

**START YOUR
MEMBERSHIP SITE ON
THE RIGHT FOOT**

A LITTLE ABOUT ME:



PURPOSE OF THIS PRESENTATION:

**SHOW WHAT IS NEEDED TO CREATE A
MEMBERSHIP SITE AND TO MAINTAIN IT.**

WHAT IS A MEMBERSHIP SITE?

***'A WEBSITE WITH A GROUP OF USERS THAT
ARE PART OF A COMMUNITY OF SOME SORT
FOR PROFIT, ENTERTAINMENT OR
WHATEVER, ETC.'***

— Me

EXAMPLES OF MEMBERSHIP SITES (SOME OF MY FAVORITES):

- **INSTRUCTABLES.COM**

- COMMUNITY TO SHARE PROJECT IDEAS AND TUTORIALS

- **PLURALSIGHT.COM**

- EDUCATION AND TRAINING CONTENT

- **CODEWARS.COM**

- COMMUNITY FOR DEVELOPERS TO SHARPEN THEIR SKILLS AND GIVE FEEDBACK

WHERE DO WE START?

GETTING STARTED:

1. START WITH A PLAN
2. PICK THE RIGHT PLUGINS
3. PROTECT YOUR CONTENT
4. CONNECT A PAYMENT GATEWAY
5. PROCEED WITH AWESOMENESS

1. START WITH A PLAN

shirtwoot!



The bounty hunter
demands payment.

surrender
negotiate
shoot

WHAT SHOULD BE INCLUDED IN YOUR PLAN?

**HINT: A LARGE CHUNK OF YOUR TIME SHOULD BE SPENT HERE,
BUT DON'T FALL INTO THE TRAP OF MAKING THINGS TOO AMBITIOUSLY LARGE
OR YOU'LL NEVER GET TO A POINT OF LAUNCHING (MORE ON THIS LATER).**

START BY DOING YOUR HOMEWORK/RESEARCH

- **MARKET RESEARCH (SUPPLY AND DEMAND)**
- **TARGET AUDIENCE**
- **SWOT ANALYSIS**

MAKE YOUR BUSINESS PLAN

**HINT: THIS CAN BE AS FORMAL OR AS INFORMAL AS YOU WANT;
JUST MAKE A PLAN AND STICK WITH IT (AND ADAPT AS NEEDED).**

- **MAKE YOUR LIST OF FEATURES**
 - **AFTER MAKING THE LIST, BREAK IT DOWN INTO 2 LISTS:**
 - **MVP LIST (WHAT YOU ABSOLUTELY NEED)**
 - **WISH LIST (FEATURES YOU CAN ADD IN LATER PHASES OR IN PHASE 1 IF TIME/RESOURCES PERMITS)**

- **REVENUE MODEL:**
 - **LIST BUILDING**
 - **FREE TRIALS**
 - **DIFFERENT MEMBERSHIP LEVELS**
 - **E.G. BRONZE, SILVER, GOLD, PLATINUM**
 - **ONE OFF SALES**
 - **E.G. EBOOKS, MERCHANDISE, ETC.**
 - **CONTRACT WORK**
 - **E.G. DESIGNS, PROGRAMMING, CONSULTING, ETC.**
- **PRICING STRUCTURE (ARE YOUR PRICES COMPETITIVE?)**

**OK. YOU'VE GOT A PLAN.
NOW WHAT DO YOU DO WITH IT?**

TIME TO MOLD AND SHAPE YOUR SITE WITH YOUR PLAN.

(MEANING, NOW YOU FIND THE TOOLS THAT FIT YOUR NEEDS AND START BUILDING)



START WITH THE ITEMS ON YOUR MVP LIST.

HINT: YOU AREN'T REQUIRED TO BUILD EVERYTHING RIGHT NOW

(THAT'S THE REASON WHY YOU HAVE THE MVP LIST).

IT'S BEST TO EASE INTO FEATURES RATHER THAN BITE OFF MORE THAN YOU CAN CHEW.

