



Legal

Copyright notice

This document and its content is copyright of authoritypowered.com – © Authority Powered 2015. All rights reserved.

Any redistribution or reproduction of part or all of the contents in any form is prohibited other than the following:

You may print or download to a local hard disk extracts for your personal and non-commercial use only.

You may copy the content to individual third parties for their personal use, but only if you acknowledge the website as the source of the material.

You may not, except with our express written permission, distribute or commercially exploit the content. Nor may you transmit it or store it in any other website or other form of electronic retrieval system.

Earnings Disclaimer

Income Disclaimer: This website and the items it distributes contain business strategies, marketing methods and other business advice that, regardless of my own results and experience, may not produce the same results (or any results) for you. Authority Powered or its owners make absolutely no guarantee, expressed or implied, that by following the advice or content available from this report you will make any money or improve current profits, as there are several factors and variables that come into play regarding any given business.

Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

As with any business endeavour, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

Liability Disclaimer: By reading this website or the documents it offers, you assume all risks associated with using the advice given, with a full understanding that you, solely, are responsible for anything that may occur as a result of putting this information into action in any way, and regardless of your interpretation of the advice.

You further agree that our company cannot be held responsible in any way for the success or failure of your business as a result of the information provided by our company. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations.

In summary, you understand that we make absolutely no guarantees regarding income as a result of applying this information, as well as the fact that you are solely responsible for the results of any action taken on your part as a result of any given information.

In addition, for all intents and purposes you agree that our content is to be considered “for entertainment purposes only”. Always seek the advice of a professional when making financial, tax or business decisions.

Welcome!

Hey guys, William Fletcher here.

I am super excited that you grabbed this training. Seeing people succeed with what I teach is my inspiration to do this. So a big thank you to you for putting your trust in me and this training :)

One thing that I constantly preach to people new to making money online is that you have to start simple. Successful business models are based on simplicity. Yes as businesses grow they get more complex and the systems get more complex. *But, the overall business model remains simple.*

And that is exactly what I'm going to be teaching you in this training. Yes, membership sites can be extremely complex and technical to set up. But that's not what this training is all about. This training is all about using the membership site model (simple) to generate recurring income with a simple setup.

With that being said I want to dig into the training. Please note that if you need anything I am always here for you. You can email me directly william@authoritypowered.com

All the best,



Module 1 - Introduction to membership sites

Building membership sites has a lot of advantages. One of the main advantages being the fact that you can build a steady income stream that can last for many years from one single website. As long as you keep the site up and running it will pull in income for as long as you have members.

Despite the power of membership sites many people never give them a shot. There seems to be a common misconception that membership sites have to be extremely technical and hard to create. Throughout this guide I will show you really simple ways to create awesome membership sites that can pay you for years to come.

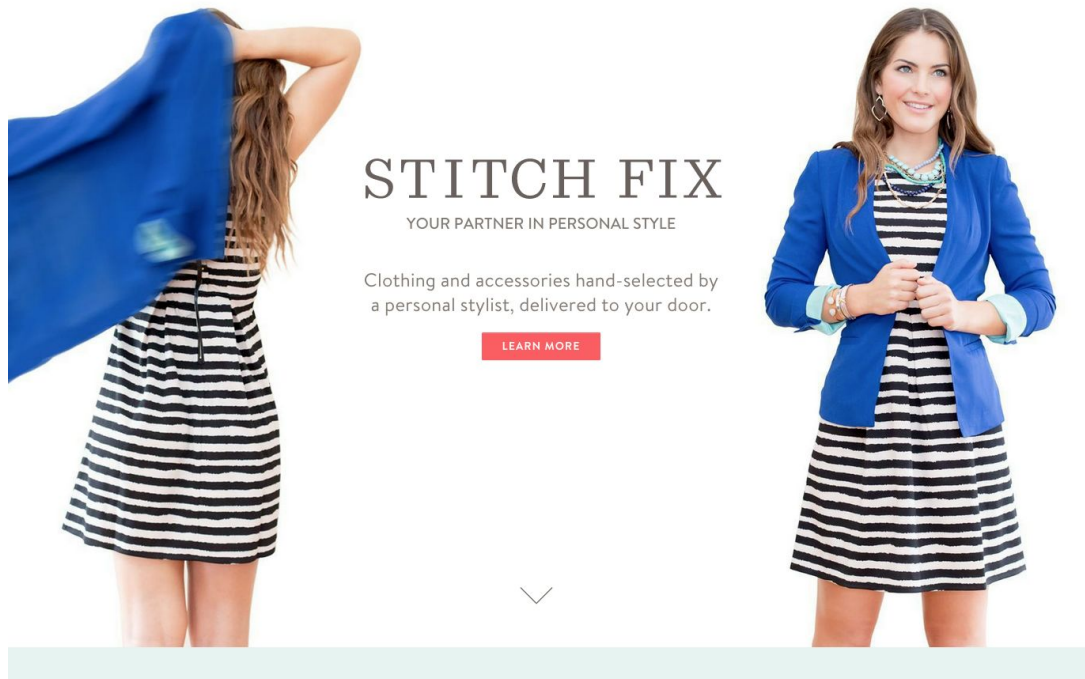
Membership sites are not a new concept but they are constantly evolving. Now days even physical products are being sold via membership. Here are a few examples:

Dollar Shave Club

The advertisement for Dollar Shave Club features a dark wood-grain background. At the top left is a video player with a play button and the text "DollarShaveClub.com - Our Blades Are F***ing Great." To the right of the video is the headline "A GREAT SHAVE FOR A FEW BUCKS A MONTH." followed by "No commitment. No fees. No BS." and a large orange "DO IT" button. Below the video are social media links for Facebook, Twitter, and YouTube. The main visual is an open cardboard box with "SHAVE TIME. SHAVE MONEY." printed on the inside of the lid. Inside the box is a razor and a card that reads "I like shaving with a dull razor." - No one, ever. Below the box, there are three pricing options: \$1, \$6, and \$9, each with a razor icon and the text "CHOOSE YOUR BLADE". To the right of the box are two icons: one showing a razor being popped out of its handle with the text "TREAT YOURSELF" and another showing a hand holding a razor with the text "EASY CANCEL". At the bottom, the text "THE SMARTER WAY, DELIVERED." is displayed, followed by "You'll never look back." and a final orange "DO IT NOW" button.

For just a couple dollars a months you can have Dollar Shave Club send you new razors.

Stitch Fix



Or a site like Stitch Fix where you are assigned a personal stylist who picks out and delivers clothes to you as a membership.

I show you these for a couple of reasons:

1. Its a great business model. Membership sites are profitable and steady income.
2. There are so many unique ideas out there for amazing membership sites.

Now I am not recommending you go out there and create a site with physical products for your first membership site. I am just showing you the possibilities and the fact that many industries are adopting the membership model because of its profitability.

Membership Site Basics

Before we get too deep into things let's cover the basics.

First of all, what is a membership site?

The basic way to describe it is when someone pays you for a subscription to access your website. Membership sites can include a variety of types of content from videos, audio, webinars, PDF's, software, etc.

Membership sites are often successful because people often view membership sites as a one stop shop for everything that they need on a particular topic. Instead of buying multiple books, trainings, courses, etc. they can go to one place to get all the information they need.

In this guide I will be breaking down two different types of membership models that are easy to setup but can be very effective and profitable. However, don't limit yourself with what you can create. The goal is to show you just how easy it can be and inspire you to set up your first membership site and start profiting.

Membership sites are a numbers game?

As I mentioned before membership sites are a great way to create a steady recurring income month after month. Unlike products that are sold here and there a membership site will continue to pay every month. For example:

If you have a 100 members at \$10 a month you are going to make \$1,000 a month from your membership site. Now obviously some people will cancel their membership but you will also be continually adding new members. Not to mention there are many different price points you can offer to change the amount you make per month from your site. We will get into pricing in detail in a later section.

The key here is knowing that the amount of members you have and the amount you charge can provide a very nice predictable income. Also, if you know how much you want to make online. You can adjust the math to meet your goals. If you know you want to make \$3,000 a month online you can setup your membership site to meet those goals.

For example: 100 members at \$30 a month. Or 300 members at \$10. Now you have a direct goal that you can shoot for. Knowing your numbers can be very powerful!

Benefits of a membership site

There are many benefits of a membership site. Probably the biggest known benefit is a recurring income stream. This is often the reason people get involved in building membership sites. They want a more stable reliable income stream. Membership sites deliver that.

Another great benefit of a membership site is you can be seen as the authority on a particular topic. Having your own membership site shows potential customers you are an expert in your field. People come to you and join your membership because it has some of the greatest content in the niche.

Another powerful benefit is the fact that once the content is created it can become completely passive income. You could preload your autoresponder that sends out messages once a week, once a month, or however you want to break it down and have content sent out for as long as you want.

This could all be completely automated after your create it. This means you can spend all your time driving traffic and bringing in new members into your membership site.

Module 2 - How to come up with profitable membership ideas

The cool thing about membership sites is that you can create them on so many different topics. From hobbies, to business, and fitness there are membership sites for all different niches. However, evergreen niches are the best.

Evergreen niches are the ones you want to build membership sites around. These are the type of niches that your site can pay you for years to come. Think about like this:

People will always want to lose weight, look beautiful, make money online, etc. These types of evergreen niches work extremely well. If you don't operate in evergreen niches that's fine too but things will always be evolving and you will have to update content or move on to new membership sites.

Here are a few of the top evergreen niches:

1. Make money online
2. Personal development
3. Relationships

These three niches are evergreen. People will also have a desire for this niches therefore there will always be a need for products and memberships in these niches. This niches are full of hungry buyers looking to invest in all of these things.

You could break these niches down further like this:

- Make money online
 - Blogging
 - Affiliate marketing
 - List building
 - Driving Traffic
 - Video Marketing
 - PPC
 - Fiverr
- Personal Development
 - Fitness
 - weightloss
 - goal achievement
 - Time management
- Relationships
 - Dating advice
 - Finding a partner
 - Getting your ex back

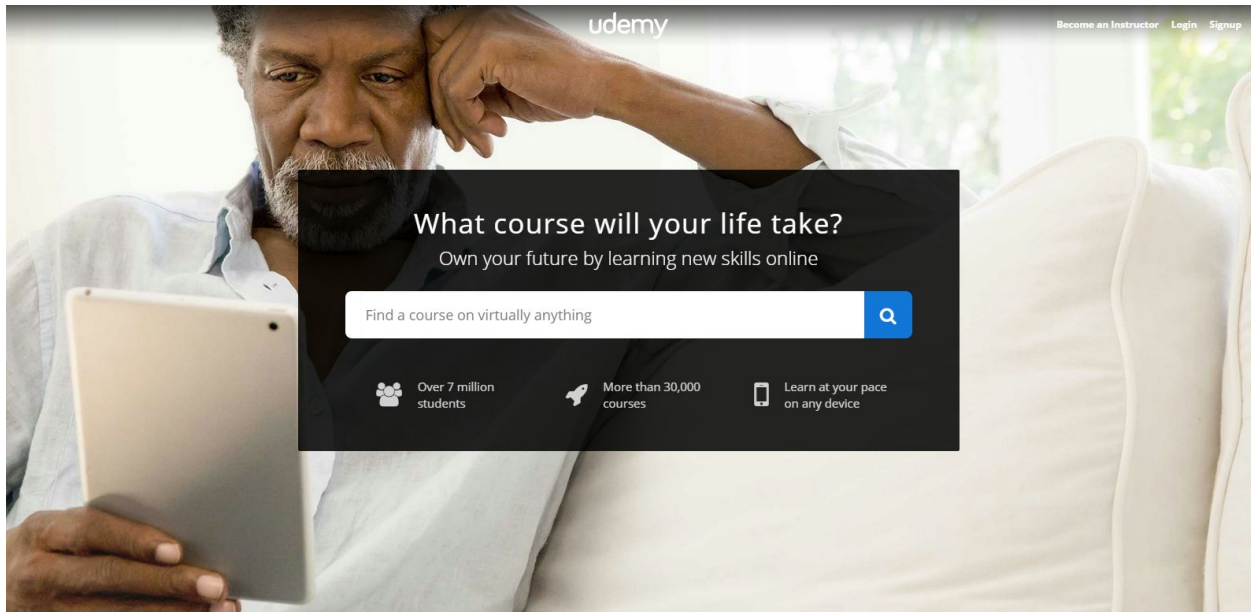
Whether you are starting from scratch or already have a niche picked out make sure you try to find an angle to make it evergreen. Choose your niche and move onto the next step.

