



Membership Cube

Setup Your Membership Site!

75-Point Checklist

*"You Too, Can Start Your Own Membership Site In
Just Two Hours And I'll Personally Hold Your Hand
Every Step Of The Way... 100% Guaranteed!"*

By Robert Plank

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We strongly recommend you setup your membership site inside the "members" folder of your top level domain. In simple terms, this means if your website was at "http://www.example.com", your membership site would be located at: "http://www.example.com/members"

Location of sales letter	http://www.example.com
Location of membership site	http://www.example.com/members
Location of email signup page	http://www.example.com/secrets

Section A: Download Area

Where will you setup your membership site? What will it be called? And what price will you charge for access? Figure out these questions ahead of time and you will be able to figure out what kind of content you'll provide inside this membership site and how much time you'll have to budget per week.

1. What is the name of your membership site?
(e.g. "Webinar Crusher: Create Products Faster and Get Better Connected with Your List!")
2. What is the URL of your membership site? (e.g. "http://www.example.com/members")
3. What theme will you use in your membership site? ("Twenty-Eleven" or "Cutline" highly recommended)

The image displays four screenshots of different WordPress membership site themes. Each screenshot shows a navigation menu at the top, a main content area with a featured article titled 'August Webinar Crusher Call', and a sidebar with various widgets like 'Archives', 'Categories', and 'Membership Detail'. The themes are:

- Twenty Ten Theme:** Features a landscape image of a tree-lined path.
- Twenty Eleven Theme:** Features a close-up image of a pair of glasses.
- Cutline Theme:** Features a dark background with a grid of menu items.
- Coraline Theme:** Features a close-up image of green leaves.

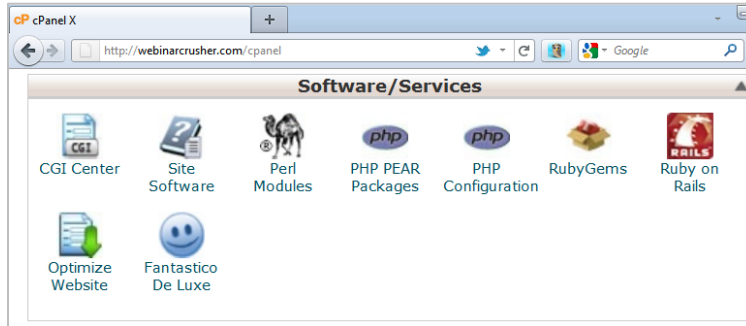
4. What price will you charge for "full" access to your membership site? (e.g. "\$97 one time")
5. What kind of content will you place inside your membership site?
(Circle all that apply: articles, reports, worksheets, audios, videos, software, forums, other)
6. What time and date will you launch your membership site? (e.g. "January 1st at 3:00 PM Eastern")

Section B: Basic Site Setup

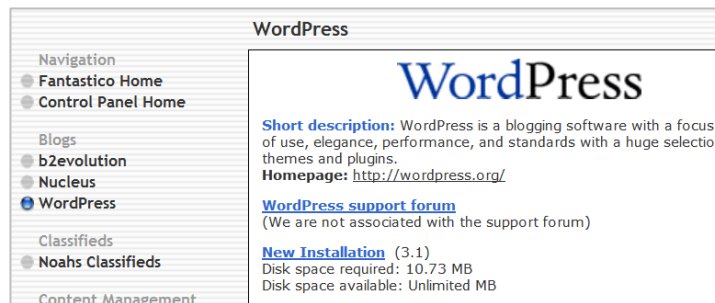
The most important task for you right now is to setup a membership site that takes one single payment and delivers one single piece of content. Once that's setup, changing the button into a recurring subscription button, adding more content, or dripping that content, is easy.

7. Did you install WordPress?

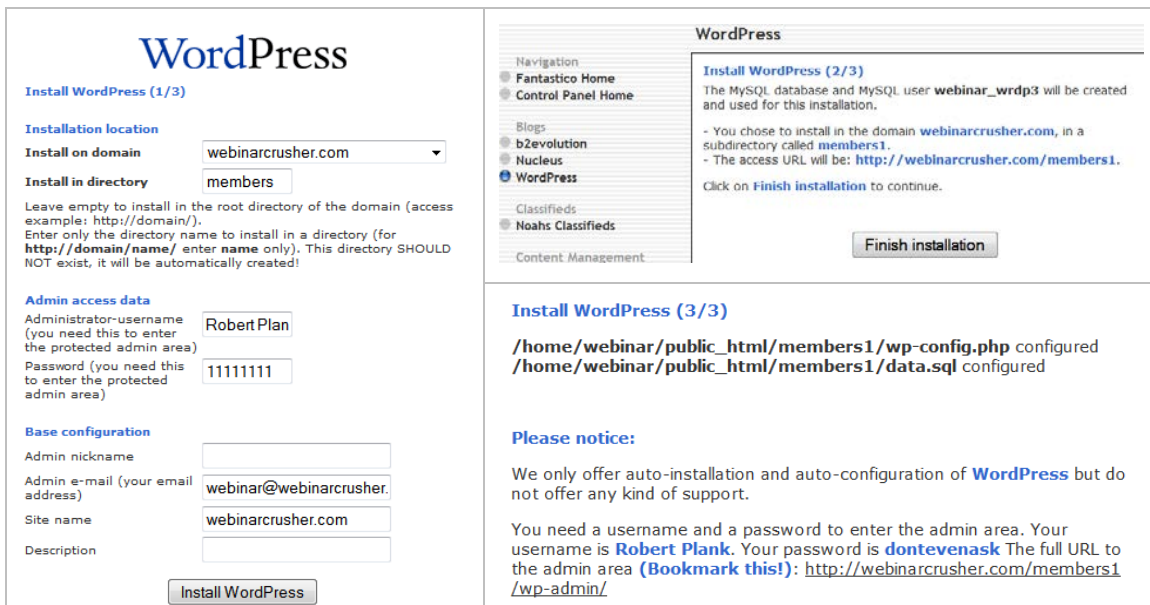
- Login to www.example.com/cpanel
- Click the "Fantastico" icon