2. PICK THE RIGHT PLUGINS



IMAGE CREDIT: MASS.GOV

**NOW THE REASON WHY
YOU'RE LIKELY SITTING HERE LISTENING TO ME:**

MEMBERSHIP PLUGINS:

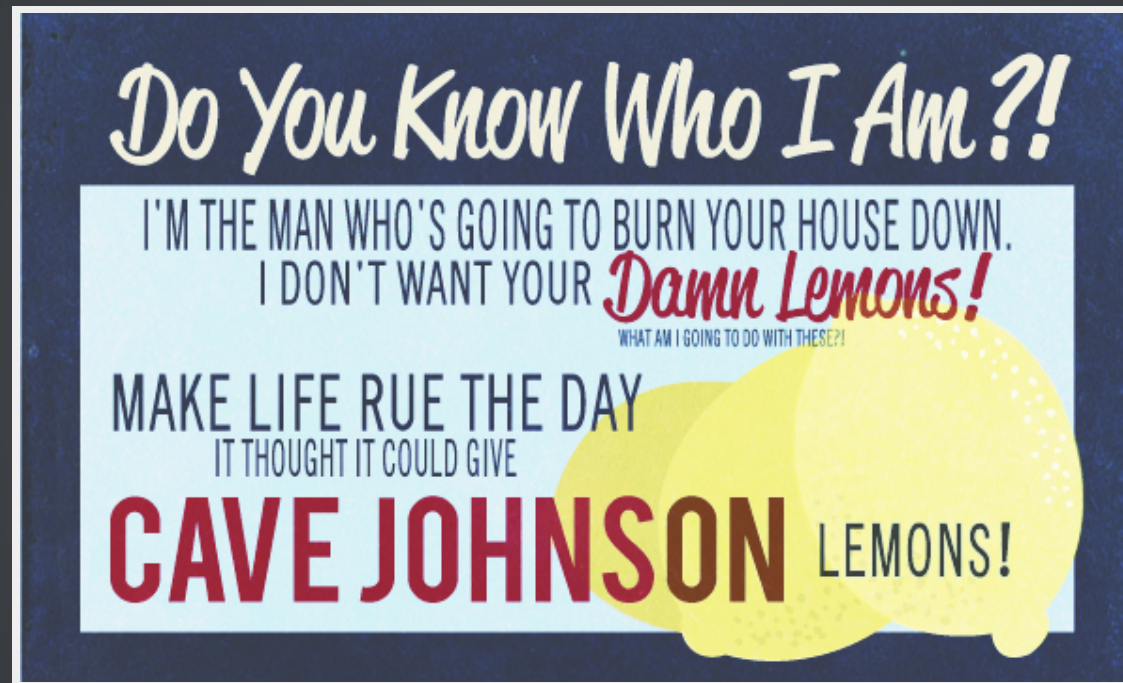
MEMBERSHIP PLUGINS I'VE USED:

- WISH LIST MEMBER (PREMIUM)
- DIGITAL ACCESS PASS (PREMIUM)
- S2 MEMBER (FREE AND PREMIUM)
- ~~YOUR MEMBERS~~ (*WAS* PREMIUM AND NOW OPEN SOURCE AND NO LONGER ACTIVELY MAINTAINED)
- PAID MEMBERSHIPS PRO (FREE)

**OTHER POPULAR MEMBERSHIP PLUGINS:
THERE ARE LOTS AND THEY ARE ALL
DIFFERENT FROM EACH OTHER!**

CHRIS LEMA HAS A LIST OF PLUGINS HE EVALUATED AGAINST HIS OWN LIST OF CRITERIA [HERE](#).

**MORAL OF THIS STORY IS:
EVALUATE WHAT YOUR NEEDS ARE AND CHOOSE
THE MEMBERSHIP PLUGIN (OR PLUGINS) THAT MEET YOUR NEEDS BEST.**



**IMAGE CREDIT: [HTTP://GAMBITGURLISIS.DEVIANTART.COM/ART/CAVE-JOHNSON-KEYCHAIN-
DESIGN-209402197](http://gambitgurlisis.deviantart.com/art/Cave-Johnson-Keychain-Design-209402197)**

PLUGINS THAT WOULD BE USEFUL DEPENDING ON YOUR PLAN/NEEDS:

- **GRAVITY FORMS (PREMIUM)**
- **EVENT ESPRESSO (PREMIUM)**
- **WP SMUSH.IT (FREE)**
- **CUSTOM POST TYPE UI (FREE)**
- **WOOCOMMERCE (FREE)**

**IF YOU CAN'T FIND PLUGINS OR
A THEME FILLS YOUR NEEDS...**

YOU MAY WANT TO HIRE A DEVELOPER THAT CAN CUSTOM BUILD THE FEATURES YOU NEED.