Research

Once you have your niche selected it is time to do some research. There are many places to do research for profitable membership ideas but I am going to show you some of my favorite places.

First and foremost let's head over to [Udemy.com](https://www.udemy.com)

It looks like this:



Type in your niche keyword in the search box.

For example I typed in lose weight. This is what I get:

Sort by: Language ▾



Lose Weight Without Exercise: No Sweat to Lose Weight

Jack Wilson, Lose Weight, Gain Muscle, Transform Your Body and Mind

\$197 • ★★★★★ 26 Reviews • 35 lectures, 1.5 hours video • All Levels



Lose Weight and Eat What You Want. Lose weight w/Kettlebells

Jack Wilson, Lose Weight, Gain Muscle, Transform Your Body and Mind

\$147 • ★★★★★ 20 Reviews • 35 lectures, 1 hour video • All Levels



Lose Weight Without Counting Calories. Lose Weight on Paleo

Jack Wilson, Lose Weight, Gain Muscle, Transform Your Body and Mind

\$147 • ★★★★★ 16 Reviews • 29 lectures, 1.5 hours video • All Levels



Lose Weight: Lose 40-100+ lbs of fat. Lose Weight For Good

Jack Wilson, Lose Weight, Gain Muscle, Transform Your Body and Mind

\$297 • ★★★★★ 63 Reviews • 67 lectures, 3.5 hours video • All Levels



How to lose weight

Alex Genadinik, Entrepreneur, marketer, mobile app developer, business coach

\$19 • ★★★★★ 5 Reviews • 45 lectures, 1.5 hours video • Intermediate Level



Lose Weight Now Using Powerful NLP Techniques

Pradeep Aggarwal, Founder of Institute Of Mind Control & Development, India

\$29 • ★★★★★ 14 Reviews • 10 lectures, 1 hour video • All Levels



Lose 20 Pounds In 30 Days: Lose Weight With The Paleo Plan

James Forno, LearnZig: More Profit In Less Time!

\$147 • ★★★★★ 17 Reviews • 23 lectures, 4 hours video • All Levels



How to lose weight fast with a ketogenic diet

Kelly McManus, Health & fitness coach

★★★★★

Instantly I am presented with many different courses on losing weight. Here is where the fun starts. I can select one of those courses and see what type of content is inside.

Here is a snapshot of some of that content:


Section 1: How to Lose Weight Without Exercise			
▶ Lecture 1	What you are getting in this course ▾	Preview	00:24
▶ Lecture 2	Why You Have Been Struggling to Lose Weight ▾	Preview	05:01
▶ Lecture 3	Why Your Current Diet is NOT Working ▾	Preview	02:53
▶ Lecture 4	Can you ACTUALLY lose weight without exercise??? ▾	Preview	01:42
▶ Lecture 5	How YOU Can Make a Difference ▾		01:23
Section 2: Exactly What to Eat to Lose Weight			
📄 Lecture 6	Disclaimer for this course		1 page
▶ Lecture 7	How to Lose 10 Pounds in 2 Weeks ▾		01:59
▶ Lecture 8	How Many Calories Are You Burning? ▾		03:55
📄 Lecture 9	BONUS: Free Resources for Effective Weight Loss		Text
▶ Lecture 10	Do I HAVE TO Count Calories??? ▾		02:20
▶ Lecture 11	Your Formula For Weight Loss ▾		03:58
▶ Lecture 12	Why Dramatic Calorie Cutting is TERRIBLE for Weight Loss ▾	Preview	02:14
▶ Lecture 13	EXACTLY What You Need to Eat to Lose Weight ▾		02:13
▶ Lecture 14	Why Accountability is ESSENTIAL for Weight Loss ▾		01:51
▶ Lecture 15	How to Save Hours of Cooking Time While Making Delicious Food ▾		01:46

Doing this alone would give you enough content ideas to create the outline for your own content. Or maybe you want to start a membership site in a brand new niche you know nothing about? You could go over to Udemy, take a couple of courses, take thorough notes, put your own spin and marketing in place and create your own membership site based on that info.


This is powerful! You can find topics that are proven winners and selling already.

Another very cool thing is that each of these courses have reviews. You could see what people liked, what they didn't like and make sure you have the best content in your membership site that others don't offer.

Here is a look at some of the reviews for this particular course:




Fonda Clayton


★★★★★ 24 days ago · 

Comprehensive, but there is still work involved...

You can NOT just watch this course and the pounds come off. Accountability and mindfulness about what you eat and how you eat it are key and Jack discusses the importance of these factors. I am NOT a fan of counting calories, my work plate is full enough without something else to do, however for most this is a necessary exercise for control. That isn't a challenge for me. Want control of what you put in your body? Take the course!




Autumn Gilmer


★★★★★ 29 days ago · 

Fantastic Course!

Everything is easy to understand and follow. A must have for those who want to lose weight but have a hard time exercising.



Joe Parys

★★★★★ 1 month ago · 

Its all about what you eat and your dieting!

If there is anything I have really learned it is that in order to lose weight (and keep it off) you have to eat correctly! With all the temptations our there (fast foods, icecreams, ect) this can be difficult

But this isn't just for the fitness niche. There are courses on all types of subjects. For example here are some video marketing courses.

Sort by: Language ▼



Create a Local Video Marketing Agency: Small Business Ninja

Robert Scot, "Doctor YouTube" Affiliate Marketing, YouTube, Google Expert

\$299 • ★★★★★ 13 Reviews • 38 lectures, 3.5 hours video • All Levels



Video Marketing Profits 2015: Make \$3000/Month Or Money Back

Michael Batell, Simply great courses.

\$199 • ★★★★★ 72 Reviews • 16 lectures, 1.5 hours video • All Levels



Video Marketing for Profits

Montina Young Portis, Legal Marketing Expert & Internet Authority

\$9 • ★★★★★ 69 Reviews • 12 lectures, 31 mins video • Beginner Level



The Complete Guide to YouTube & Video Marketing

MindMekka®, Motivate. Educate. Elevate.

\$195 • ★★★★★ 34 Reviews • 84 lectures, 9.5 hours video • All Levels



Create A Low Budget YouTube Marketing Video In 12 Easy Steps

Mark Timberlake, Instructor Profile | Teacher | Trainer | Coach

\$10 • ★★★★★ 13 Reviews • 16 lectures, 42 mins video • Beginner Level



Be A Video Production & Video Marketing Master!

Ryan Stone, Online video producer and marketer

\$300 • ★★★★★ 7 Reviews • 94 lectures, 7.5 hours video • All Levels

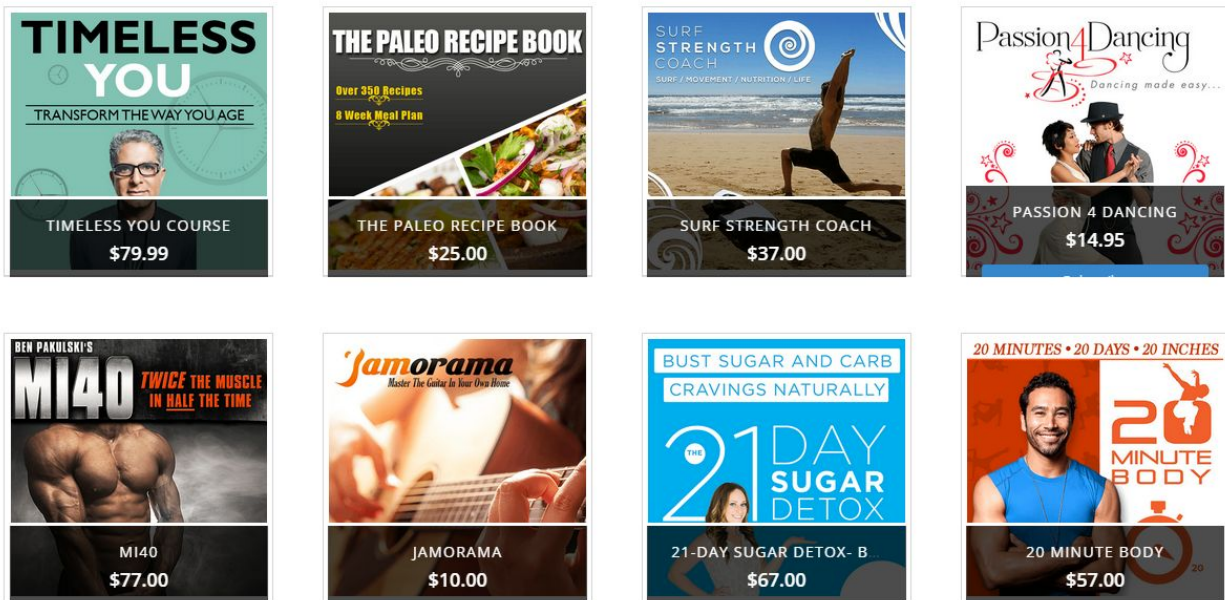


YOUTUBE Thumbnails Power of Images for SEO Video Marketing

Laurence Svekis, Instructor, Professional Social Media Technology Engineer

You can literally find something within almost any niche. You could even dig deep to find the ones that are the most popular to find an extremely profitable membership topic.

Udemy is just one of the many places you can search. Look at clickbank for example. It has a ton of products you can use as inspiration. On the homepage alone it is full of great ideas under the featured products section.



But that's not the only place to find great ideas. You can dig into the marketplace to find products in almost any niche. Also, you can even tell which ones are selling well by looking at the gravity score. This is priceless information!

You could literally take this information and know you have winning membership idea before you even start. Then you could focus all your efforts on marketing until you fine tune it to sell.

Here is a look at the niches you can find in Clickbank.

Categories
▶ ARTS & ENTERTAINMENT
▶ BETTING SYSTEMS
▶ BUSINESS / INVESTING
▶ COMPUTERS / INTERNET
▶ COOKING, FOOD & WINE
▶ E-BUSINESS & E-MARKETING
▶ EDUCATION
▶ EMPLOYMENT & JOBS
▶ FICTION
▶ GAMES
▶ GREEN PRODUCTS
▶ HEALTH & FITNESS
▶ HOME & GARDEN
▶ LANGUAGES
▶ MOBILE
▶ PARENTING & FAMILIES
▶ POLITICS / CURRENT EVENTS
▶ REFERENCE
▶ SELF-HELP
▶ SOFTWARE & SERVICES
▶ SPIRITUALITY, NEW AGE & ALTERNATIVE BELIEFS
▶ SPORTS
▶ TRAVEL

how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

To learn more about how the Marketplace works [click here](#).