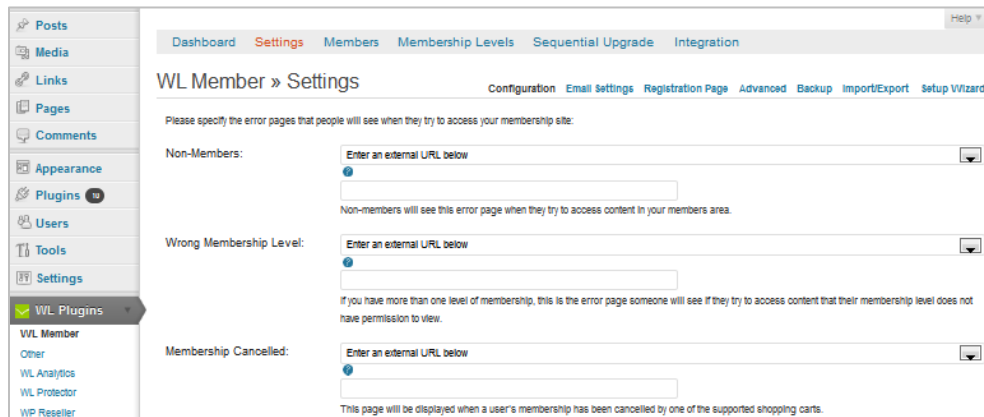
- Click the "WordPress" link on the sidebar
- Click "New Installation"



- Install in directory: "members" (without the quotes)
- Administrator username: enter your first and last name (e.g. "Robert Plank")
- Password: enter a password no one will guess
- Click "Install WordPress"
- Click "Finish installation" and login by going to "http://www.example.com/members/wp-admin"



8. Did you install the [Wishlist Member](#) plugin? (download inside the Membership Cube member's area)
 - Check your original email from your Wishlist purchase (search "wishlist key")
 - Click download link in that email to download the Wishlist Member zip file
 - In WordPress, click "Plugins, Add New" then the "Upload tab"
 - Click "Browse" and select the zip file then click "Install Now"
 - After the plugin is installed, click "Activate Plugin"
9. Did you register your installation of Wishlist Member?
 - Click "WL Plugins" in the left sidebar in your WordPress dashboard
 - Copy "registration email" from your email and paste in the registration page
 - Copy "registration key" from your email and paste in the registration page
 - Click "Register Now" to register your copy of Wishlit and begin using its features
10. Did you change the default settings in Wishlist Member?
 - Click "WL Plugins" in the left sidebar of your WordPress dashboard
 - Click the "Settings" tab and scroll to the bottom



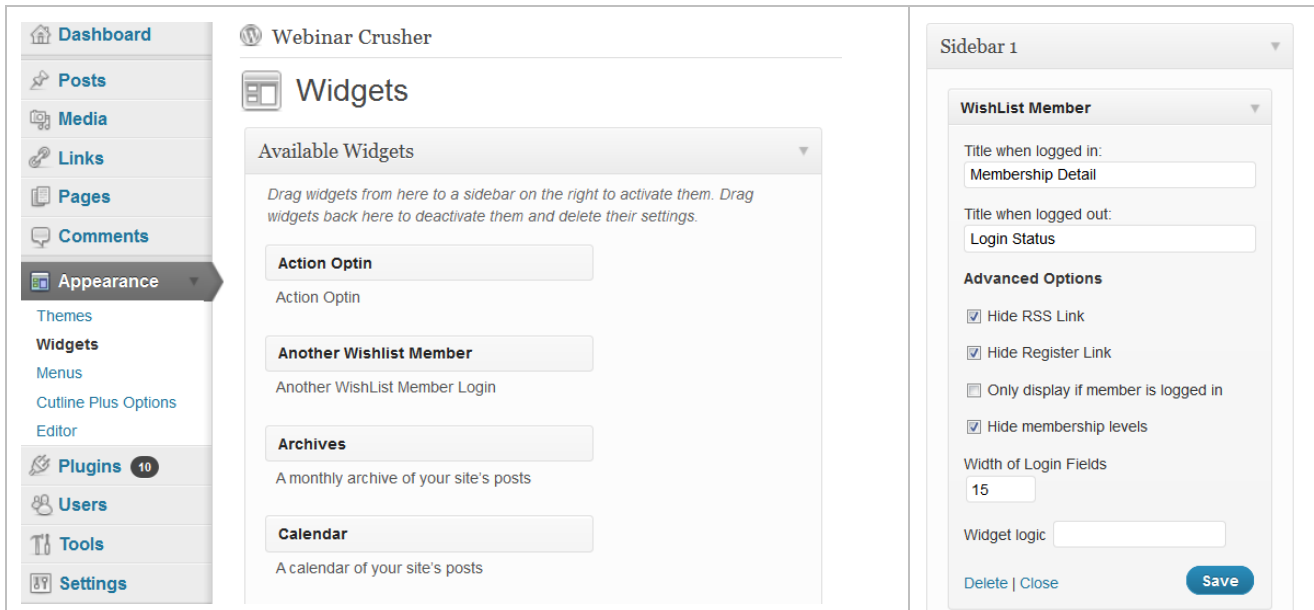
- Next to "Only show content for each membership level" choose "Yes"
- Next to "Default Content Protection" choose "On"
- Next to "Show Affiliate Link in Foote" choose "No"
- Click "Save Settings" to save your changes

Only show content for each membership level:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	?
Hide protected content from search results:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	?
Protect all content after the "more" tags:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	?
Do you want to automatically protect content by inserting the "more" tag if the "more" tag is not inserted into any post?	<input type="radio"/> Yes	<input checked="" type="radio"/> No	?
Hide after login page and after registration page of each levels:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	?
Default Content Protection	<input checked="" type="radio"/> On	<input type="radio"/> Off	?
Enable Folder Protection	<input type="radio"/> Yes	<input checked="" type="radio"/> No	?
Enable File Protection	<input type="radio"/> Yes	<input checked="" type="radio"/> No	?

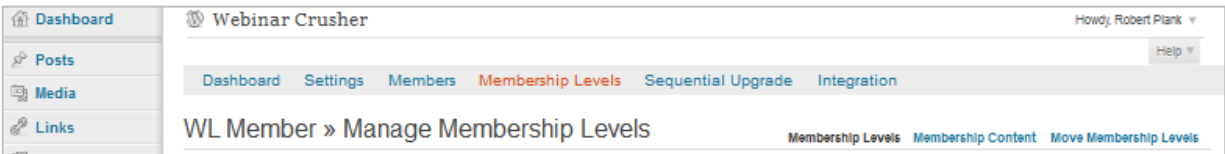
Section C: Content Protection

Your membership site is up and running. You need to protect one piece of content and verify everything is working properly.

