topic that interests a number of other people. The sky is the limit when you use the Publisher Model to create your membership site.

You can weave the Publisher Model into any of the following models as well...

2) Ongoing Content Membership

This is your traditional membership site providing a steady flow of fresh content (all protected behind a secure member's area). It's often referred to as the UPS model, as it delivers a packet of information each month to members.

WishList can handle this type of membership site and it's the most popular way it is currently being used.

Want to provide teaser content? No problem.

Want to have multiple membership levels? That's a breeze with WishList, but we still recommend just one or two membership levels if you are new to the Internet.

What's nice is that the core of WishList has so many nice features already built in, such as different membership options (free, trial, paid), shopping cart integration, autoresponder integration, multi-level access, total content control and so much more.

Once you have WishList you won't need anything else (and it's all built on the world's best blogging platform, Wordpress, so you can also use all of your other favorite Wordpress plugins alongside it).

Essentially, to make this kind of site work, you just need to think about what areas of your site you would like to protect. Then you create a membership level and select those posts, pages or categories and click a checkbox indicating that only people who belong to that level can view that content.

Does this make sense?

It's all very easy thanks to WishList and with the 30+ instructional videos and step-by-step support guides that are included when you purchase this plug-in; you'll be up and running your membership site in no time at all.

The next "type" of membership model that we'll discuss today is the...

3) Password Protected Download Area

If you sell any type of digital product, this is likely the one that will be of interest to you. When you use WishList Member for this type of site, you'll immediately gain full control over who has access to your download and thank you pages.

Simply place the downloadable content behind a WishList protected page or post and you'll never have to worry about someone "stealing" your content ever again. No more worries about having to make sure your webmaster has put the proper 'nofollow, noindex' tags on your download pages so they can't be found easily by someone searching on Google for your topic.

In fact, if someone asks for a refund, you'll even have the ability to cancel their access to your download area... forever!

Plus, with the IP Login Limit feature of WishList, you'll also be able to prevent your customers from sharing their login info with others. This feature allows you to only grant access to as few as one computer address at a time, and it can be changed or customized at any time.

Total control.

Total peace of mind.

It's all part of WishList Member:

The key when setting up this type of membership is to remember that each product is essentially its own "membership level".

So when someone buys "Product X" you would create a membership level called "Product X".

Then when your customer buys Product X, you use WishList to automatically sign them up for the "Product X" membership level.

By doing so they would then have access to those protected download pages.

Make sense?

The other nice thing about WishList is that someone can belong to more than one membership level at a time.

The reason that's important for you in this scenario is because someone therefore could buy multiple products and still be able to access them from within the same membership site.

It just makes it a lot easier for you to manage. That way you don't have to go and create a different download area for each product. It's all contained within the same site.

So a lot of our customers purchase the Multi-Site license because they end up using WishList for a more traditional membership site, and they also use it to deliver digital products.

We are already using WishList this way, to deliver our new digital products. They each have multiple audios, videos and pdf files, and this is an fast and elegant solution for us, as well as a very user-friendly solution for our customers. Plus, it makes it easy to update our product quickly. Really a great use for WishList.

Now let's discuss how you can use WishList to deliver a "Modular Course".

It's the third membership model commonly used with WishList Member.

4) Modular Sequential Course Delivery System

Delivering a modular course sequentially (for example, a new module is delivered each week or each month) can be tricky if you don't have the right software helping you along the way.

WishList makes this easy with the "Sequential Move/Add" feature because you can just set it up one time and then WLM will magically grant your members access to the appropriate content when the time is right.

You control everything, including...

Who has access to your content.

What they can access.

...and...

When they can access it.

Once it's set up (which is fairly quick), you can just step away without the worry or frustration of

having to manually upload things at different times, giving people different access throughout the month or anything like that.

It's a REALLY nice feature of WishList and many of our customers setup a different members' area for each course they sell/deliver.

Here's how it works...

The first thing to do is to create a unique membership level for each "Module" of training that you do.

From there, the Sequential Upgrade feature would enable to you to add/move your members to the next month's training after a specified period of time.