New to Affiliate Marketing?

The ClickBank Knowledge Base will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.



Advertisement

You could open up your niche sort results by gravity score and find a great course to use for inspiration in your own course. Something like this:

What Men Secretly Want - Women's Product Converts Cold Traffic To Cash (view mobile)
Groundbreaking Video For Female Traffic. Startlingly High Conversions (5.5%+). Pays Up To 90% Commissions & Many Affiliates Make \$1,000s Per Day. Changes Women's Lives. Test It, You'll See :) Get Killer Training & Tools:
[Http://www.beirresistible.com/aff](http://www.beirresistible.com/aff)

Avg \$/sale
\$38.93

PROMOTE

[Vendor Spotlight](#)

Stats: Initial \$/sale: **\$38.93** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **1.0%** |
Grav: **97.73**
Cat: **Self-Help : Marriage & Relationships**



By now you probably have all the information you need to make sure you create a membership site on a profitable idea. You also should have a great idea of the type of content you should include.

However, there are other places you can use for research as well. If you are in the internet marketing niche for example <http://www.jvzoo.com/> and <http://warriorplus.com> have plenty of great products that you could use for information. You could look at the product of the day and deal of the day products to find sure winners for membership sites.

There is also another great site: <http://www.lynda.com/> that you can use to find ideas. It is more focused on tech tutorials but a great site to find ideas nonetheless.

All of these places can give you great ideas. If you are unsure always ask these questions:

- Do people buy a lot of products in the niche?
- Are there magazines and blogs about them?

While these are simple questions they are also a great indicator of a profitable niche.

Module 3 - Membership site structure and pricing

In this module I am going to share the best membership models to use. There are a lot of different ways to structure your membership site and many different pricing options. So lets break them down.

Fixed term membership

This is a membership model that is based on a certain period of time. It can be processed a couple of different ways.

For example: I have been part of one membership that is a fixed term 10 month membership. However the price of the membership is \$200 per month. So for a 10 month period I will be charged \$200 each month.

The other way to do it using that same example would be to pay upfront for the 10 month period. So in this case \$2,000 upfront to be a member for 10 months.

Fixed term memberships have the benefit of locking people in for a certain period of time. However, they do expire and some people won't renew. So this model has its good and bad.

Unlimited Recurring membership

With this type of membership the customer is charged a fee in certain intervals. For example: \$10 a month until cancelled. The issue with this model is that people can cancel their membership at anytime. However, some people will stay with you for years. So there is good and bad to both models.

The fixed term membership often works better on non evergreen topics that will continually evolve. While the unlimited recurring usually works better on evergreen topics.

However, you should test this. I recommend you start with the unlimited recurring membership and measure your retention. (Find out how long the average member stays a member.) If it is a short period of time you may consider a fixed price setup. However, if people stay members for a long time you can stick with the unlimited recurring membership model.

If you go with this model I recommend using a monthly billing cycle. Meaning your customers will pay each month. It seems to be the most effective. It's not billed too often but it's also not so delayed that people forget about the membership cancel, and refund.

Pricing

There are a lot of different pricing models that you can have. It really all depends on the type of value you want to provide in your membership site. It is hard for me to tell you what your pricing should be as your business is totally different from mine.

What I can do is show you different pricing models and how they work. One thing to keep in mind when you just get started is you can always start with a lower price to get interest in the membership and get some members. As you progress, create more content and so on you can raise the price. You may also get testimonials and positive reviews from members that will allow you to raise the price later as well.

Less than \$10 a month

There are many memberships out there for less than \$10 a month. This is a great strategy for retaining members for the long term. Many people don't mind let alone even notice small membership fees of less than \$10 a month. This makes it very easy to retain members.

\$27 - \$47 - \$97 a month

Now here is something that may surprise you. All these price points have very similar retention rates but front-end conversions will vary. The biggest reason is that all of these rates are impactful for people.

They don't go unnoticed like a monthly fee of less than \$10 a month. But the cool thing is there is not much of a difference in the retention rates all the way up to \$97 a month. (Based on my experience.) When you get up to these amounts they have significance to the buyers therefore people are more likely to cancel their membership.

Another thing to think about is that the higher the price the more value you need to provide. You want your membership to be awesome and well worth it to people. This is how you keep people around for a long time. This doesn't mean that your membership

has to have the most extensive amount of content it just means that it needs to provide real value to people for the price they pay.

Remember, start low and work your way up as you build credibility with your audience.

Additional pricing options

There are two additional pricing options I recommend anyone have that is starting a membership site. These two options can really pull in some significant income and add more members to your site.

Lifetime membership

The first one is the lifetime membership. With the lifetime membership you offer people a certain price they can pay upfront to always be a member of your site. Having this pricing will pull in a couple of sales each month (based on experience) and will be significant paydays as you can charge a significantly higher price for it.

Choosing pricing for your lifetime membership can be difficult and will be something that you want to test. For starters you can charge how much it would cost to be a member for a year. So if you are charging people \$10 a month to be a member you could have a lifetime option of \$120.

Over time you may decide to raise the price especially if your retention rate is often over a year.

The \$1 trial

This is a very powerful technique. By no means is it new or groundbreaking but plain and simple it works! Why get fancy when you have a proven model that works.

There is very important way you need to setup your \$1 trial offer. Where most people go wrong is they give people too much time to go through and get all the content. Then people cancel after their trial.

Instead you should make your trial period really short. This gives people enough time to see the value of your membership but it also prevents them from having enough time to

go through all the content. This gives them a taste of how awesome your membership site is and will leave them asking for more when the trial membership expires. And this leads to awesome conversions!

Module 4 - Easy membership models

There are many different types of memberships you can create. The possibilities are endless. But there are certain types of membership sites you can sell before you even create all the content for them. Why is this so powerful?

You can be sure you have a winning idea before you go and create massive amounts of content. If no one buys you haven't wasted weeks or months creating a bunch of content.

So how do you do this?

Now I am going to give you a couple of different models that you can sell before you create all the content. However, don't limit your membership site ideas to just these. These are just ideas to get started into building a membership site.

First Model - The autoresponder model

With this model you will be drip feeding your members content via an autoresponder. (More on how to set this up later.) *The key here is you only need to create the first weeks content to launch your membership program.*

You would sell people on all the things they will get in your membership site. And once they buy that is when you create it. And if you are releasing new content each week you could actually create the content as the weeks progress. Each week you could spend an hour or two creating the week's content. Or less, depending on what type of content you are creating.

Word of caution: If you use this model you want to make sure you stay ahead with your content. The last thing you want to do is have members cancel because they didn't get the next week's content. Try to stay a couple of weeks ahead to give yourself plenty of time.

2nd Model - Mastermind membership

This model works really well with Facebook. Basically you create a mastermind on a specific topic. For example an IM Niche mastermind idea might be PPC advertising. This would be a group where you share advice with your group and allow them to mastermind with other members on what's working and what's not.

Another good example of this would be a weight loss group. Maybe you have a membership where you provide a diet or exercise program via PDF and the group is their for accountability and support. You can keep members on task with diet and exercise routines while also answering any questions they may have.

The beauty of masterminds is that there is little to no content you need to have created upfront. Another great aspect of a mastermind is there is a ton of user generated content. People will be sharing ideas, techniques, and strategies. All of this information is valuable to new members. As your group grows the more and more content your mastermind will have that is user generated.

Group coaching can also be held in a Facebook group. However, I don't want to go in-depth with it as group coaching and coaching in general can be put at a much higher price than your standard membership.

With either of the two methods above you could get a brand new membership site up and running in just a matter of days! Now of course you could do more but these options are easy to start and work very well.

Module 5 - Setting up your membership site

Many people never create a membership site because they believe that you have to have a complex system that is extremely technical and difficult to set up. But in this report I'm going to show you two very simple ways to set up a membership site that can be very effective. This is literally all you need to launch your own membership site.

Now, yes you can go out there and get way more advanced systems. You can go out there and spend a bunch of money getting a membership site developed. Or, you can use the simple systems that I put together in this guide to get your membership site launched and start making money.

Facebook Group

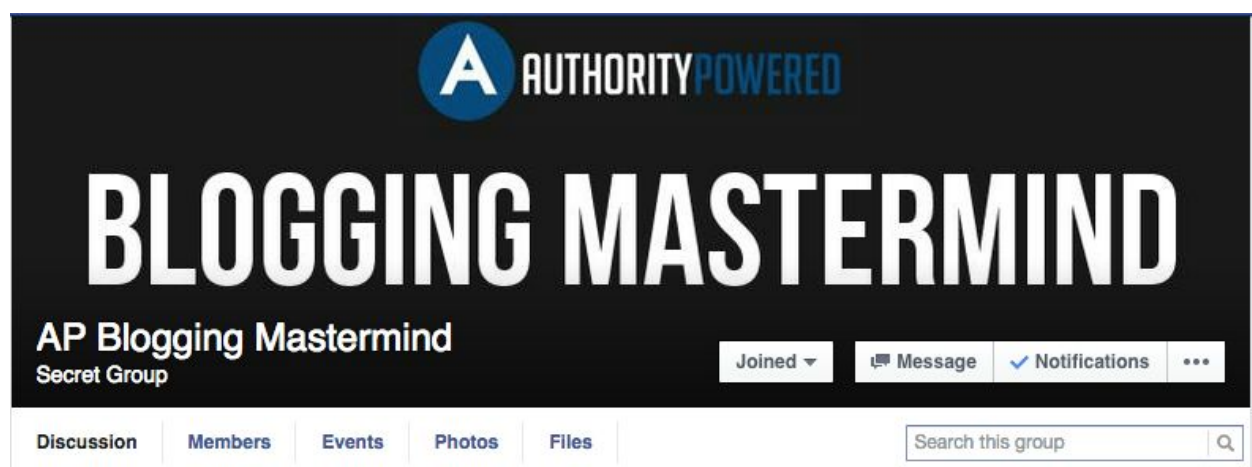
Yes you read that right. One of the easiest ways to start a membership site is using the power of Facebook groups. They are extremely easy to set up and are a great way to host a membership site.

Yes there will be a little bit of manual work involved adding new members and removing members from your site when you first get started. Unless you were to go buy a payment processor that integrates directly with Facebook groups. However, I'm recommending that you start simple.

There's a good chance you'll be starting small and not adding hundreds and thousands of members instantly to your membership site. So using a Facebook group you can quickly and easily get your membership site up and start adding people manually once they purchase access. You could use a simple Google spreadsheet or an Excel spreadsheet to keep track of everything for now.

Then once you start adding lots more members you can at that point purchase a more advanced system.

Here is a group that I set up just like I am talking about here:



Setting up your Facebook Group

Setting up your Facebook group is super easy. That is why I recommend it for an easy to start membership site.

Heres how you do it.

When logged into Facebook you will see a section called groups along the left hand side. Beneath the groups listed you will see Create Group. It looks like this:



After that you will be presented with a form that looks like this:

Create New Group

Group Name


Members


Who do you want to add to the group?


Favorites

☐ Add this group to your favorites.

Privacy

☐  **Public**
Anyone can see the group, its members and their posts.

☒  **Closed**
Anyone can find the group and see who's in it. Only members can see posts.

☐  **Secret**
Only members can find the group and see posts.

[Learn more about groups privacy](#)

Cancel

Create

Enter your group name. And any members you want to add at this point. If this is a brand new group you probably won't have anyone to add. Facebook will require you to add at least one person to start your group. You can add a friend, spouse, a fake account etc. to get past this. You can always delete them once the group is set up.

