

MEMBERSHIP SITE SETUP



**STEP BY STEP
GUIDE**

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The guide was written for your own personal use.

You should know that some of the resources provided in this guide are of products we developed ourselves and some are affiliate links to services we use on a regular basis.

If you choose to buy any of the services through our affiliate link we just wanted to say thanks!

If you choose to buy any of the services without our affiliate link that's also O.K.

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MOST COMMON MEMBERSHIP SITES MODELS

THE PUBLISHER MODEL

The Publisher model provides ongoing content on a regular and usually periodic basis. Its structure is like a blog, and your members will have access to your new content as well as your previous content. You can publish both protected (free or paid) and unprotected content.

An example of a Publisher model based membership site is the Wishlist Member's online community [Wishlist Insider](#).

THE DOWNLOAD AREA MODEL

The Download Area model is used to create a download area for members only, where your members will be able to log-in to the site and download the products they paid for. Each member will be able to download only the products he bought.

An example of a Download Area model based membership site is [Wishlist Registration Widget](#), which is a plugin the Wishlist Member Plugins website team has developed for Wishlist Member.

THE COURSE MODEL

There are 2 ways you can use the Course model:

1. You can create an online course broken into lessons that are revealed to the members on a periodic basis, for example: every week/ month etc. and your members will also have access to previous lessons.
2. You can create a modular course so your members will be automatically **moved** from one module to another after a specific period of time.

Wishlist Member Users:

If you are using Wishlist Member, you will need to use the Sequential Upgrade feature in order to create the course model. You can read more about this feature in the Wishlist Member Settings section.

THE PAY PER POST MODEL

This type of model allows you to sell your posts individually and it's a great model for selling guides, private lessons etc.

FREE MEMBERSHIP VS. PAID MEMBERSHIP

The best way to build a membership site is to create a combination of both Free and Paid memberships.

This combination will most likely get much more visitors to register to your membership site and will increase your revenues over time.

FREE MEMBERSHIP

Creating a free membership and allowing your visitors to get part of your information for free will also have a positive effect on the registration rates to your paid membership.

These are only some of the reasons why you should have a free membership:

1. Become an authority in your niche

You don't have to be an expert in your niche for others to see you as an authority, you only need to know more than your targeted audience to be able to provide them with valuable content and make them see you as an authority. When your members will see you as an authority, they will be much more willing to register to your paid membership and buy your products and services.

2. Build your members' trust

Trust is something that you should earn, and by giving content away for free you have the opportunity to show your members that they can trust you, so always deliver valuable content.

3. Grow your Email list

It's always easier to register people to a free membership rather than a paid membership, and by creating a free membership you will grow your email list much faster.

PAID MEMBERSHIP

Paid membership allows you to give your members access to more detailed and valuable information or services, such as: forum, course, tutorials, interviews, bonuses, one-on-one consulting etc.

There are many services you can offer inside your paid membership, the possibilities are endless and you will generate much more sales by giving your members free access to some of your information, build their trust and then turn them into paying members.

FREE CONTENT VS. PAID CONTENT

Now the million dollar question is...

Which content should you publish for free and which content should you sell for money?

There are 3 simple tactics you can use in order to determine which content you should give away for free and which content you should sell for money.

1. “What to Do” vs. “How to Do”

Separate the “What to Do” from the “How to Do”, for example: If you have a membership site about diet, the “what to do” can be tips on the types of exercises to lose weight and the “how to do” can be a training course on how to lose weight in 30 days.

2. Product overview vs. full version

Give an overview version of your product for free members and a full version of it for paying members.

3. Limited access

Grant paying members access to limited areas inside your membership site that offer more value, for example: forum, closed community etc.

BUILDING YOUR MEMBERSHIP SITE

Follow the below steps and you will have a membership site up and ready to go in no time:

CONTENT AND STRUCTURE

Step	Action	Description
1.	Choose Your Niche	
2.	Choose Your Membership Site's Model	Publisher/ Course/ Download Area/ Pay per Post
3.	Prepare Your Content	Free and Paid Content
4.	Choose a Membership Site's Platform	Wishlist Member/ aMember Pro/ EasyMemberPro etc.
5.	Choose a Theme	We recommend Canvas, OptimizePress or Headlines according to your needs

MEMBERSHIP SETTINGS

Step	Action	Description
1.	Create Your Membership Levels	
2.	Create the Error Pages	There are usually three types of error pages: 1 for non-members, 1 for wrong membership level and 1 for members who cancelled their subscription
3.	Create the Thank You Page	The Thank You page should appear after the registration for each of the levels
4.	Create the Dashboard Area	The Dashboard should appear after every log-in to the site and give the member navigation links to all the important areas in the site.
5.	Protection Settings	According to the type of membership site you build.
6.	Autoresponder Integration	So your members will be automatically registered to your mailing list.
7.	Shopping Cart Integration	For your paid membership

After going through these basics you can add your content, design your theme and content's look and add more features and plugins that will upgrade your membership site. The sky is really the limit!