So for example, you could have "Module 1" and then members are automatically moved to "Module 2" after 30 days and then 30 days later they are automatically moved "Module 3" and so on. Then you would have...

Module 1 sequentially MOVE to Module 2
Module 2 sequentially MOVE to Module 3
Module 3 sequentially MOVE to Module 4

Another thing you could do is use the "Sequential Add".

What this does is "add" people to a new level instead of moving them from one level to another.

So now a person can be sequentially upgraded and belong to more than one membership level as time goes on.

You would use this if you wanted to keep the content inside Module 1,2,3 totally different (so Module 2 wouldn't have all the content from Module 1 in it).

Anyway, it works the same way except the only difference is that the person would belong to multiple levels/modules as they are upgraded accordingly.

One of our main courses is delivered using this membership model, but unfortunately, we used a different membership software solution – a very popular membership software that is used and highly recommended by lots of people with successful membership sites. We're pretty tech-savvy, but after struggling for days to get it to play nicely with our information and course participants, we ended up having to hire someone and pay a total of \$417 to get it installed. And that's on top of the over \$300 we paid for the software and the various plugins it required. Worst of all, this was just to be able to use it on ONE domain.

Don't make the same costly mistakes we did. Start with WishList Member.

<http://www.EasyMembershipSolution.com>

5) Micro Continuity Membership

Should you consider using Micro Continuity memberships in your product mix?

...AND...

Can you build one using WishList Member?

The answer is "yes" and "yes". It's the fourth type of membership site that you can use WishList to create.

This is the model used for Fixed Term Membership Sites (aka Micro Continuity sites).

You are probably asking yourself, "Why would I want a membership site that expires after a few months, rather than continuing until the customer cancels?"

Excellent question!

There are lots of reasons that this is an amazingly effective membership model, but let's just touch on two of them here.

1. This model is ideal if you have a course that is suited for delivery over several months...a little bit at a time, so you don't overwhelm your customer with content.
2. Micro-continuity is also often associated with recurring billing over the time of the membership, instead of charging the whole cost up front. This makes the overall cost of your product more affordable to more prospects, which should equal more customers... and more profit for you. A Win-Win solution.

Jimmy D. Brown is an expert in the implementation of this Model. You can check out his program at <http://budurl.com/Memjdb> We haven't used this site yet ourselves, but have heard good things about it from people we trust. We offer this resource to help you implement the Micro Continuity Model even faster.

6) Online Employee Project Management System

Here's how it works...

Let's say you have some people working for you (either in your office or virtually).

And you want a place to manage the projects they are working on, and a place to centralize the communication.

Well it's likely that you don't want all your employees having access to all the same info, right?

That's where WishList Member comes into play.

What you can do is create an area of your site just for your Bookkeeper, Graphic Designer, Customer Support, etc.

The second step would then be to create a membership level for each "type" of employee.

Then by using the Hide/Show feature built into WishList, these people would only see the sections of the site to which you have granted them access.

So your Graphic Designer would never see any of the conversations you're having with your Bookkeeper and vice versa.

Make sense?

It's a fast and easy way for you to create your own project management system to help keep everyone on track.

...PLUS...

The great part is, if an employee ever leaves your company, you can just turn off their access.

Pretty creative use of WishList, don't you think?

We thought so, and more and more people are using it this way because it's so fast and easy to setup with WishList Member.

In fact, most people are using it like this as a way to not only manage company projects but also to deliver company training videos.

So what they do is create instructional videos for each "type" of person they are looking to hire.

They then put all these videos into a membership using WishList and grant access to the employees accordingly.

Then if they hire someone new, they don't have to give the training all over again.

They just grant them access to these videos inside their "Project Management System" using WishList.

It just goes to show that once you start using this plug-in you're likely to find many other ways you can use it for your own business.

7) A Coaching Site

If you are a coach or a consultant, this membership model makes a lot of sense. You can create a member's area for resources your clients will share in common, as well as individual areas for up to 30 clients or so.