I click to add the group to my favorites. That way it always displays when you log into Facebook.


For Privacy you have a couple of options but here is what I recommend. I choose to set the group to secret. If not it will show up as related pages when people join other groups. This means you will get a lot of requests to join your group. Secret means that people can only request to be part of the group if you send them the link to it or if you manually add them. I like this option for paid groups best.

After choosing the secret option click on create.

Next choose an icon for your group or just hit skip.

Test

Choose an icon:

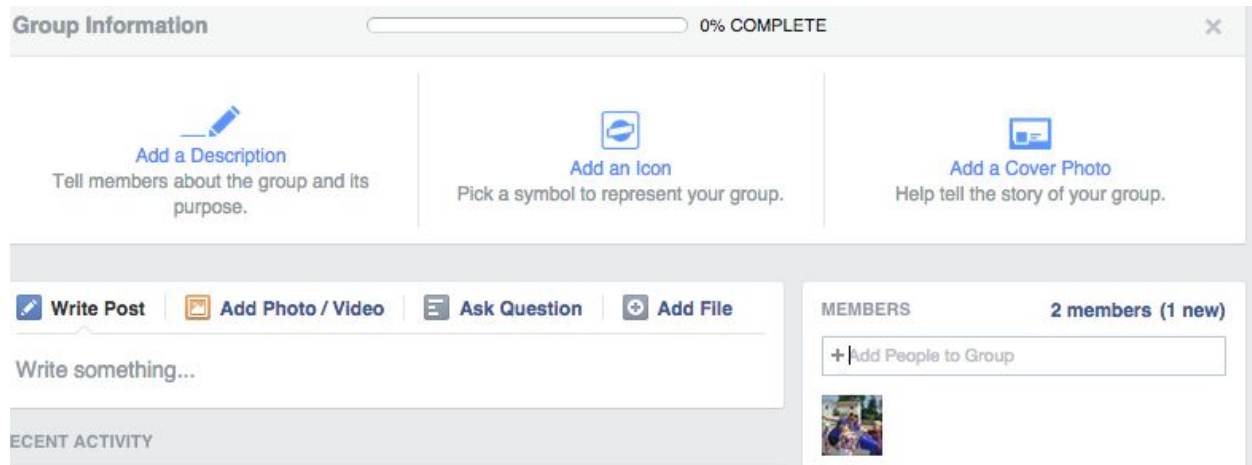


[Skip](#) [OK](#)

From here you have a bunch of options. I would fill in all the details including photos and cover photos. Although we are setting up our membership site on Facebook we want to have a professional appearance. This will help you acquire and retain members.

Go through and add a description, cover photo, group photo, etc. Also, if you already have some content to add or rules you can add them in there as well. You can do this by adding posts to your group or by clicking on files and uploading documents and other things.

Here is a test group I created to walk you through the setup:



If you want to add a member you simply type their name under the members section where it says add people to group.

The easiest way I have found to make this work smoothly is to create a welcome email that is sent out to people when they purchase your membership. Then provide them with a link to your group so they can request to become a member. Then you can approve them into your group.

Why Facebook Groups are great for membership sites

One thing I have found about using Facebook as a membership platform is that people love it. People are already spending a lot of time on Facebook so adding your membership content into Facebook is very convenient for them. Its not another site that they have to go to, login to, and remember the username and password. They simply log into Facebook and click on your Facebook Group and that's it.

This method is also great because it already has built in social functionality. People can easily work together, share ideas, ask questions, and build relationships and

accountability within your membership site. This is a powerful side effect of using a Facebook group for your membership site.

Autoresponder method

The second membership model that I recommend is the autoresponder model. Yes this model cost a little bit to get started but with one or two paying members a month it can pay for itself.

Here's how it works.

When people purchase your membership they are added to an email list. Within this email list you will have autoresponder messages that are automatically sent out based on an interval you decide. For example, you might send a new lesson each week. To do that you would simply add a message into your autoresponder to have that week's lesson sent out.

The beautiful thing about this model is that once you get it all set up it can be completely hands-free. You could have a membership site loaded with autoresponder messages for the next year or two worth of lessons. Meaning that when someone signs up for your membership they're sent a new lesson each week for the next couple years or until they cancel. This is extremely powerful and simple to set up.

Setting this up

There are couple of ways that you can set this up. One way is to directly deliver the content within the emails that you send out. This works great if the majority of your training is in text format.

If you're wanting to offer alternative training formats such as videos, PDFs, images, and more there is another method that I recommend. With this method you would simply send a short email within your autoresponder messages that sends them a link to a training on your website or a download link for a PDF, etc.

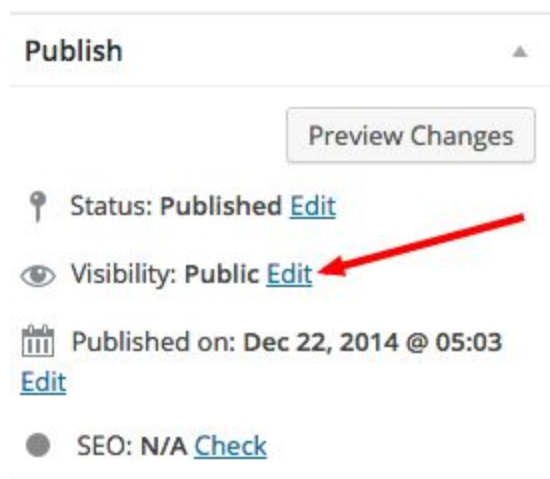
Now you might be saying well how would I protect the content? First of all, the people looking to steal your content will probably find a way to get access to it for free anyways.

However, there is one simple way that you can make it difficult for the thieves to get your membership content.

To do this we will protect the page with the content with a password. This can be done within WordPress with no additional plugins or anything needed. WordPress has built-in functionality to do this.

Here's how you do it:

On the page or post you want to protect you will see this when editing the page in the top right hand part of the screen:



Click on edit next to the visibility setting.

Next choose password protect. Add a password and click ok. Once you are done editing your page or post you click update.

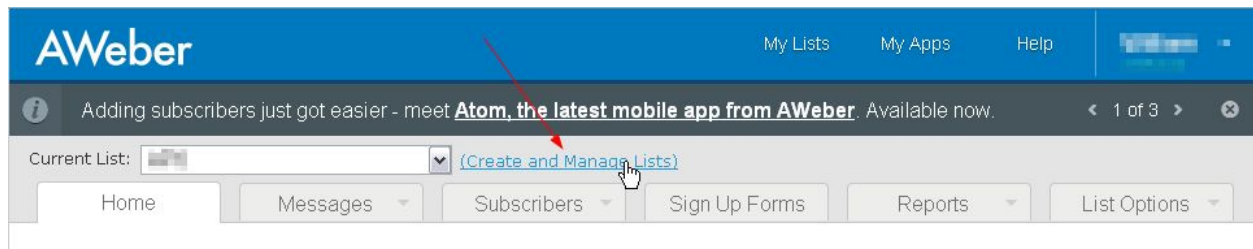
Now that page is protected!

When you send out the email for that lesson make sure you include the password for them to log in.

How to set up the autoresponder sequence for your membership site

One of the first things you will need to do is setup your new list that you will use. I will demonstrate how to do this in AWeber but the process is similar in other autoresponders such as Get Response.

In AWeber all you have to do is click on create and manage lists.



Next click on create a list.

Manage Your Lists

Create new lists, back up & deactivate lists.

Back Up & Export All Active Lists

Email Marketing & Analytics

Create A List

On the next page you will fill out the basic information for your website. Once you have everything entered just click on next step.

Enter a list name and list description and click next.

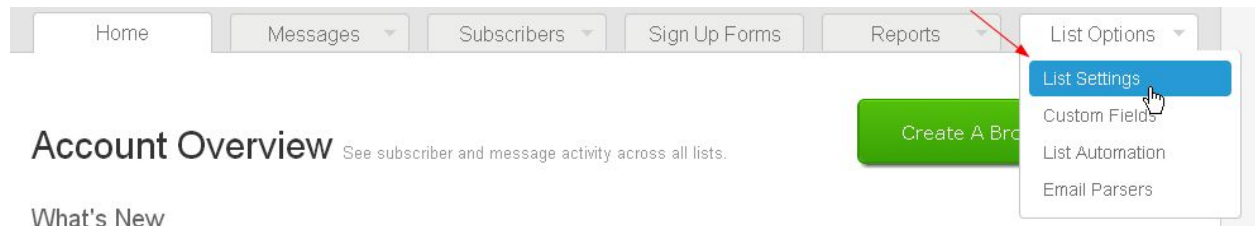
On the next page scroll down to the bottom and click on approve message and create list.

[Go Back](#)

Approve Message & Create List

The last thing that we want to do is turn off confirmed optin. Confirmed optin sends your subscribers through additional hoops when signing up for your email list. So I find it best for both me and my leads to turn that feature off.

To do that click on list options and then list settings



Next click on confirmed optin.



Now turn off require opt-in on web forms.



Confirm that you want to turn it off and then click on save settings.

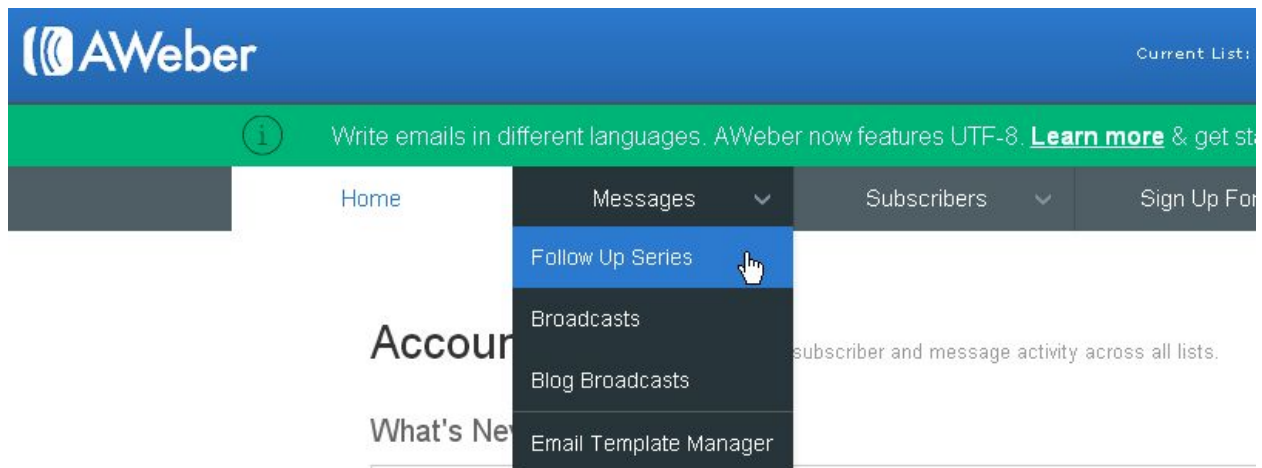
Now that you have your list set up you can start adding your autoresponder messages. So starting with your first email you will add them to your sequence.

Here is how you do it in Aweber:

Once you have logged in make sure you are under your new list that you have just created.



Next click on messages and follow up series.



Next you will click on create a follow up.

Follow Up Series An automated series of emails sent to new subscribers.

[Create A Follow Up](#)

Drag and drop messages to change their order.

Next you will compose your email or paste your content into your first message and add your subject line.