CHECKLIST

1. Choose your niche
2. Choose your membership site's model
3. Prepare your content
4. Choose a membership site platform
5. Choose a theme
6. Create your membership levels
7. Create the error pages
8. Create a thank you page
9. Create the dashboard area
10. Set the protection settings
11. Set the Autoresponder integration
12. Set the shopping cart integration
13. Add your content
14. Design your theme
15. Update your membership site with extra features and plugins

Important Note

Using the Setup Wizard in the next page you won't need to create the error pages, thank you page and dashboard pages manually, they will already be created automatically and you will be able to customize them to your needs.

WISHLIST MEMBER SETTINGS

In this part we will guide you through all the basic steps to creating your membership site's basics.

THE SETUP WIZARD

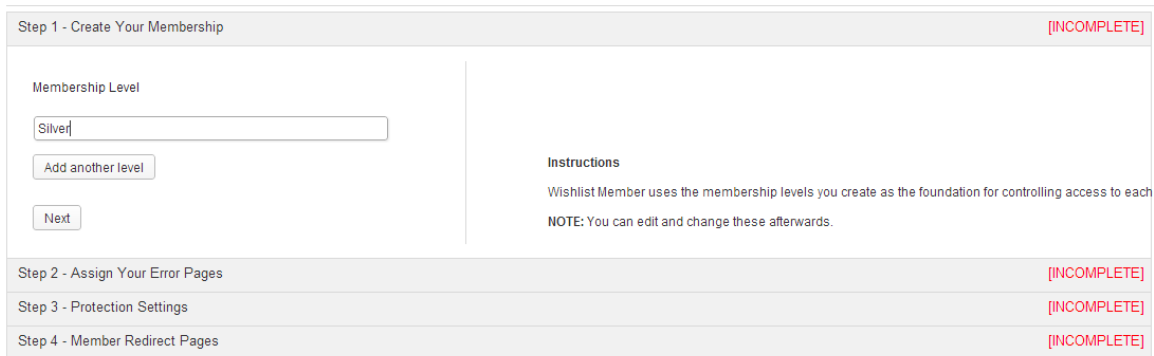
The Setup Wizard is a great feature that allows you to create your membership site's basics in a few seconds.

In this feature you can define your membership levels, assign your error pages, define your protection settings and create your redirection pages.

To get to the Setup Wizard feature go to:

WL Plugins > Settings > Setup Wizard and follow the 4 steps as shown in the below screenshots:

Step #1 - Create your membership levels



Step 1 - Create Your Membership [INCOMPLETE]

Membership Level

Silver

Add another level

Next

Instructions

Wishlist Member uses the membership levels you create as the foundation for controlling access to each...

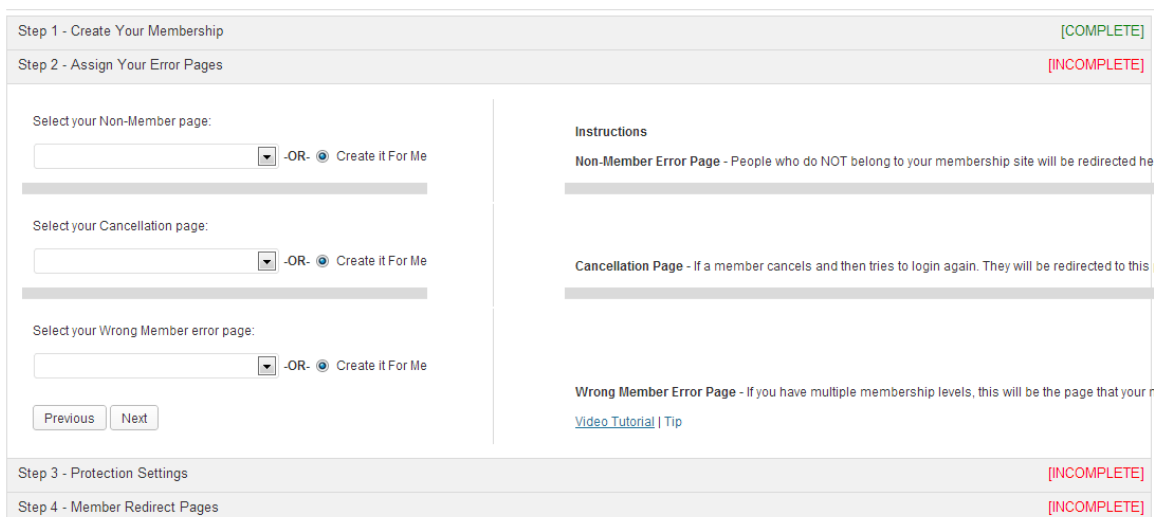
NOTE: You can edit and change these afterwards.