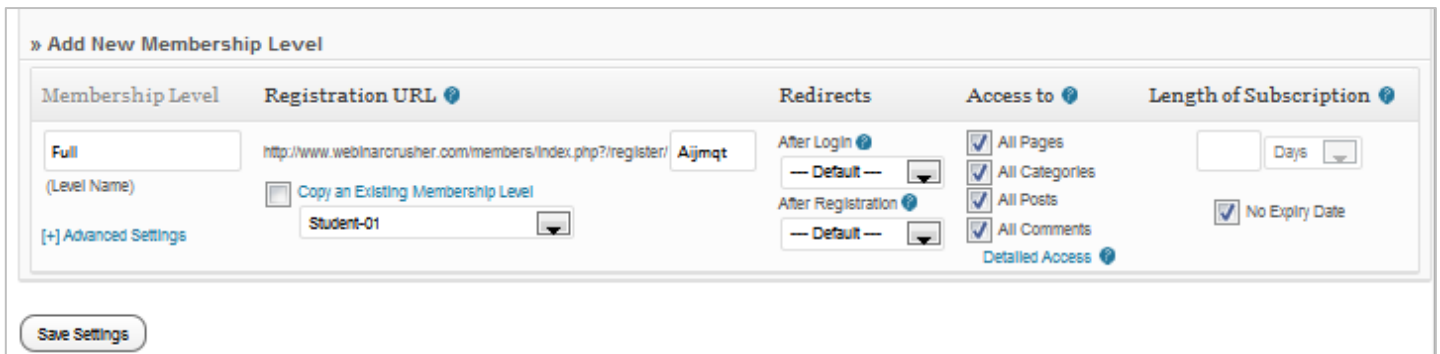
11. Did you add the "Wishlist Member" widget to the sidebar, so users can log in and out?
 - On the left sidebar of your WordPress dashboard, click "Appearance" and "Widgets"
 - In the middle "Available Widgets" area, drag the "Wishlist Member" box into "Sidebar 1" on the right
 - Expand the "Wishlist Member" widget, and check "Hide RSS Link", check "Hide Register Link", "Hide Membership Levels" and make sure "Only display if member is logged in" is UNCHECKED
 - Click the "Save" button to save your changes



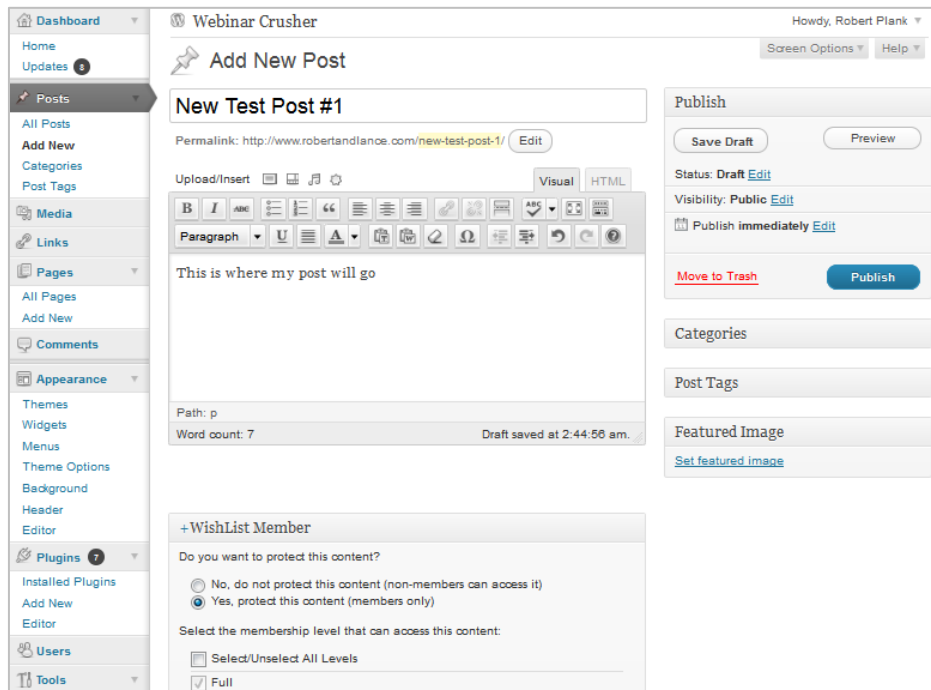
12. Did you add a membership level called "Full" that never expires, and has access to all pages and all posts?
 - Click the "WL Plugins" link on the left sidebar in your WordPress dashboard
 - Click the "Membership Levels" tab



- Scroll down to the bottom to the "Add New Membership Level" area
- In the "Level Name" text box, type "Full"
- In the "Access To" column, check: "All Pages", "All Categories", "All Posts" and "All Comments"
- Check the "No Expiry Date" checkbox to make sure access to this level never expires
- Click "Save Settings" to save your changes and finish adding this "Full" membership level



13. Did you add one protected post to make sure it only appears to "Full" logged in users?
- On the left sidebar of your WordPress dashboard, click "Posts" then click "Add New"
 - In the title text box, type "New Test Post #1"
 - In the contents text area box, type "This is where my post will go"
 - Scroll down, and in the WishList Member area, click "Yes, protect this content"
 - Click the "Full" level so that only the Full members view this post
 - Click the "Publish" button so that the post is now live



14. Did you add a test user and add them to the Full level?
- On the left sidebar of your WordPress dashboard, click the "WL Plugins" link
 - Click the "Members" tab and scroll down to the "Add New Member" area
 - In the "Username" text box, type "Test User"
 - In the "First Name" text box, type "Test"
 - In the "Last Name" text box, type "User"
 - In the "E-mail" text box, type a REAL email address that you own (NOT a "test" email!)
 - In the "Password" text boxes, type a REAL password that no one can guess
 - Under "Membership Level" choose the "Full" level
 - Click the "Add Member" button to save your changes

Add New Member ?