Then you click on next.

Now you will set your interval.

Your first message will be set to immediate. Which means they will get it within a few moments of subscribing. The interval for your following messages will depend on how you want to set it up.

If you are using Facebook as your membership site you will thank you customers for purchasing in your welcome email and include instructions for them to get added to your Facebook Group as we discussed above.

If you are using the autoresponder model you will thank them for purchasing and give them access instructions for their first lesson. Remember this can be a link on your site that includes the training or just text within the email. If you are doing just text training your welcome email can be dual purposed for welcoming them and providing the first lesson.

From here you would add your new content to your autoresponders and set the interval to how you want to release the training. If it is once a week you will make it 7 days after the previous email. If it's once a month it would be 30 days after the previous email, etc.

Module 6 - Open the floodgates

In this module you'll learn exactly where to find people willing to spend their hard-earned cash every single month on your memberships site. The problem with traffic is people don't spend the time to make traffic work or they totally over complicate things.

Traffic is simple. Its a matter of finding your audience and bringing them to your offer. So where do you find buyer traffic that will invest in your membership site?

The good thing is you have probably already done a lot of research on your niche when you came up with your membership site idea. That means you have probably already started to find places where people in your niche congregate online.

In this part of the training I am going to reference some of the information in my targeted traffic authority training. The reason being I believe it to be some of the most powerful ways to drive traffic.

You see, driving traffic is always the same but as the internet evolves the places we go to get it and the ways we go about it change. ***But overall its about finding your audience and bringing them to your offer.*** Whether its membership sites, coaching, products, affiliate offers, etc. it doesn't matter.

Here is one last thing I want to say before we dig into traffic. This is where most people get hung up and quit. DONT let that happen to you! At first this won't be easy. But as

you start to get more content out there and spread the word about your membership site the faster you will get results.

Set a goal to make this work and don't let this stage stop you from being successful. For many of you this will mean you will have to go outside of your comfort zone. It won't feel good at first but know that is a necessary part of growth. When we are outside of our comfort zone that is when we make big leaps towards being successful.

Traffic

Step 1 - Find The Top 10 To 20 Websites, Forums, And Blogs In Your Niche

What! I can't push a button and get thousands of visitors to my site. Bare with me my friend :). We are going to tap into some of the best traffic you have ever had.

In this stage we are going to do some serious research, but don't worry as it is going to pay mass dividends in the end. Now, I said we are going to find the top 10 to 20 but in reality we are probably going to find closer to 20 to 50 sites and then narrow that list down to the most popular. (The ones that will get us the most traffic)

Lets look at a membership site example:

Niche: Graphic Design - In this example let's say you are a graphic designer who has a membership site teaching other designers how to create graphics in Photoshop.

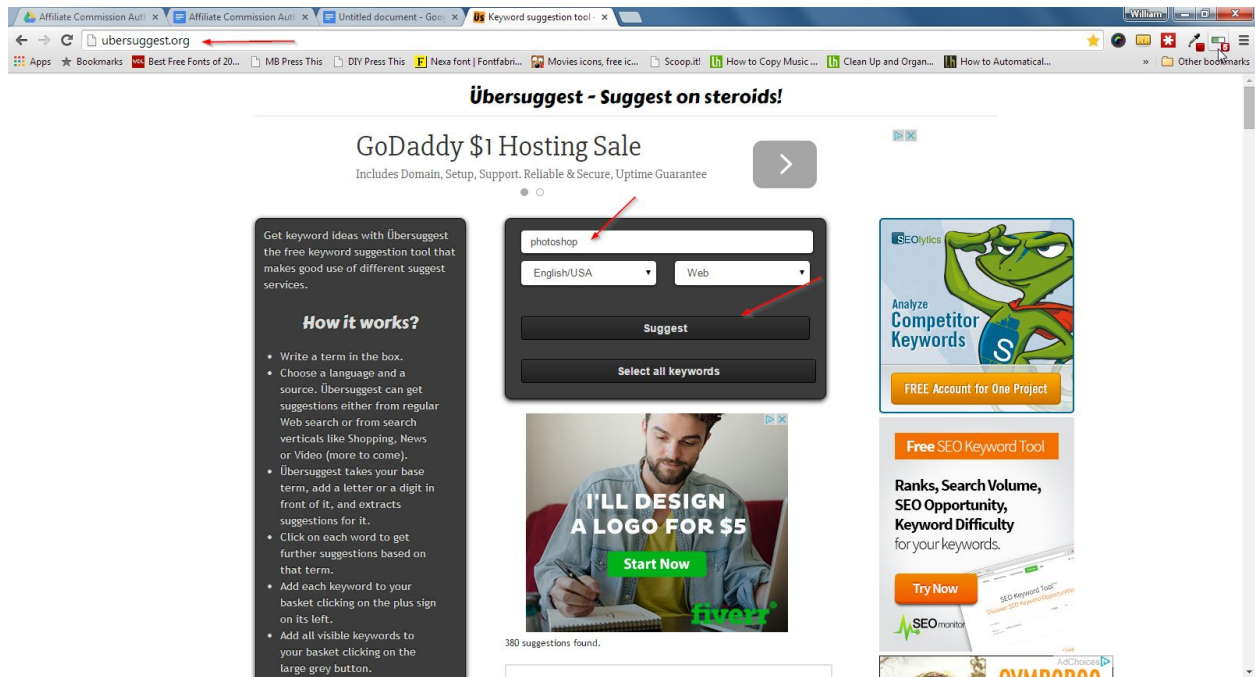
Based on that we could easily come up with some keyword ideas. So what would our target audience be searching for? Off the top of my head I came up with this:

1. Photoshop Tutorials
2. Photoshop Guide
3. Photoshop Design
4. Photoshop Tips
5. Photoshop Basics

Not sure where to start?

Take your main keyword “Photoshop” and go over to ubersuggest.org

Plug in your keyword and hit search. Then search through to find relevant keywords that are targeted to what you are promoting. See screenshots.



↑ photoshop

- ⊕ photoshop
- ⊕ photoshop free
- ⊕ photoshop tutorials
- ⊕ photoshop online
- ⊕ photoshop elements
- ⊕ photoshop cs6
- ⊕ photoshop essentials
- ⊕ photoshop actions
- ⊕ photoshop brushes
- ⊕ photoshop cc

↑ photoshop +

- ⊕ photoshop free
- ⊕ photoshop tutorials
- ⊕ photoshop online
- ⊕ photoshop elements
- ⊕ photoshop cs6
- ⊕ photoshop essentials
- ⊕ photoshop actions
- ⊕ photoshop brushes
- ⊕ photoshop cc
- ⊕ photoshop free trial

↑ photoshop + a

- ⊕ photoshop actions
- ⊕ photoshop app
- ⊕ photoshop alternatives
- ⊕ photoshop animation
- ⊕ photoshop adobe
- ⊕ photoshop animated gif
- ⊕ photoshop amazon
- ⊕ photoshop and lightroom
- ⊕ photoshop app for iphone
- ⊕ photoshop adjustment layer

There was a lot more on the page but you get the idea. Go down that list and grab the keywords that would be most targeted to your membership site.

Google Time!

Now that you have your keywords it's time to Google them to see what kind of results you get. This will be the first step in finding our targeted traffic sources.

Are there blogs coming up, forums , etc?

Visit the top sites for each one of your keywords. Also, copy the URL and put it either into a spreadsheet or a notepad. We are going to use this later when we narrow down the sites we are going to target for traffic.

Next we are going to Google what people would be searching for that are interested in your membership site. This time we're going to get more specific than just keywords.

We might Google something like this:

How to learn the basics of Photoshop

Example:

The screenshot shows a Google search results page for the query "How to learn the basics of Photoshop". The browser's address bar shows the search URL. The search results include several entries:

- How To Learn Photoshop - Photoshop online video tutorials** (www.lynda.com/subscribe-today) - 4.4 stars rating for lynda.com. Watch and learn at your own pace. Quality video courses taught by industry experts. - TechCrunch. lynda.com has 13,258 followers on Google+.
- Complete Photoshop Course - udemy.com** (www.udemy.com/master-photoshop) - Master Photoshop At Your Own Pace. Enroll Today And Get 75% Off! On Demand Courses - Lifetime Access - 30 Day Guarantee. Udemy has 9,567 followers on Google+.
- Learn Photoshop: All of the Basics for Beginners - Vandelay ...** (www.vandelaydesign.com/learn-photoshop-basics/) - Mar 4, 2014 - We frequently publish posts on this blog that feature tutorials for learning how to do various things with Photoshop, but we have rarely focused ...
- Learn the Basics of Photoshop in Under 25 Minutes** (lifehacker.com/.../learn-the-basics-of-photoshop-in-under-25-...) - Lifehacker - Feb 7, 2011 - Photoshop is an incredibly powerful but also intimidating application. If you've wanted to start using Photoshop but didn't know where to start, ...
- Photoshop Basics Tutorials - Photoshop Essentials** (www.photoshoptutorials.com/basics/) - Learn Photoshop with fun, easy to follow, step by step Photoshop Basics tutorials and training. Perfect for beginners! Photoshop CC 2014 - The Color Range Command - Essential Layers Panel ...
- Basic selection techniques | Learn Photoshop CC | Adobe TV** (tv.adobe.com/.../learn-photoshop-.../b...) - Adobe Systems - Aug 21, 2013. Discover how these basic selection techniques will help you save precious time. Learn more from the ...
- Beginners Adobe Photoshop - Adobe KnowHow** (https://www.adobe.com/.../beginners-adobe-photoshop) - Starting with the basics, in this Photoshop CS5 tutorials for beginners, you will learn ...

Annotations on the screenshot:

- Red arrows point from the first three results to a box that says "You can ignore the ads."
- A red arrow points from the fourth result to a box that says "These three look like great results that I would add to my spreadsheet. They look like similar blogs/websites to the offers we would be promoting. I would skip sites like lifehacker because it will be difficult to be published there."

Or if your training is more advanced you might search something like this:

How to do advanced graphic design in Photoshop

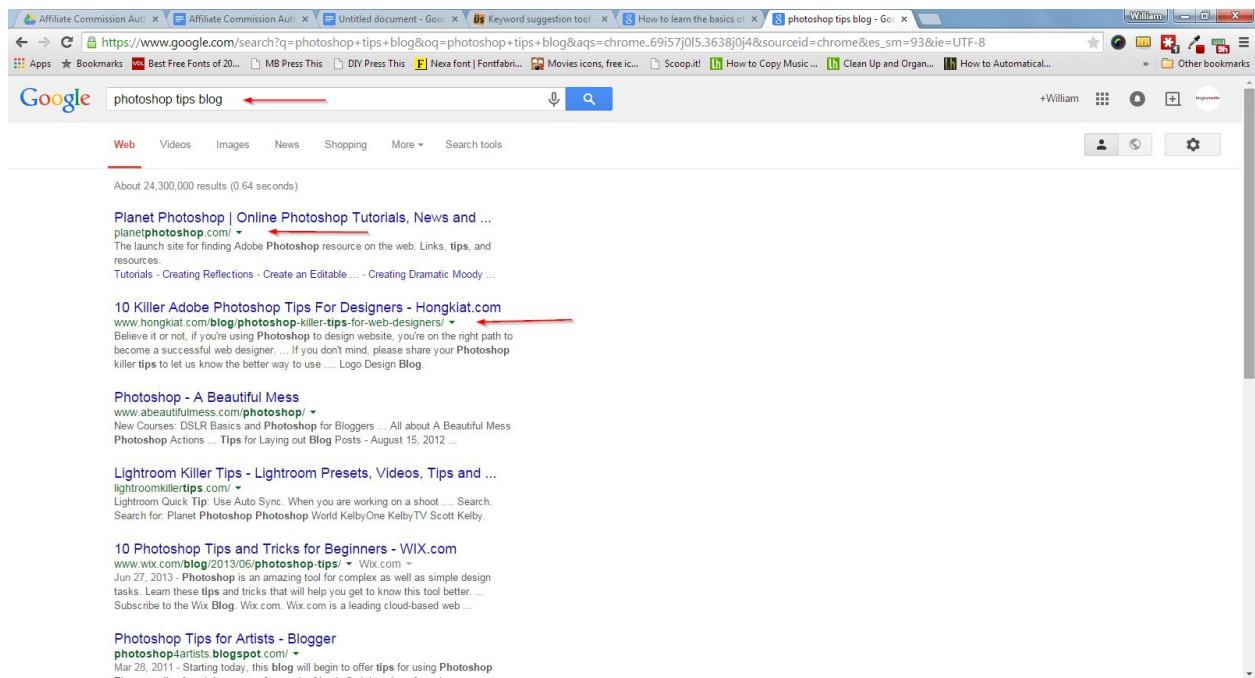
Grab all the good looking sites you see here and put them in your spreadsheet or notepad as well.