Step 2 - Assign Your Error Pages [INCOMPLETE]

Step 3 - Protection Settings [INCOMPLETE]

Step 4 - Member Redirect Pages [INCOMPLETE]

Step #2 - Assign your error pages



Step 1 - Create Your Membership [COMPLETE]

Step 2 - Assign Your Error Pages [INCOMPLETE]

Select your Non-Member page:

-OR- Create it For Me

Select your Cancellation page:

-OR- Create it For Me

Select your Wrong Member error page:

-OR- Create it For Me

Previous Next

Instructions

Non-Member Error Page - People who do NOT belong to your membership site will be redirected here...

Cancellation Page - If a member cancels and then tries to login again. They will be redirected to this page...

Wrong Member Error Page - If you have multiple membership levels, this will be the page that your non-members...

[Video Tutorial](#) | [Tip](#)

Step 3 - Protection Settings [INCOMPLETE]

Step 4 - Member Redirect Pages [INCOMPLETE]

Step #3 - Define your protection settings

Step 1 - Create Your Membership	[COMPLETE]
Step 2 - Assign Your Error Pages	[COMPLETE]
Step 3 - Protection Settings	[INCOMPLETE]

Automatically protect all posts/pages?
 Yes No

Turn hide/show protection on?
 Yes No

Instructions

Automatic Protection - By default all your posts and pages will be protected. However, you'll be able to adjust this in the Wishlist Me

Hide/Show Protection - When set to "Yes", protected content will *NOT* be visible to non-members. "No" will allow non-members to s

[Video Tutorial | Tip](#)

Step 4 - Member Redirect Pages	[INCOMPLETE]
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Step #4 - Define your redirect pages

Step 1 - Create Your Membership	[COMPLETE]
Step 2 - Assign Your Error Pages	[COMPLETE]
Step 3 - Protection Settings	[COMPLETE]
Step 4 - Member Redirect Pages	[INCOMPLETE]

Select the first page you want users to see after registering

-OR- Create it For Me

Select the first page you want users to see when they login

-OR- Create it For Me

Instructions

Registration Redirect - After someone registers for your site, you can send them to a specific page.

Login Redirect - Each time your members login, they will be redirected to the page you selected for th

[Video Tutorial | Tip](#)

Step #5 – Edit your automatically created pages

After you will complete the above 4 steps, Wishlist Member will automatically create the following pages for you:

1. Dashboard
2. Membership Cancelled
3. Oops! This Content is Members Only
4. Oops! Wrong Membership Level
5. Thanks for Joining
6. Wishlist Member

You can now enter each page and fully customize it to your own needs:

The Dashboard

The Dashboard is the first page your members see every time they log-in to the site.

This page should contain quick navigation links to all the important areas inside your membership.

The easier it will be for your members to find the content they need, the higher the chances they will not cancel their subscription.

The Error Pages

The Setup Wizard will create 3 types of error pages:

1. Membership Cancelled
2. Oops! This Content is Members Only
3. Oops! Wrong Membership Level

Your error pages should include:

A Login Form – For members who were redirected to the error page because they weren't logged-in to the site.

A Sales Letter – For non-members who were interested in your content. This is a great opportunity to sell them your paid membership.

The error pages are very important and can tremendously increase the registrations to your paid membership, so take these pages seriously and design them right.

TIP:

You can use a simple plugin called [Post Content Shortcodes](#) that allows you to display another post's content inside another post/ page by inserting the shortcode: [post-content id=X] X=Post ID

You can set it to display your membership site's sales letter instead of doing it manually, and every change you make inside your original sales letter will automatically appear in the error pages.

The Thank You Page

The Setup Wizard will create a thank you page - Thanks for Joining!

The Thank You page will be displayed to members after the registration process.