Username

First Name

Last Name

E-mail

Password (twice)

Membership Level

15. Did you logout and then login as this test user to make sure Full members have access to your content?
 - In the Dashboard, click the link at the top (it should have the same name as your site)
 - On the right sidebar of your membership site (OUTSIDE the dashboard), click the "Logout" link
 - Make sure that the "New Test Post #1" post is not visible to logged out users
 - In the login area on the right sidebar, type "Test User" as the username and your password, click "Login"
 - Make sure that "New Test Post #1" is now visible to you as a logged in member of the Full level
16. Did you rename the "Uncategorized" category into something that makes sense, such as "Training"?
 - Click "Dashboard" from the dropdown at the top of your membership site
 - On the left sidebar of your WordPress dashboard, click "Posts" and then "Categories"
 - Click the "Uncategorized" link in the category list
 - Change the name "Uncategorized" to "Training" and the slug "uncategorized" to "training"
 - Click "Update" to save your changes

Section D: Payment Integration

You're now just one step away from setting up a simple payment button, where someone comes to your site, clicks one payment button, makes one single (non-recurring) payment and gains access to your site. You can ALWAYS change the price or make this a recurring button in the future.

17. What payment processor (e.g. "PayPal" or "Clickbank") will you use to process payments?
(Choose only one for now, and choose "PayPal" if unsure)
18. Did you add a short message to tell your new customers how much they have just been charged?
 - In your membership dashboard, click "WL Plugins" on the left sidebar, then the "Settings" tab at the top, and the "Registration Page" sub-tab
 - In the membership level dropdown menu, choose "Full"
 - In the "HTML code to insert before the registration form" text box, add this wordage:
 - Thank you! Your credit card or bank statement will show a charge by **ClickBank** or **CLKBANK*COM**.
 - You can e-mail me for support at you@example.com.
 - You should have just been charged **\$97 USD**.
 - **If using PayPal:** Login to your PayPal account, and go to "Profile", "My Selling Tools", "Credit Card Statement Name" to set your credit card billing name, e.g. "CLICKSENSOR LLC"
19. Did you enable your payment processor to receive payments?
(Click "WL Plugins" in the sidebar, then the "Integration" tab at the top)
 - **If using PayPal:** Choose "PayPal" under "Select System", and in your [PayPal](#) account click the "Profile" tab at the top, then "My Selling Tools" on the left, "Instant Payment Notifications", then the "Edit Settings" button
 - **Notification URL:** Type your website's homepage (e.g. "http://www.example.com")
 - **IPN Message:** Set "Receive IPN messages (Enabled)"
 - Click "Save" to save your changes
 - **If using Clickbank:** Choose "Clickbank" under "Select System", and in your [Clickbank](#) account click the "Account Settings" tab at the top, then the "My Site" link at the top
20. Did you set your IPN notification settings so that your membership site will get notified when someone buys and turn off their access if they cancel?
 - **If using PayPal:** Login to your PayPal account and click Profile, My Selling Tools, Website Preferences
 - **Auto Return:** Set to "On"
 - **Return URL:** Type your website's homepage (e.g. "http://www.example.com")
 - **Payment Data Transfer:** Set to "On"
 - **Identity Token:** Select this text, right click and choose "Copy", switch back to your membership site Wishlist Dashboard (WL Plugins, Integration, Select System: PayPal), and paste this block of text in the "PDT Identity Token" text box, and click Save
 - On the PayPal "Website Payments" page, click the "Save" button to save your changes
 - **If using Clickbank:** Login to your Clickbank account and click Account Settings, My Site, Advanced Tools: Edit

- **Secret Key:** If this is empty on Clickbank, then switch back to your membership site Wishlist Dashboard (WL Plugins, Integration, Select System: Clickbank) and copy the "secret word" from your membership site onto Clickbank...
- **Secret Key:** if this is NOT empty on Clickbank, copy this "secret key" from Clickbank by right clicking the "secret key" text box, choose Select All, right click again, choose Copy, then switch back to the "Specify a secret word" area on your dashboard page, right click and Select All, right click again and Paste, then click the "Change" button to save your changes
- **On your Wishlist page:** Where it says, "set the thank you URL of your Clickbank products to the following", right click the link below and choose Copy Link Location, switch back to Clickbank where it says "Instant Notification URL 1", right click and choose paste, then click "Save Changes"

21. Did you create a \$0.01 payment button for testing later?

- **If using PayPal:** Login to your PayPal account and click Merchant Services, Buy Now Button
 - **Item name:** Type the name of your website, e.g. "Webinar Crusher Membership Site" (without the quotes)
 - **Item ID:** On your Wishlist Member integration page, find the "Full" membership level and select the "Item/Subscription ID" next to it (it should be a number like 123456789") right click and Copy, then switch to the PayPal page, right click the "Item ID" text box, and choose Paste
 - **Price:** Type "0.01" (without the quotes)
 - **Currency:** Choose "USD" even if you reside in a different country since most of the online world pays in US Dollars
 - Expand the "Step 2" area and ensure "Save button at PayPal" is checked
 - Expand the "Step 3" area and check "Take customers to this URL when they cancel their checkout"
 - Type in your website's homepage (e.g. "http://www.example.com")
 - Check the "take customers to this URL when they finish checkout" checkbox
 - Switch back to your Wishlist Member tab, find the "Step 4. Thank You URL" area, look at the link under it, right click that link and choose Copy Link Location, switch back to the PayPal page, right click in this "finish checkout" text box, and choose "Paste"
 - In the PayPal tab, Check the "Add advanced variables" checkbox
 - In the Wishlist Member tab, select the code UNDER "Step 5. Paste the code below", right click and choose Copy
 - In the PayPal tab, right click in the large "advanced variables" text box, and choose Paste
 - Click "Create Button" to save your changes
- **If using Clickbank:** Login to your Clickbank account, click the Account Settings tab and then My Products
 - Click the green "Add New Product" button on the top right
 - Leave "Shippable Media" unchecked, and under product type, click "Membership Site"
 - **Thank You Page:** switch to the Wishlist Member tab, and under the "Step 1. Set the Thank You URL" header, find the link, right click and choose Copy Link Location, switch back to the Clickbank tab, right click in the "Thank You Page" text box and choose Paste
 - **Product Currency:** Leave this as "(USD) US Dollar"
 - **Product Price:** Set this as the actual price of your product since Clickbank does not allow \$0.01 tests
 - **Language:** Leave this as "English"
 - **Product Title:** The name of your product (e.g. "Webinar Crusher Membership Site")
 - Click "Save Changes" to save your changes
 - Once your test purchase is completed, [log back into your Clickbank account](#), find the product, and submit to Clickbank for approval