3. PROTECT YOUR CONTENT



SHOW ONLY SPECIFIC PAGES, POSTS, CATEGORIES, ETC. TO CERTAIN USERS

**(EACH PLUGIN IS GOING TO DO THIS A LITTLE DIFFERENTLY,
SO MAKE SURE YOU UTILIZE THE DOCUMENTATION FOR THAT PLUGIN.)**

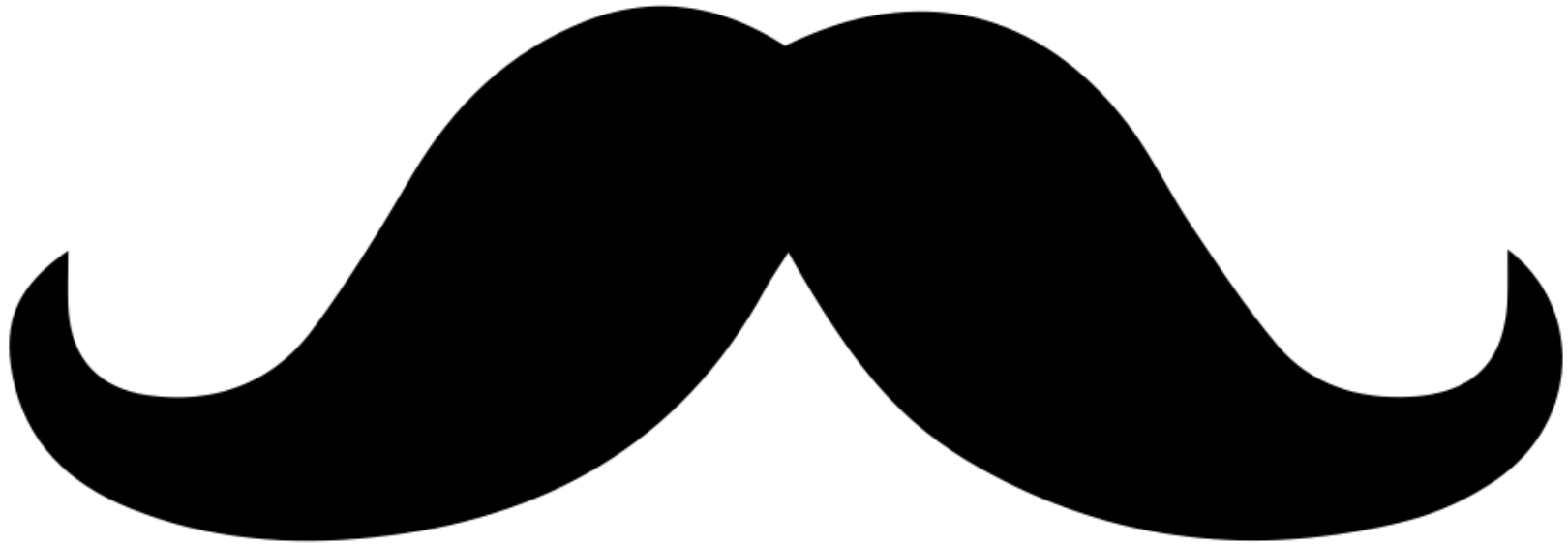
4. CONNECT A PAYMENT GATEWAY

CREDIT CARDS VS PAYPAL VS WHATEVER

HINT: ONE WAY TO CONFIRM THAT PAYPAL (OR WHATEVER YOU DECIDE TO USE)
IS SETUP CORRECTLY IS BY CREATING A \$0.01 PRODUCT AND TESTING PURCHASES ON IT.

5. PROCEED WITH AWESOMENESS

(CONTINUAL MAINTENANCE AND MANAGEMENT)



THINGS TO CONSIDER:

1. WHO WILL CREATE CONTENT?
2. WHO WILL BE DOING THE FULFILLMENT FOR YOUR SALES?
3. HOW ARE YOU GOING TO KEEP THINGS FRESH/INTERESTING?

IDEAS FOR KEEPING THINGS INTERESTING:

1. INTERACT AND ENGAGE WITH MEMBERS
2. RUN GROUP EVENTS AND CHALLENGES
3. GIVE OUT FREE PLACES (OR MEMBERSHIP SEATS)
4. HELP MEMBERS FIND THEIR WAY AROUND AS YOUR SITE GROWS
5. THINK OF WAYS TO IMPROVE THE USER EXPERIENCE

[HTTP://WWW.COPYBLOGGER.COM/MEMBERSHIP-SITE-BASICS/](http://www.copyblogger.com/membership-site-basics/)

FINAL NOTES:

GREAT RESOURCES:

- **COPYBLOGGER.COM** – GREAT INFORMATION ON CREATING CONTENT
 - (ESPECIALLY: [HTTP://WWW.COPYBLOGGER.COM/MEMBERSHIP-SITE-BASICS/](http://www.copyblogger.com/membership-site-basics/))
- **BLUEHOST.COM** – GREAT WEB HOSTING
- **WP SITECARE** – GREAT WORDPRESS MAINTENANCE AND SUPPORT

THE END

BY CURTIS JENSEN

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