Each person will have access to the site and the information you want them to receive. This model is so exciting because it has amazing possibilities for most of us working on the Internet.

8) Community Center

Your membership site doesn't have to be a paid site! Many awesome sites are free, but people have to become a member to access the information.

Do you have a group or community or organization that would enjoy the ease of using a community center type of site?

People who are interested in the organization or topic would create their free membership, and then be able to participate in the group. Information provided might be meeting times, requests for support or work from members, schedules of activities, upcoming topics, and so on.

You can easily manage issues such as who can create posts, who can make comments on posts, who can access more sensitive information, and even the date or sequence certain material shows up for members.

9) Private Members' Area

Maybe you are part of a club or organization that would like a protected area for communication between members that is not accessible by non-members. You can use WishList Member to create such a private members' area.

Perhaps your fly fishing group would love to share their secret and well-guarded streams and lakes for this season with other group members. Or a cooking group could share their favorite recipes. Or a writing group could post their newest writing and get feedback from the group.

A private members' area, with each member having a private login, would be perfect for these types of groups. If you make each member able to post and create content, then when a new spot is discovered, a new recipe is created, or a new novel is begun, each member can log in

and post. It's a fast and easy way to provide ongoing protected communication on any topic imaginable.

10) Combo Model

Every day we are hearing about additional creative uses for this simple to use yet powerful membership software. Some people are combining two or more of the previously reviewed models. Others are thinking up totally new uses.

Imagine the ways you could use this software to better serve your customers and prospects.

Accepting Payments

What's the easiest way to accept payments for a membership site?

Before we share our thoughts, there are several things you'll want to consider.

1) Automatic Registration

You'll want to make sure that once someone pays for your membership, they will be able to register themselves.

Basically, you don't want to personally do any "manual" registration. That just ends up taking up your valuable time, and it also is so easy to accidentally delay access to the site to your new members until someone notices they have joined, and then makes time to create their membership, generate their username and password, and email it to the new member.

So make sure whatever payment processor you use will allow you to have everything done automatically.

2) Automatic Cancellation

Ideally, you want to find a system that will also automatically block people if they cancel their membership. Doing it manually is fine in most cases, but it's just another step.

If you can automate this process then it leaves you free to just concentrate on creating content and marketing the site.

3) Easy Payment Setup

The last thing you want is a complicated process for collecting payments.

So when you find a payment solution that is easy to work with and integrates with your membership solution, chances are, you'll be getting paid a LOT faster (which is good!).

So, with these three things in mind, what payment providers do we recommend?

There are a lot to choose from, but the two that are the easiest for most people who are just starting their membership site are:

1) Clickbank

AND

2) PayPal

So how does WishList Member integrate with PayPal or Clickbank?

This is a common question we hear from people thinking about purchasing WishList Member.

To make things easier to understand, here's a description of how the process works:

- 1) Person clicks your PayPal button
- 2) Person pays through PayPal
- 3) Person is redirected to the "thank you" page specified in the PayPal Integration tab of WishList.
- 4) On the thank you page they select their username and password for your membership.
- 5) Person is then logged into the site and taken to the "After Registration Page" set for that level inside WishList Member.
(if no page is set for that level, they will be taken to the site default specified in the WishList Member "settings")
- 6) Email is sent to your new member with their username and password

So from the user's experience, they pay at PayPal and then they select their username and password, and then they are automatically redirected and logged in to your site.

But here's the cool thing for you...

When you use the Full PayPal Integration built into WishList Member, if that person were to cancel their membership at PayPal, they would be automatically blocked from accessing your site.

Everything is automated :)

It's an almost identical process if you decide to use the Full Clickbank Integration.

With your membership, you'll want to create "Interaction" with your members.
Why, you ask?

Well for starters, it helps prevent refund requests and/or cancellations.

When your members are "interacting" with you (or with your other members), they are a lot less likely to cancel because they feel a part of your membership – your community.

The other thing it does is help them develop relationships.

The stronger the relationships they build within your site and with you, the more committed to the membership they become.

Here's something you should write down...

"People initially come for your content but they stay for the relationships."