22. Did you put your test payment button online?

- **If using PayPal:** Login to your PayPal account, click the "Merchant Services" tab
 - Click the "My Saved Buttons" link
 - In the list of buttons, find the one you just created
 - Click "Action", then "View Code"
 - Click the "Select Code" button, right click the selected code, and choose "Copy"

- **If using Clickbank:** In your membership Dashboard, click "WL Plugins" on the left sidebar, then the "Integration" tab at the top, choose "Clickbank" in the "Select System" dropdown menu
 - In the "Step 3. Create a product for each membership level" area in the Wishlist tab, find the "Full" level, then select the Payment Link, right click, and choose "Copy"
 - Open a text editor like "Notepad" (Start Menu, All Programs, Accessories, Notepad)
 - Paste this link, it should be similar to <http://ITEM.PUBLISHER.pay.clickbank.net?sku=12563121>
 - Login to Clickbank and choose "Account Settings, My Products"
 - Find the item number of the product you created earlier, it should probably be "1"
 - Replace "ITEM" in the link with this new number...
e.g. <http://1.PUBLISHER.pay.clickbank.net?sku=12563121>
 - Replace "PUBLISHER" in the link with your Clickbank username...
e.g. <http://1.SIMPLEPHP.pay.clickbank.net?sku=12563121>
 - Turn this payment link into a button...
e.g. `<form action="http://1.SIMPLEPHP.pay.clickbank.net?sku=12563121" method="POST"><input type="submit" value="Join Now: Just $97" /></form>`
 - **cPanel:** Login to your web host's cPanel area by going to "http://www.example.com/cpanel"
 - Click the "File Manager" icon and when the popup appears, click "Go"
 - Click the "New File" icon at the top left
 - Under "New File Name" type: "button.html"
 - Click "Create New File" to save your changes and create the file
 - Scroll down to your "button.html" file, click it, then click the "Edit" icon at the top middle
 - Right click in the text area, and choose "Paste"
 - Click "Save Changes" button on the top right to save these changes
23. Did you test your new payment button? If it worked, did you increase the price to full price
- **If using PayPal:** Go to the "button.html" page you created earlier, and get a friend to click the payment button, pay you 1 cent, complete the checkout process and create an account
 - Now that the payment process is successful, login to PayPal, click the "Merchant Services" tab, and the "My Saved Buttons" link on the page
 - Find the payment button you just tested, click "Action" and "Edit Button"
 - Change the "Price" to the full price, e.g. "97.00" (without the quotes)
 - Click Save Changes, the payment button on your site is now up to date
 - **If using Clickbank:** Instead of setting your payment button to \$0.01, Clickbank will generate a fake credit card number for you to use to test your payment process
 - Login to Clickbank, click the "Account Settings" tab at the top, and choose "My Site"
 - Scroll down to the "Testing Your Products" section and click "Edit"
 - Click the "Generate New Card Number" link
 - Open your "button.html" page in a new tab
 - Click the payment button, and on the Clickbank checkout page, enter your real zip code, your real first and last name, your real email address, but use Clickbank's automatically generated "test credit card number", "card expiration date" and "card validation code" for the credit card details
 - Click "Pay Now" to complete your order, go through the checkout process and ensure you are able to create a new user account after paying

Section E: Plugins

Your basic membership site is setup and properly configured. It's time to install a few plugins to add extra functionality to this site.

24. Did you install the "WP Drip" plugin to manage and drip out your content?
 - Go to the [WP Drip](#) post inside Membership Cube, click the "Download" link
 - Download the wpdrip zip file to your desktop
 - In your membership dashboard go to "Plugins", "Add New" then click the "Upload" tab
 - Select your zip file and click "Install" then click "Activate Plugin"
 - On the left sidebar, click "Settings" then "WP Drip"
 - Paste your registration email and registration key from the [WP Drip license key](#) page
 - For now, set the drip to be "Disabled"
25. Did you install the "Category Posts Widget" plugin so you can link to all the content on your sidebar?
 - In your membership dashboard go to "Plugins", "Add New"
 - Search "category posts widget" in the search box and click "Search Plugins"
 - Find the "Category Posts Widget" plugin by James Lao and click "Install Now"
 - Type your FTP login information on the next page
 - After the plugin finishes installing, click the "Activate Plugin" link
26. Did you install the "WP Camtasia" plugin so you can display video content within your membership site?
 - Go to the WP Camtasia post inside Membership Cube, click the "Download" link
 - Download the wpcamtasia zip file to your desktop
 - In your membership dashboard go to "Plugins", "Add New" then click the "Upload" tab
 - Select your zip file and click "Install" then click "Activate Plugin"
27. Did you install the "Maintenance Mode" plugin so you can easily turn your site on or off when updating?
 - In your membership dashboard go to "Plugins", "Add New"
 - Search "maintenance mode" in the search box and click "Search Plugins"
 - Find the "Maintenance Mode" plugin by Michael Wohrer and click "Install Now"
 - Type your FTP login information on the next page
 - After the plugin finishes installing, click the "Activate Plugin" link
28. Did you install the "Move Comments" plugin to move comments when members post in the wrong area?
 - In your membership dashboard go to "Plugins", "Add New"
 - Search "move comments" in the search box and click "Search Plugins"
 - Find the "Move Comments" plugin by learn2hack and click "Install Now"
 - Type your FTP login information on the next page
 - After the plugin finishes installing, click the "Activate Plugin" link
29. Did you install the "Page Link Manager" plugin to control your page navigation?
 - In your membership dashboard go to "Plugins", "Add New"
 - Search "page link manager" in the search box and click "Search Plugins"
 - Find the "Page Link Manager" plugin by Garrett Murphey and click "Install Now"
 - Type your FTP login information on the next page
 - After the plugin finishes installing, click the "Activate Plugin" link
30. Did you install the "Psychic Search" plugin to keep an eye on what your members are looking for?
 - This is a free plugin not listed in the WordPress plugin directory
 - Go to the [MaxBlogPress site](#) to download the "Psychic Search" plugin
 - Click the "Download Now" button to download the psychic-search.zip file to your desktop
 - In your membership dashboard go to "Plugins", "Add New" then click the "Upload" tab
 - Select your zip file and click "Install" then click "Activate Plugin"
31. Did you install the "Subscribe to Comments" plugin to notify users when others respond to their comments?
 - In your membership dashboard go to "Plugins", "Add New"
 - Search "subscribe to comments" in the search box and click "Search Plugins"
 - Find the "Subscribe to Comments" plugin by Mark Jaquith and click "Install Now"