Search for blogs and forums specifically

Now you are going to take your keywords and search them again but add the word blog

keyword + blog

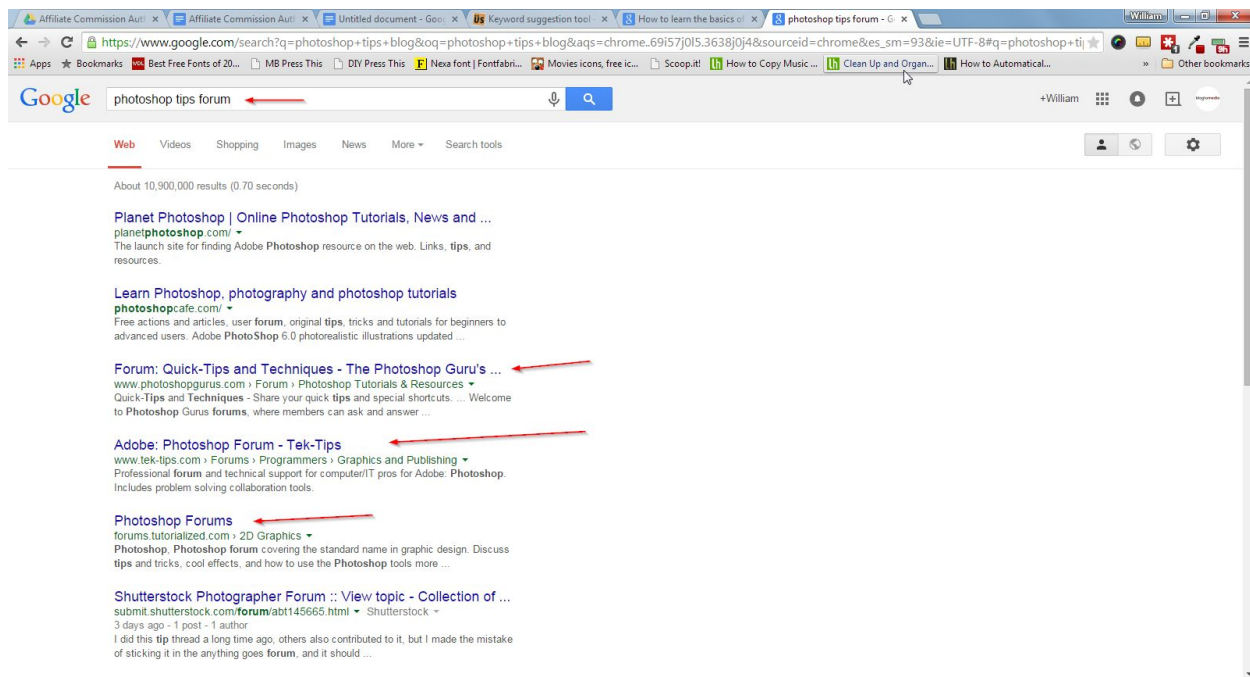
Example: Photoshop tips Blog



Then do the same thing except this time add forum

Keyword + forum

Photoshop tips forum



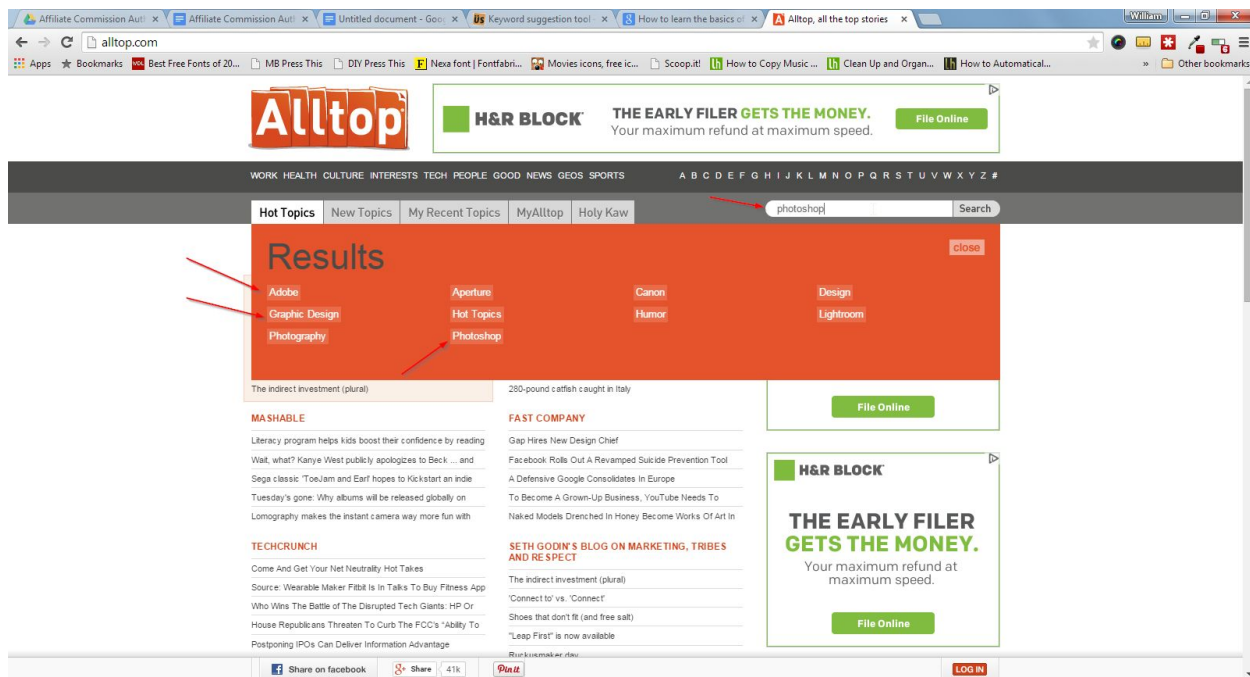
Again you want to continue to compile the results into your spreadsheet or notepad.

Use content aggregation sites for ideas

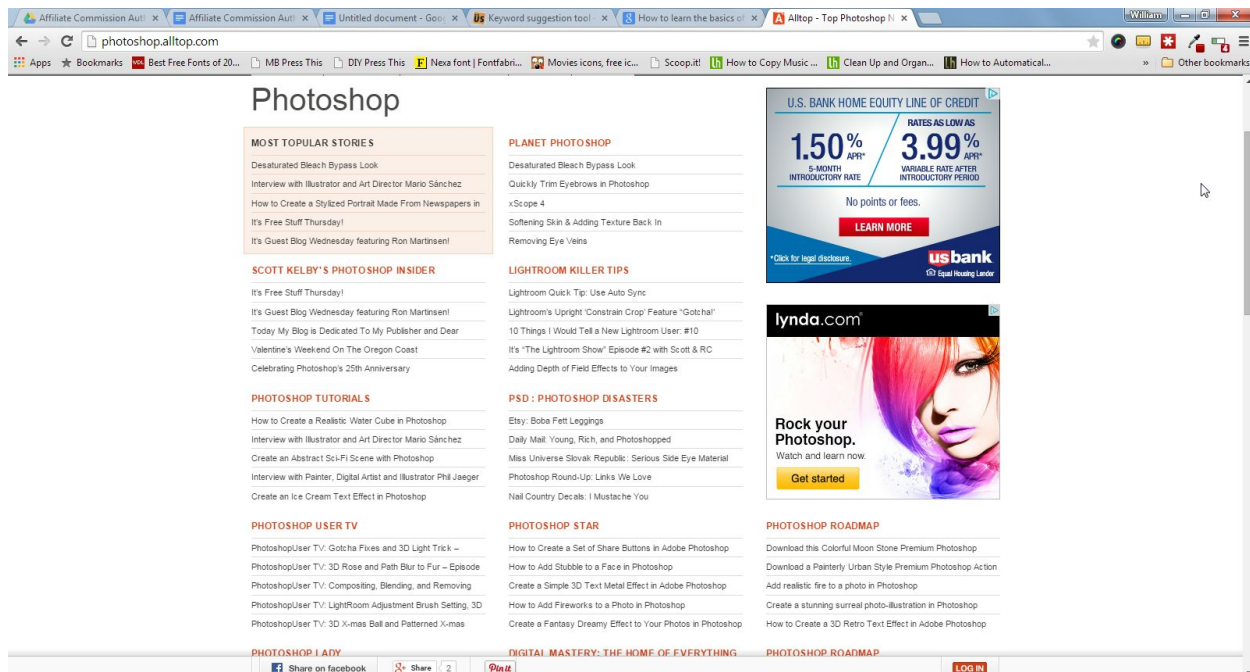
Now that we have done this we can go to the content aggregation sites. There is a good chance that you have already found a great list of potential sites to target. *But I like to know what sites the content aggregation sites think are the best.*

So lets start with alltop.com

Searching for photoshop gave me a couple of different good results to look at.



I clicked on Photoshop. This gives me an awesome list of popular blogs about photoshop as well as trending content. This is powerful stuff! Now we are getting somewhere.



Again keep taking your findings and compile them into your spreadsheet or notepad.

Bonus tip: You can also see the popular content on those sites. These could be compiled for content ideas on your own blog, facebook page, Youtube channel, etc.

