

MEMBERSHIP SITES

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, as well as my experience since August, 2009 in setting up 5 separate membership sites of my own, this Special Report is intended to teach you as much as possible about how to set up your own membership sites. The links contained herein include more than 5 hours of audio and video training, as well as detailed information on how to create an online business using this WordPress plug-in.

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

<http://budurl.com/wptop10>

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

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

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 program that have high up-front fees and ongoing monthly fees, you may be surprised to know that you can get started for only \$97 for a single-site license. I have a multi-site license, meaning that I can set up as many membership sites as I like. I already have five sites and have only been doing this since August of 2009. This multi-site license costs \$297. There are never any additional charges for this easy to use plug-in. Also, if you purchase through me I include a 90 minute training webinar I created with my webmaster.

Alright, let's get started.

In this Special Report I'll explore some of the Top 10 Membership Models which include:

- 1) Ongoing Content Membership
- 2) Protected Download Area
- 3) Modular Course Delivery System
- 4) Micro Continuity Site
- 5) Online Employee Project Management System
- 6) Project Management
- 7) Community Center
- 8) Private Member's Area
- 9) Coaching Site
- 10) Combo – Elements Of Two Or More Models

Let's start with the...

1) Ongoing Content Membership

This is your traditional membership site providing a steady flow of fresh content (all protected behind a secure member's area).

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 I 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 plug-ins 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 off to the races in no time.

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

2) 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.

Just 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 worry about having to make sure your webmaster has put the proper 'nofollow, noindex tags on your download pages so they can't be find easily by someone searching on Google for your topic.

In fact, if they ask 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 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 they buy, you use WishList to automatically sign them up for that 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 but they also use it to deliver digital products.

Now we'll talk about using WishList for delivering a "Modular Course".

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

3) Modular Course Delivery System

Delivering a modular course 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 like...

Who has access to your content.

What they can access.

...and...

When they can access it.

Once it's setup (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 member's area for each course they sell/deliver. Jeanette Cates has been doing this for a year now and I started doing the same thing in the fall of 2009.

When she and I taught the <http://JVsMadeSimple.com> course in August of 2009, this is what we set up. I decided right then and there to always do this for my products and courses.

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 is 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.

4) **Micro Continuity Membership**

What is a Micro Continuity membership?

...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, such as those discussed by Jimmy D. Brown in his program at <http://budurl.com/jdbget>. I have used this model for almost a year now to build up the number of members in my

sites. I give his program the highest recommendation.

5) **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 that they have access to.

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, should an employee ever leave 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 to also 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.

6) **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.

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.

Accepting Payments

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

Before we share our thoughts, there are a couple 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.

So make sure whatever payment processor you use will allow you to do everything 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 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!).

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

There are a lot to choose from but the two easiest for most people 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, here's the process of how it 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 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, one of the things you want to create is "Interaction" with your members.

Why, you ask?

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

When your members are "interacting" with you (or 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, 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 get the benefit.

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

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 thing for free at <http://budurl.com/wpintchrisg> and during this interview you'll hear...

...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 to use it to entice your readers to join your membership.

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

Enjoy!

Part 2 of this interview with Chris Garrett is at <http://budurl.com/wpintchrisg2>

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

* * *

They 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/wp21q>

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!

Purchase by clicking on any of the links in this report and I will include a 90 minute webinar training created by me and my webmaster, Nikki. She and I go step by step through the process of installing and setting up your membership site.

Additional Resources

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

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

Recommended hosting – <http://BlueHostSolutions.com>

* I am an affiliate for WishList Member and used it for several months before beginning to promote it to others. I have no hesitation in giving this plug-in my 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. I do receive 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.