- Type your FTP login information on the next page
 - After the plugin finishes installing, click the "Activate Plugin" link
32. Did you install the "Widget Logic" to hide your sidebar for logged out users?
- In your membership dashboard go to "Plugins", "Add New"
 - Search "widget logic" in the search box and click "Search Plugins"
 - Find the "Widget Logic" plugin by Alan Trewartha and click "Install Now"
 - Type your FTP login information on the next page
 - After the plugin finishes installing, click the "Activate Plugin" link
33. Did you install the "WP-Sticky" plugin to keep important posts at the top of your blog?
- In your membership dashboard go to "Plugins", "Add New"
 - Change the "term" dropdown menu from "term" to "tag" (IMPORTANT!)
 - Type "sticky" in the search box and click "Search Plugins"
 - Find the "WP-Sticky" plugin by Lester 'GaMerZ' Chan and click "Install Now"
 - Type your FTP login information on the next page
 - After the plugin finishes installing, click the "Activate Plugin" link
34. Did you install the "WP Import" plugin to dump in multiple articles as content?
- Go to the WP Import post inside Membership Cube, click the "Download" link
 - Download the wpimport zip file to your desktop
 - In your membership dashboard go to "Plugins", "Add New" then click the "Upload" tab
 - Select your zip file and click "Install" then click "Activate Plugin"
35. Did you install the "WP List Builder" plugin to ensure anyone signing up for your site joins your mailing list?
- Go to the WP List Builder post inside Membership Cube, click the "Download" link
 - Download the wplistbuilder zip file to your desktop
 - In your membership dashboard go to "Plugins", "Add New" then click the "Upload" tab
 - Select your zip file and click "Install" then click "Activate Plugin"
36. Did you install the "WP Reseller" plugin to show a different title or logo depending on their membership level?
- Go to the WP Reseller post inside Membership Cube, click the "Download" link
 - Download the wpreseller zip file to your desktop
 - In your membership dashboard go to "Plugins", "Add New" then click the "Upload" tab
 - Select your zip file and click "Install" then click "Activate Plugin"
37. Did you install the "WP Stats" plugin to track your users?
- Go to the WP Stats post inside Membership Cube, click the "Download" link
 - Download the wpstats zip file to your desktop
 - In your membership dashboard go to "Plugins", "Add New" then click the "Upload" tab
 - Select your zip file and click "Install" then click "Activate Plugin"

Section F: Content

38. How many modules will your membership site have? (e.g. "8")
39. Did you click "Posts, Categories" on the sidebar to create a separate category for each "module" of training?
- if your 1st module is called "List Building", add a category called "101: Optin Page" with slug "101"
 - if your 2nd module is called "Product Creation", add a category called "102: Products" with slug "102"
 - if your 3rd module is called "Memberships", add a category called "103: Memberships" with slug "103"
40. Did you create some kind of "dashboard" page so that new visitors can easily find your site?
- "Posts" are date-based entries, i.e. a post can be dated "March 1st" but pages are the actual navigation of your site -- you might have a "Sitemap" page or an "About" page
 - To add a new page, go to "Pages" on the left sidebar, and choose "Add New"
 - Call the title of this page "Dashboard" and ensure it is protected, and viewable to the "Full" level
 - Add "welcome" text to this page along with links to all your categories and posts

Section G: Sidebar Widgets

In addition to being able to install any theme and any plugins you want within your membership site, you can change what appears on your sidebar, as well as in what order those things appear.

In your membership dashboard, click "Appearance" and then "Widgets" on the left sidebar.

You'll see that on the left side, is a series of "Available Widgets." All you have to do to begin adding these features to your sidebar is click and drag the widget you want from the middle onto your right sidebar.

We recommend you install the following widgets in the following order from, top to bottom...

41. Did you add a "Search" widget?
42. Is your "Wishlist Member" widget still in place?
43. Did you add a "Text" widget and paste in your HTML optin form for updates?
 - Even though this is called a "text" widget, you can add any HTML code here including your email autoresponder signup form
 - Under "title" type in "Register for Updates"
 - If you don't have an email autoresponder yet, we recommend signing up with Aweber
 - Login to your Aweber account by clicking the "Sign In" link on the top right
 - Click "Create a New List" then "Save Settings"
 - Click the "Web Forms" tab, and click "Create a New Web Form"
 - Under Templates choose "Popular, Basic"
 - Click "Go to Step 2", click "Go to Step 3", and click "I Will Install My Form"
 - Click the "Raw HTML Version" tab and uncheck "Include beautiful form styles"
 - Right click the code in the text box, choose Select All, right click again and choose Copy
 - Switch back to your membership dashboard, and in that new "text" widget, right click and paste
 - In the widget logic area, add "is_user_logged_in()" (without the quotes) to only display this signup form to logged in, paying customers
44. Did you add the "WP Drip: Recent Comments" widget to display recent comments?
45. Did you add the "Categories" widget so members can jump to whatever category they want?
46. Did you add the "Links" widget (and customize it) so you can link to your other offers or quick downloads?
 - After adding this widget, click the "Links" link on the left sidebar
 - Check all the existing links and under "Bulk Actions", choose "Delete" and click "Apply"
 - To add your own links, click "Add New"
 - Under "Name" type in the name of your blog or other products
 - Under "Web Address" type in the URL you want to send people to, beginning with "http://"
 - Under "Target" choose "_blank" to make sure this link opens in a new window
 - Click "Add Link" to save your changes
 - Repeat this process as many times as you want to control the links you show on your sidebar
47. Did you add the "WP Drip: Upcoming Posts" widget so members can see what's coming up?
48. Did you add the "Recent Posts" widget so members can see what you just posted?
49. Did you add a "Category Posts" for your main Training category so they can easily jump to the important posts?
50. Did you add a "Category Posts" widget for EACH category (Webinars, 101, etc.) to make each post easy to find?
 - To add categories to your site, click "Posts" on the left sidebar and then "Categories"
 - Where it says "Add New Category", type in the name of a new category
 - **Recommended Categories:** Download, Bonus, Challenge
 - Now that the categories are created, you can switch back to "Appearance, Widgets" and drag a separate "Category Posts" widget for each one of these categories
 - This ensures that EVERY part of your membership site links to all other areas

Section H: Sales Letter

Now that your membership site is fully online, complete with a payment button, it's time to create a "sales letter" or "pitch page" designed to get your prospects to buy from you.