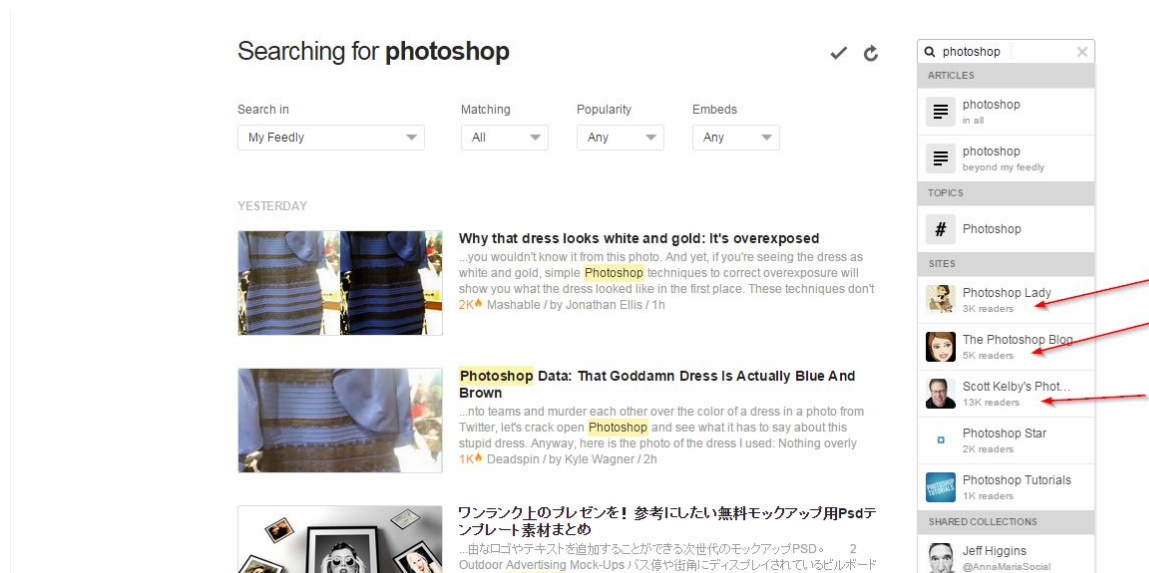
The next site I am going to go to is <http://feedly.com/>. Feedly is more of a feed reader than an aggregator but I use it to aggregate my own content. In order to use feedly you will need a Google account or Facebook account.

I logged in using a Google account.

Once you are logged in type one of your keywords into the search bar. I actually went back to my base keyword of “Photoshop.” This will give you more results.

As you start typing in the search bar Feedly will autofill popular results on the right hand side. It even shows you how many Feedly readers they have. This can be a decent indicator of how much traffic they get. If they are getting a lot of traffic from Feedly you can bet there are getting a whole lot of traffic elsewhere.

So lets look at my example:



Hard to see in the image but those sites have 3k, 5k, and 15k readers just on Feedly!

By now you should have a good list of potential sites to target. If you don't have more than 20 yet add some more keywords to your original search and go through these exact same steps again.

Step 2 - Narrow Down Your Targeted Sites

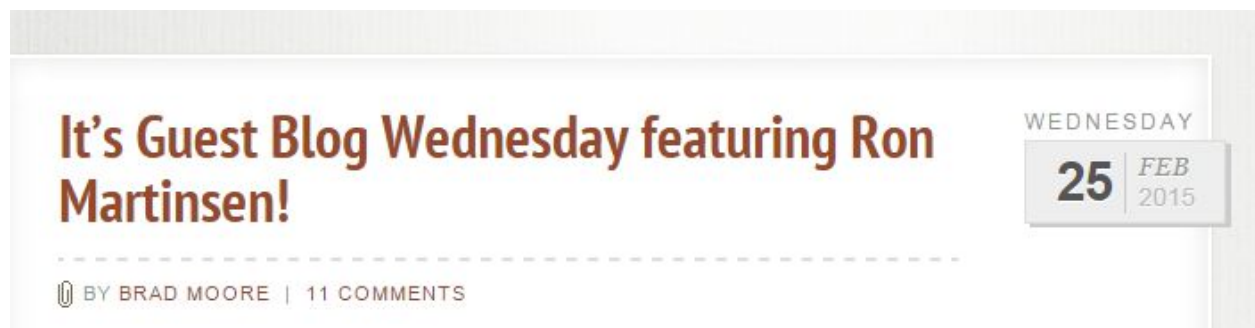
Now it is time to narrow down our list. Here is what we are going to be looking for.

1. Guest posting opportunities
2. Advertising opportunities
3. Active communities (forums with users, blog commenters, Social media groups)

So lets look at some examples from earlier.

One of the sites I found in Feedly: <http://scottkelby.com/>

I immediately found a guest post as the second post in the blog feed, score! See below:



And boom an author box:

You can see more of Ron's work at RonMartinsen.com, keep up with his blog at RonMartBlog.com, follow him on [Facebook](#), [Google+](#), and [Twitter](#), or learn about his Printing Series, [right here](#)!

This leaves a prime opportunity for us to land some guest posting spots on this site or even a regular writing gig. With an author box that we can send traffic back to our membership site. Or we could send them to a squeeze page that we then sell them on our membership site via our autoresponder follow up campaign.

The cool thing about this is that it isn't just traffic...It's targeted traffic!

Also that post was getting some decent social shares:



I have also found that sites that accept guest posts are usually more open to advertising opportunities. Especially if you do some guests posts for them with great content a couple of times and start to build your name on their site.

Next example:

Here is an example of a forum I found earlier when I searched Photoshop tips forum:

Forum: Quick-Tips and Techniques
Share your quick tips and special shortcuts.

Title / Thread Starter	Replies / Views	Last Post By
Sticky: Photoshop Keyboard Shortcuts for Text & Typography Started by Yutosi, 08-24-2010 04:46 PM 1 2	Replies: 12 Views: 21,580	MTipsy 09-26-2012, 08:50 AM →
Sticky: Calibize 2.0 a free tool to help you calibrate your monitor Started by Steve, 10-31-2010 06:21 PM	Replies: 0 Views: 3,012	Steve 10-31-2010, 06:21 PM →
Typing Chinese fonts in photoshop Started by apenian, 02-22-2015 10:16 PM	Replies: 5 Views: 89	dv8_fx 02-24-2015, 02:28 AM →
How do I even begin to do this? Started by Lenny Juliano, 02-22-2015 12:18 PM	Replies: 4 Views: 57	Lenny Juliano 02-22-2015, 07:36 PM →
[NEED HELP] How to make this poster effect Started by herobum, 02-02-2015 01:19 PM	Replies: 5 Views: 768	iamSam 02-03-2015, 09:42 AM →
HELP NEEDED: Glow skin / wet look / oil look Started by marvinslaats92, 05-03-2014 07:48 AM 1 2	Replies: 16 Views: 2,524	ibclare 01-31-2015, 01:50 PM →
I need some help Started by gertl, 01-12-2015 06:57 PM 1 2 3	Replies: 23 Views: 1,057	chrisdesign 01-15-2015, 02:23 PM →
Removing single colour ??? Started by Sohail Gagai, 09-25-2014 09:35 AM	Replies: 9 Views: 489	iamSam 12-12-2014, 08:41 AM →
Achieve sketch/half-tone effect Started by cippy23, 09-29-2014 05:02 PM	Replies: 8 Views: 585	Tom Mann 12-04-2014, 03:50 AM →

It has current posts with lots of views and replies (active community) and to top it off a ton of people asking for help. This is a great way to tap into EXTREMELY targeted traffic that could really benefit from your membership training. Imagine if you were to get in there and post with a link in your description to your membership site. If you were providing real value you could probably get clicks to your membership site all day long with this one method!

And these are just a few of the many examples I found. Imagine if you were to find 10 to 15 more sites just like these and actively got involved?

Homework: Go through your list of sites from earlier and narrow these downs to blogs that accept guest posts, advertising, allow commenting. Also narrow down on active forums and social groups such as facebook groups and Google Plus communities.

Step 3 Turn Your List Of Sites Into Traffic

Now it's all about finding a way to get your message on those websites. But before we get started with that I want to give you an offline example so that this makes a little more sense.

The biggest key with success with traffic is having targeted traffic. So the more targeted the traffic the more memberships we are going to sell.

Offline example:

So think about it this way. If you were a retail store the ideal place to be would be inside the mall. Where the community already exists and where people are already going to be.

The next best place to be would be a store located on the way to the mall. That way you get traffic as people are going to the mall and see your store.

And then the last example would be a billboard sign on the way to the mall for your store that's located elsewhere.

So now let's relate that to getting traffic to your online business. The more you get involved on those websites the better chance you have to be in the community (the mall). So your best bet would be a guest post on a blog or a comment on an active thread of a forum.

Your next best placement would most likely be a header advertisement, in content advertisement or possibly even a sidebar advertisement.

And then the lower echelon (billboard) would be things like blog comments or footer advertisements, etc.

So the next step would be looking for guest posting opportunities. Getting involved in an active forum. Or landing advertisement spots on those sites.

If you are following this process on the top 10 to 20 sites you can get **massive targeted traffic** anytime you want. And over time you will start to build a presence on all of these different top websites in your niche.

Think about it this way. If somebody Googles something about your topic and every result that they look at is content that you put together on all these different sites do you think you going to look like the expert?

Absolutely!

That is powerful marketing right there.

The next step is building your own content platforms. You could do this on your own blog, on YouTube, on Facebook etc. I have personally had great results with YouTube promoting membership sites because you are already teaching them on something in your niche. It easy to ascend them to your paid training this way.

If you really want to go the extra mile you can even start posting great content on your own website. And as you start to spread your reach on all these other popular websites people are going to start linking back to your site. Especially when you start to be seen as the expert in your niche.

Module 7 - How to sell your membership site

In this module I am going to show you the easy way to sell your membership site without a sales page. Here's the thing, I've studied all the industry leading membership sites and found an extremely effective method to sale a membership without one word of sales copy.

Now you could create a traditional sales letter for your membership site and there is a good chance you could acquire many members. You could hire a good copywriter and pay them good money to create a high converting sales letter. I am not here to say that this method don't work.

I am here to say that there is an extremely simple way to sell your membership site without a sales letter. This is great for two reasons:

1. You don't have to be a sales copy expert
2. You don't have to pay a copywriter to create your sales copy

So how do we do it?

As I mentioned before I studied what some of the most popular membership sites are doing.

Here is the layout of the "sales page" that they have.

1. A brief description
2. Bullet points of featured highlights of the membership
3. The course layout with video previews.

Thats it!

Occasionally there will also be an introductory video that basically highlights the same things covered in the course description and bulletpoints as well.

Let's look at a Udemy course for example. Here is a Photoshop course.

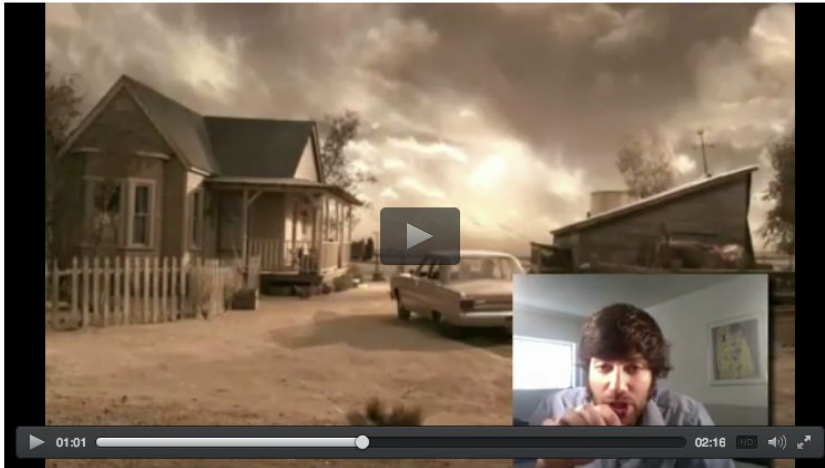
Screenshot 1:

Photoshop CS6 Crash Course

Photoshop CS6 will be yours to command in 4 hours!

★★★★★ 177 ratings, 8014 students enrolled

Instructed by [Jeremy Shuback](#) Design / Design Tools



Course Description

This course takes you from knowing nothing about Photoshop to having an incredibly good handle on the program in as little time as possible.

The three legs of Photoshop are:

- * Layers
- * Selections
- * Color Correction

[Full details](#) you have to make sure these three elements work together and put them all together

What are the requirements?