When people develop friendships inside your membership, your membership site becomes the platform for them to connect with each other.

So it becomes important for you to help them feel welcome and to begin interacting with them as soon as possible.

The other thing interaction does is it makes your content more entertaining.

By using things like "Polls", "Surveys", "Comments", "Contests" and much more, your members can contribute to your site.

The more they contribute, the more they feel part of its success.

Make sense?

The good news, is all of this can be done within Wordpress by using a variety of different plug-ins.


The key is making sure that these types of things are visible for "Non-Members" to see (so it looks active) but yet they are protected so that only members can receive the benefit.

This can be done with the "More Tag" protection of WishList Member.

Listen to Interviews With Those Using WishList Successfully

Stu McLaren and Tracy Childers, co-founders of WishList, interviewed power blogger Chris Garrett recently.

You can download the whole interview for free at <http://budurl.com/IntChrisG1> and during this interview you'll learn...

- ~ Why he's a converted fan and has made the switch from the "dark side" to "The Force" 
- ~ His biggest lessons learned from running multiple membership sites.
- ~ What you should do when you build your membership site.
- ~ Recommended WordPress plug-ins and advice on selecting a theme for your site.
- ~ Tips on setting your pricing model
...AND...
- ~ The "Bikini Concept" and how you can use it to entice your readers to join your membership.

As someone who has an interest in membership sites, you'll love listening to this.

Enjoy!

Part 2 of this interview with Chris Garrett is at <http://budurl.com/IntChrisG2>

In this part of the interview he discusses:

- ~ How to add a forum to your membership site
- ~ Options to protect yourself from login fraud
- ~ WordPress plugins for improving navigation
- ~ Quick ways to add interaction with your members
- ~ Easy ways to track and monitor your members

* * *

Stu and Tracy have also completed an audio training that talks about the top 21 questions on membership sites. The information includes:

- ~ How to set your membership prices
- ~ Steps for creating compelling content

- ~ Conversion and retention strategies
- ~ Ideas for engaging your members
- ~ How to find the right people to outsource to, no matter what your budget

This interview is at <http://budurl.com/WList21Q>

Now you can easily create a membership site by using Wordpress and this powerful new membership software. The best part is, you don't have to be "technical" to get going!

It's easy to install, easier to use, and amazingly affordable. A great solution at a great price.

Finally!

We invite you to share this Special Report with others who may be interested in adding membership sites or one of the other models to their online business.

Additional Recommended Resources

Micro Continuity Video Mini-Course - <http://budurl.com/WListMinicourse>

Interview with Phillip Mutrie - <http://budurl.com/WLintpmutrie>

Recommended Hosting – <http://BusinessBuildingShortcuts.com/HostGator.htm>

ABOUT US

BusinessBuildingShortcuts.com helps you expand your online presence by teaching you to create Mini websites (Minisites) quickly...and then drive traffic to them. The net result is a tight marketing machine leading not only to Revenue, but also building your List.

As a frame of reference, the types of Minisites include:

- Optin pages
- Sales Pages
- Wordpress Blogs
- Membership Sites
- Facebook Fan (Business) pages
- Micro websites focused on 1 thing (such as giving information on a single product).

As you've learned in this report, Membership Sites are a powerful form of Minisites, due to their versatility and multitude of uses. Plus, they can provide automated and secure content delivery for just about every type of minisite, blog or traditional website.

We hope you've found this information useful!

Deb and Mynders

<http://BusinessBuildingShortcuts.com>

<http://BBSTutorials.com>

Want to ask us a question about Membership Sites...or anything else about starting or growing your online business? Go here to ask us your question:

<http://AskDebandMynders.com>

** We are affiliates for WishList Member and we use it ourselves. We have no hesitation in giving this plug-in our highest recommendation. For all of us who believed a membership site was out of our reach financially and technologically, this has leveled the playing field online. We do receive a commission if you make a purchase, and will be there to answer your questions as you build your own membership sites to create passive online income. Other links in this Special Report may also be affiliate links, and we always appreciate it when you use our links to make a purchase.*