51. Did you setup a blank page with nothing but a buy button at the top level of your domain?
(e.g. "http://www.example.com")
52. Did you apply an HTML template such as the paper template so that your site has a basic design?
53. Did you customize the paper template to show your contact information, including physical address, phone number, and email address?
54. Do you only have ONE thing for sale on this page? (access to your membership site)
55. Does your sales letter begin with an attention grabbing headline that promises a big claim or makes your prospect aware of your problem?
 - You Too, Can Start Your Own Membership Site In Just Two Hours And I'll Personally Hold Your Hand Every Step Of The Way... 100% Guaranteed
 - 43 Smart Marketers Create 94 Information Products In Just a Few Short Weeks, Each in a Single Take, Starting With Almost Zero Training
 - Your Blog, Membership Site, Email List... Making Money Online Automatically... And It's All 100% Done in 48 Hours
 - If You're Feeling Completely Overloaded, Unorganized and Feel Like You're Always Running Out of Time... You Need to Get a Grip on (and Control of) Your Time Management Skills
 - How Would You Like My Instant Formula For Creating High-Impact, Persuasive, Converting Sales Letters in the Next Few Minutes? And The Best Part Is... They're 100% Guaranteed to Bring in Results
 - If You've Ever Wanted to Be a Fly on the Wall and Spy on Private Conversations Between Two 6-Figure Online Marketers and Discover What is Getting Results Today Then NOW Is The Time To Pay Very Close Attention! Finally, You Too Can Leverage Our Time, Energy and Experience to Copy-and-Paste Your Way to the Automated Money Machine
 - Who Else Wants To Instantly Transform Yourself Into An Online Machine Shop That Generates Products, Traffic, And Cash Off-The-Cuff By Flicking On Your New Hard Wired "Production Switch?"
56. Does your sales letter introduce who you are, what problem you solve, and what your site is all about?
57. Do you explain what's in each component or module of your membership site?
Do you clearly state what content they gain access to as soon as they join?
(hint: bullet points and graphics are much more effective than long, boring sentences)
58. Does your sales letter contain some form of proof element such as facts, statistics, results, testimonials, credentials, screenshots, or photos?
59. Do you clearly state the price of your membership site (i.e. "\$97 single payment") multiple times in your sales letter, including on your buy button so prospects are absolutely clear how much they are paying?
60. Do you state your money-back guarantee and sign your name at the bottom of the sales letter?
61. Does your sales letter have a SMALL link at the bottom labeled "Members Login Here" that links from your sales letter to your membership site?

Section I: Recurring Payments (Optional)

Now that your membership site is online and ready to take orders, you are now "allowed" to switch your order button into a recurring subscription payment. This might mean you are charging for access to your membership site over the course of 6 months, offering a 2-payment plan or 3-payment plan, or you're charging month by month for ongoing access to your membership area.

Keep in mind that your membership site does NOT have to be recurring. You can also establish many membership levels to serve multiple (standalone) products from the same membership site.

62. How many payments will someone have to pay to gain full access to your membership site?
(e.g. "3 payments of \$97" or "6 payments of \$97" or "ongoing payments of \$97")
63. How often will you rebill your customers?
("every 30 days" is highly recommended)
64. Did you create a new "Monthly" level in Wishlist Member?
 - On the WordPress sidebar, click "WL Plugins" on the left and the "Membership Levels" tab at the top
 - Scroll to the "Add New Membership Level" area at the bottom
 - Type "Monthly" for this new Membership Level, allow Access to "All Pages", "All Categories", "All Posts" and "All Comments", check the "No Expiry Date" checkbox and click "Save Settings"
65. Did you update the "thank you" message for this Monthly level, so users will realize what amount they've just paid and how many payments are remaining?
 - On the WordPress sidebar, click "WL Plugins" on the left and the "Settings" tab at the top
 - Click the "Registration Page" sub-tab and choose the "Monthly" membership level
 - In the "HTML code to insert BEFORE the registration form" text box, customize this message:
 - Thank you! Your credit card or bank statement will show a charge by **ClickBank or CLKBANK*COM**.
 - You can e-mail me for support at you@example.com.
 - Your initial charge will be **\$97** USD. You will then be charged **\$97** every **30 days** for the next **FIVE 30-day** periods after your initial charge has been made, for a total of **6** payments of **\$97**.
66. Did you enable WP Drip to drip out your content based on how far apart you've spaced it?
 - If it isn't already activated, go to "Plugins", scroll down to "WP Drip" and click "Activate"
 - To adjust your drip settings, go to "Settings" and "WP Drip" on the left sidebar in your dashboard
 - Set the plugin to drip "posts only"
 - Exclude the "Full" level from the drip
 - Click "Save Changes" to save your settings
67. Have you rearranged the dates on your posts so that they will now drip out?
 - WP Drip drips out content based on how far apart it's spaced, starting at the beginning -- if your posts are spaced 1 day apart, one new post will appear per day -- if they're 7 days apart, one new post will appear every 7 days
 - Click "Posts", "All Posts" on your WordPress sidebar
 - Set your "earliest" post to January 1st of last year
 - "Add" new content or "Quick Edit" existing content so that it's dated January 2nd (to appear 2 days into the membership), January 7th (to appear 7 days into the membership), February 1st (to appear 31 days into the membership) and so on
68. Have you added your "Test User" to the "Monthly" level, edited their profile, changed their registration date to "today", and logged in as them to see what content they have access to?
 - On the WordPress sidebar, click "WL Plugins" on the left and the "Members" tab at the top
 - In the search box, type "test user" and click "Search Users" to locate your Test User
 - Click the checkbox next to their name, and under "Select Action" choose "Remove from Level"
 - Under "Levels" select the "Full" level to remove your Test User from that level, and click "Go"
 - Click the checkbox next to their name, and under "Select Action" choose "Add to Level"
 - Under "Levels" select the "Monthly" level to remove your Test User from that level, and click "Go"
 - Click on their name to get access to their profile
 - Scroll down to the "WP Drip" area where it says "Join Date"