- This course assumes no prior knowledge and starts with the very basics.

What am I going to get from this course?

- Over 68 lectures and 4 hours of content!
- Understanding the Basics - goes over how to navigate the interface, basic shortcut keys, adding text, working with images, and other features to get you up and running as quickly as possible.
- Layers - shows you how to combine multiple images, resize them, split them apart, and add in color boxes.
- Selections - starts by showing how to remove simple images from a photograph and finishes by showing how to select out strands of hair and change the background.
- Color Correction - goes from simple corrections to in depth theory. It uses ~~this theory to fix complicated~~ photographs, change the color of a shirt from yellow to green, and even turn part of an image into black and white.
- Object Removal - isn't just about how to remove a pimple. It covers removing wires, large objects such as a fencepost, and even how to get rid of something like a date stamp when it is in front of a person's face.
- Beauty Retouching - I show you how to remove wrinkles, increase the size of an eye or decrease your nose size, how to smooth skin, what to do if you make a mistake, and how to fix problems such as bloodshot eyes.
- Compositing - you see how all of these individual tools we've learned along the way can actually be combined to accomplish just about anything, from merging together household goods to removing a person from a photograph and putting someone else in that person's place.
- Wrap Up - shows how this is a solid grounding and while there's still plenty to learn, you now know enough to be dangerous.

Screenshot 2:

Curriculum			
▶ Lecture 1	Intro to the Photoshop CS6 Four Hour Crash Course	Preview	02:16
📄 Lecture 2	Example Files for Course		Text
Section 1: Understanding the Basics			
▶ Lecture 3	Simplifying The Workspace ▼	Preview	02:09
▶ Lecture 4	Major Shortcut Keys ▼	Preview	04:27
▶ Lecture 5	Adding Text ▼	Preview	05:18
▶ Lecture 6	Adding and Transforming Images ▼	Preview	02:53
▶ Lecture 7	Auto Select Check Box ▼	Preview	01:15
Section 2: Layers			
▶ Lecture 8	Understanding Layers ▼		04:18
▶ Lecture 9	Aligning Layers ▼		04:28
▶ Lecture 10	Multiple Undos With The History Panel ▼		00:40
▶ Lecture 11	Smart Objects vs Normal Layers ▼		06:11
▶ Lecture 12	Canvas Size vs. Image Size ▼		02:34
▶ Lecture 13	Duplicate With Alt ▼		02:41
▶ Lecture 14	Flipping Layers ▼		02:28
▶ Lecture 15	Transform Tool Modifiers ▼		01:43
▶ Lecture 16	Linking Layers ▼		01:43
▶ Lecture 17	Grouping Layers ▼		00:27
▶ Lecture 18	Linking Groups ▼		01:20
▶ Lecture 19	Unmerge Layers ▼		04:41
▶ Lecture 20	Split An Image In Half ▼		02:50
▶ Lecture 21	Adding Color Squares ▼		05:50
▶ Lecture 22	Layers Wrap Up ▼	Preview	00:33

To save space I only took partial screenshots but you get the idea. There is a video, course description, bullet points, the course contents, and previewable content.

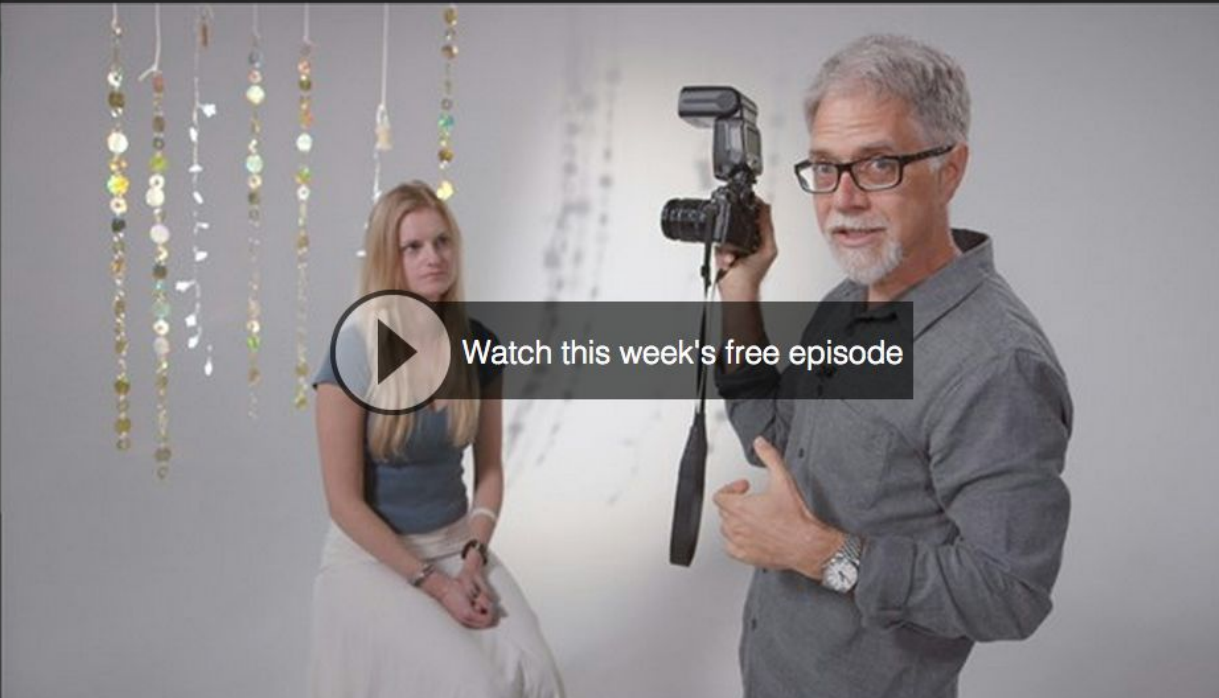
Lets look at an example on lynda.com:


Share

Take a tour

Start your free trial now, and begin learning software, business and creative skills—anytime, anywhere—with video instruction from recognized industry experts.

Start Your Free Trial Now





Watch this week's free episode

Q Search this course

Search

▼ The Practicing Photographer - 4m 47s

New This Week

▶ Shooting a slow-shutter zoom-and-spin shot for light effect NEW 4m 47s

▼ Introduction 1m 35s

▶ Introducing The Practicing Photographer 1m 35s

▼ Previous Episodes 11h 46m

🔒 Choosing a camera 5m 27s

🔒 Looking at light as a subject 2m 22s


🔒 Using a small reflector to add fill light 5m 45s

Course details

Transcript

FAQs

Watch the Online Video Course The Practicing Photographer

11h 52m Appropriate for all  May 16, 2013 Updated Jul 30, 2015

Viewers: 72,736 in 178 countries Watching now: 17

In *The Practicing Photographer*, photographer and teacher Ben Long shares a weekly serving of photographic instruction and inspiration. Each installment focuses on a photographic shooting scenario, a piece of gear, or a software technique. Each installment concludes with a call to action designed to inspire you to pick up your camera (or your mouse or smartphone) to try the technique for yourself.

Subject: Photography

Author: Ben Long

© 2015 William Fletcher & AuthorityPowered.com

48

This is extremely similar to what you saw on Udemy. Not sure if you are aware but Lynda.com is one of the most profitable online membership sites. I can guarantee you that this sales page format for their membership is a big part of that reason.

So why is this so effective?

The big key here is the fact that they can see the contents of the training. If you did a good job when researching you will know exactly what people are dying to learn about in your niche. Then you display that within your course contents. This will get people really excited about your membership site and ready to buy.

The next key component is having previewable content. And by previewable content I don't mean snippets of training. I have found that just offering some of your lessons for free is extremely effective.

So lets use an example to demonstrate. For this example we will say that your membership site has 20 lessons in it. Each one of those lessons would be listed on your sales page with a nice description of the training content.

Pick 2 of your best trainings in the membership and make those free. Once people see how good the content is in those videos they will want to dig into more. However, to access the rest of your content they will have to join your membership. This is extremely effective.

You are delivering value before you sell to them. On top of that you are not being salesy at all. There isn't sales letter, just a course description, some bullet points, and the contents of the course along with FREE content.

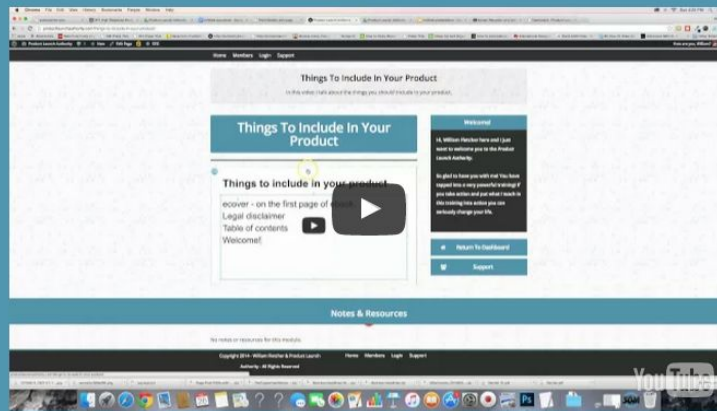
Now obviously your sales page doesn't have to look like either of the above examples although it could. The key is to use the format that they use. This format could easily be created on a simple wordpress page. Or you could create something a little more fancy with a plugin like wpprofitbuilder or OptimizePress.

Here is an example of a recent course that I created that I could easily implement this model for:

Partial Screenshot:

Welcome To The 7 Day Profit Formula Members Area

Watch this short video to get started and take a quick tour of the members area...



Start The Training

Note: Links to all videos and training content can be found below

Core Training

 [Launch Formula Introduction](#)

 [Plan & Strategy](#)

 [7 Step Product Launch Formula](#)

 [Product Types](#)

 [Choosing Your Product Idea](#)

 [Warriorplus Product Research](#)

 [Product Research Continued](#)

Now this screenshot is the actual members area. Also, note this is a partial screenshot. There are a lot more videos not shown here. Now I could make a similar page to this add a course description and bullet points above. I could then change the description to show which videos are free. For example the first one could read:

Free: Launch Formula Introduction

And maybe the 7 Step Product Launch Formula could also be a free video and changed to say something like

Free: 7 Step Product Launch Formula

When they click on those videos they would be able to watch the training. If they clicked on one that isn't free you could send them to a page that says "Sorry, this is for members only, Click the buy button below to join and get instant access to all videos" Beneath that would be your buy now button.

Its as simple as that!

Another great way to lay it out would be to have embedded videos for your free lessons and video screenshots with play buttons that look like embedded videos for your paid lessons. It would work the same way as above. When the free ones are clicked the video will play. When someone clicks to play one that isn't free they would be taken to the Sorry this is for members only page to purchase a membership. This is really effective because the images with play buttons make people want to click to play them.

The only downside with this method is it takes longer to create the video images for each training.

I really hope you see how powerful this is and how easy it is to sell your membership without a sales page. This gives you an incredible advantage to create and launch your membership and let the content sell it for you. Then it's just a matter of taking what you learned in the last module and driving traffic to it.

Conclusion

Thats it for this training! Simple yet very effective is the motto I wanted for this training. Please take what you learned in this guide very seriously and implement it. When you get stuck DON'T give up. See it as a learning process. Figure out how to overcome whatever is stopping you and carry on.

This is a business model that is proven to work and I have no doubt that YOU can make it work with a little effort and determination.

Also, know that I am always here for you. You can email me directly at william@authoritypowered.com.

All the best,