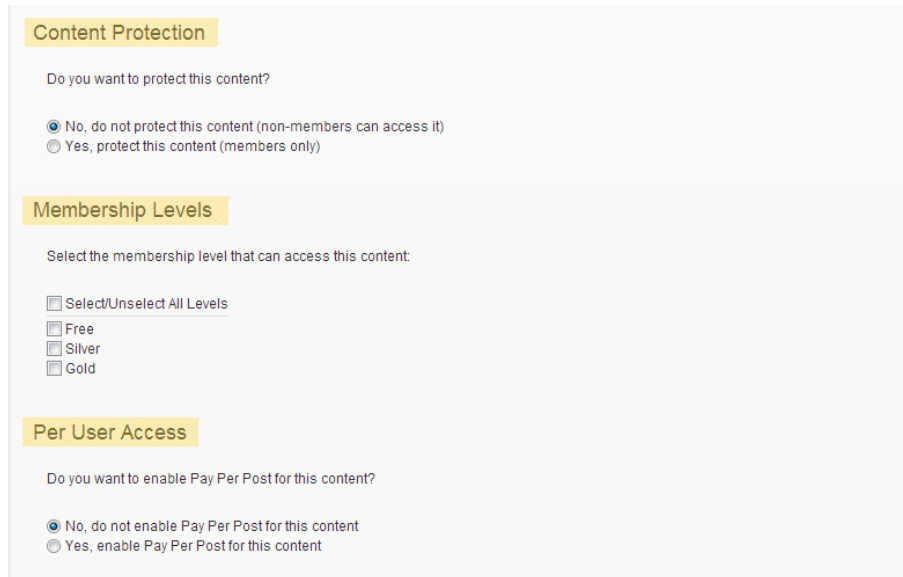
You can include a welcoming greeting, a link to the members' area (dashboard) etc.

Wishlist Member Page

This page is called a "Magic Page" and it must exist in order to process member registrations. You don't need to do anything inside the page, just leave it as is and not delete it.

WISHLIST MEMBER SETTINGS BOX

You will find the settings box inside every post or page; there you can define the content protection as seen in the screenshot below:



The screenshot displays a settings box with three distinct sections, each with a yellow header:

- Content Protection:** A question "Do you want to protect this content?" is followed by two radio button options: "No, do not protect this content (non-members can access it)" (which is selected) and "Yes, protect this content (members only)".
- Membership Levels:** A question "Select the membership level that can access this content:" is followed by a "Select/Unselect All Levels" checkbox and three checkboxes for "Free", "Silver", and "Gold".
- Per User Access:** A question "Do you want to enable Pay Per Post for this content?" is followed by two radio button options: "No, do not enable Pay Per Post for this content" (which is selected) and "Yes, enable Pay Per Post for this content".

Content Protection

If you want the post/ page to be visible to non-members and search engines then leave it as No, if you want to make it a members-only post then set it to Yes.

Membership Levels

If you chose to protect your content, you must set the membership levels that will have access to the content.

Per User Access

This feature is for the Pay Per Post feature, so if you want it to be available only to members who bought the post, choose Yes.

THE SEQUENTIAL UPGRADE FEATURE

If you are building a course membership site then you need to set the Sequential Upgrade settings as shown in the screenshot below (click on the screenshot to enlarge):

Membership Level	Upgrade To	Method	After
Free	No auto-upgrade	Move	0 Day(s)
Silver	No auto-upgrade	Move	0 Day(s)
Gold	No auto-upgrade	Move	0 Day(s)

[Update Sequential Delivery Configuration](#)

Upgrade To

The membership level that will be upgraded to

Method

There are 2 options: Move/ Add. If you want to move your members to a new module then choose the Move option and if you want to give your members access to previous lessons or modules even after they will be upgraded to the new one then choose “Add”.

After

The number of days between the upgrade

COMPLEMENTARY RESOURCES

GENERAL RESOURCES

[SEO Strategies for Membership Sites – Complete Guide](#)

The main problem with closed membership sites for members only is that search engines cannot access your content, and you miss out on free organic traffic.

The truth is, you don't have to miss out on organic traffic... SEO Strategies for Membership Sites – Complete Guide contains all the information on how to do SEO for membership sites.

WISHLIST MEMBER DEDICATED

[Wishlist Insider](#)

Wishlist Insider is premium training, resources, forum and support for membership sites owners. It includes: Live training, webinars, videos, audio lessons, tips and marketing materials from the Wishlist Insider team.

[Wishlist Registration Widget](#)

Wishlist Registration Widget plugin is a simple registration form you can place in your membership site's sidebar to increase the registration to your free membership.

[Wishlist Error Page Booster](#)

Wishlist Error Page Booster allows you to create dynamic and targeted error pages according to your visitors' requested content (the protected content they don't have permission to access). All you need to do is insert the plugin's shortcodes into the error page and that's it.

[Wishlist Member Experts](#)

Wishlist Member Experts was created by the Wishlist Member Plugins website team and it contains premium guides related to Wishlist Member. Each guide covers one topic only and can be purchased separately.