- Click on the date, change it to today's date, and click "Update Profile"
 - Click on your site name at the top, click the "Logout" link on the right sidebar, and log back in as "Test User" using the password you chose earlier
69. If your site takes a fixed number of payments (e.g. takes 3 or 6 monthly payments and then ends as opposed to a site that keeps billing users month after month) did you create a "Completed" level so you can see how many members finished your course?
70. Did you setup a sequential upgrade to move users from the "Monthly" level to the "Completed" level once they have completed the course?
- In your membership dashboard, go to "WL Plugins", "Sequential Upgrade"
 - Scroll down and find the "Monthly" level
 - In the "Upgrade To" column, choose "Completed" so that the user will be moved from the Monthly level into the Completed level once they finish the course
 - Make sure the "Method" is set to "Move" so they are taken off the Monthly level and moved to the Completed level
 - In the "After" column, set the number of days to the length of your course... for example, if your course lasts 6 months then you will set this to 180 days
71. Did you create a new recurring payment button so members can now get access to this dripped content?
- **If using PayPal:** Login to [PayPal](#) and click "Merchant Services", "Create Buttons", "Subscribe"
 - **Item Name:** Type the name of your membership site
 - **Subscription ID:** Open your WordPress dashboard in a new tab, and click "WL Plugins" on the sidebar, the "Integration" tab at the top, then select the "PayPal" system, copy the "Item/Subscription ID" number corresponding to the "Monthly" level
 - **Billing amount each cycle:** What will be the monthly price of your membership site? (set this to "0.01" for now and increase to the actual monthly price of your site after testing)
 - **Billing cycle:** How often will you rebill customers? ("1 months" is recommended, although we have sometimes been creative with the rebill period and set it to something like "14 days" or "2 months")
 - **After how many cycles should billing stop:** Choose the total number of payments (e.g. "6") if this is a fixed-term membership site, or "Never" if this is an ongoing continuity site
 - **I want to offer a trial period:** Only uncheck this if you want to bill a different amount for the first month. We have sometimes offered \$4.95 for the first 7 days, then \$27 per month... or charged \$79.95 for the first month and \$19.95 per month after that
 - **Step 2:** Make sure the "Save button at PayPal" checkbox is checked
 - **Step 3:** Check "take customers to this URL when they cancel" and enter your home page's URL (e.g. "http://www.example.com")
 - Check the "take customers to this URL when they finish" checkbox, and for that URL, switch back to your Wishlist tab, go to "Step 4: Set the thank you URL", right click and choose Copy Link Location, right click and Paste that in the text box for the "finish checkout" URL
 - Check the "add advanced variables" checkbox, switch back to your Wishlist tab, select the lines of code under "Step 5: Paste the code below in the add advanced variables field", right click and Copy, switch back to PayPal, right click and Paste in the text box
 - In the PayPal tab, click Save Changes
 - Paste the button onto a web page and have a friend buy access to your site for \$0.01 per month. If the transaction is successful, go to "Merchant Services", "My Saved Buttons", find your button, click "Actions", "Edit Button", change the "Billing Amount Cycle" to the actual monthly price of your membership, click "Save Changes", and no further changes are necessary
 - **If using Clickbank:** Login to [Clickbank](#) and click the "Account Settings" tab, then "My Products" and finally "Recurring Billing Products", and then click the green "Add New Product" button on the right side
 - **Product Type:** Membership Site
 - **Thank You Page:** Switch back to your WordPress dashboard in another tab and click "WL Plugins", "Integration", choose the "Clickbank" system, right click the "Thank You URL" and choose Copy Link Location, then Paste it into the Thank You Page
 - **Initial Price:** What do people pay upfront for access to your membership site? (e.g. "97.00")

- **Rebill Price:** What price to people pay each "month" to continue accessing your site? (e.g. "97.00")
- **Frequency:** How often do we want to rebill a customer?
(The only choices with Clickbank are: "Bi-weekly", "Monthly", "Quarterly", and "Yearly"... the monthly option is strongly recommended)
- **Duration:** How many TOTAL payments will someone pay for your membership site?
(if your site costs six \$97 payments, this number is 6 -- if your site has one \$4.95 trial payment followed by six \$97 payments, this number is 7)
- **Trial Period:** Leave at "no trial period"
- **Product Title:** The name of your membership site
- **Product Description:** What information about your product do you want to appear on the order form when people are about to purchase? Explain what they get upfront and what they get for future billings
- Click "Save Changes" to save your changes
- Make your Clickbank button go live by grabbing the "order link" code from step 3 of your Wishlist tab and putting it into button form like this:

```
<form action="http://ITEM.PUBLISHER.pay.clickbank.net?sku=12644246" method="post">
<input type="submit" value="Instant Access: Just $97/Month" />
</form>
```

- Remember to change the "ITEM" to the item number listed in "Account Settings", "My Products", "Recurring Billing Products" next to the product and "PUBLISHER" to your Clickbank login username.
- Go to "Account Settings", "My Site", "Testing Your Products: Edit", "Generate New Card Number" and use this information to checkout with a test purchase
- Once your test purchase is completed, [log back into your Clickbank account](#), find the product, and submit to Clickbank for approval

Section J: Membership Enhancements (Optional)

72. **Welcome Post:** Have you provided a "welcome post" thanking your new customer for joining your site, allowing them to introduce themselves, telling them what to expect over the next few days, and what action they should take right now?
73. **Challenge Post:** Can you add at least one "challenge" or assignment after some of your training so that your members can begin to take action on what they have learned?
74. **Professional Logo:** Can you create a [logo](#) to place on your sales letter and in your membership area so people see your branding everywhere?
75. **Email Autoresponder:** Do you have a welcome email that welcomes users to your membership site, and stays in contact with them at least once per month as long as they remain a member?

You're done! You now have a fully functioning membership site that takes orders, handles user accounts, drips content, cuts off access if they refund or cancel, and provides a convenient place for your members to get access to your training.