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My Fast Track Info Product Creation Program

Module Three

Creating a Continuity Program with Membership Sites

By
Rick Nuske

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Introduction

Hi, my name's Rick Nuske and I'd like to welcome you to the third module of The *My Fast Track Info Product Creation Program.*

This program was created for those individuals searching for an online business that can help them to find the financial freedom they desire. The amount of your online success will mostly be decided by how much time and effort you are willing to spend on your business. By using the tips and strategies included in this program, you can start building your very own information marketing business.

In this third module of the *My Fast Track Info Product Creation Program.*, you'll learn:

- What a continuity program is and why they're essential to your business
- Why a membership site works well as the next step for your customers
- How to entice customers to your membership with a free trial period
- How to create a membership site

Each module in the *My Fast Track Info Product Creation Program* is designed to bring you success as soon as possible. You will find that starting an online business is much easier than starting a traditional one and you will achieve your goals much faster.

If you'd like information on my other business-building products, please visit my website at www.myfuturebusiness.com.

Here's to your success,
Rick Nuske

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Continuity Programs

A continuity program is where your customers pay you to have access to information you provide to them on a regular basis.

After you've provided your customers with your introductory product, it's time for you to give them access to more information. If they've already bought from you, chances are they will be hungry for even more information on the same subject. Through a continuity program, you can do this while giving your business a regular cash flow.

Why a Continuity Program is Essential to Paying Your Bills

By providing your business with a regular cash flow, you can keep working on creating new products while you have a regular source of income. Instead of relying on one-time purchases from a single product or waiting to collect money from a big event you hold only once or twice a year, a continuity program will bring in income every month.

As you add customers into your business, you have the ability to add them to your continuity program and further enhance your monthly income. If you can get 10% of your new customers every month to join your continuity program, you increase your monthly income by that amount every month as well.

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Different Types of Continuity Programs

There are a few common types of continuity programs you can provide to your customers. You can offer one or a combination of them to suit your customers' needs as well as provide your business with a constant flow of incoming cash.

Membership Sites

A membership site is probably the easiest and most common form of continuity program that you can provide to your customers.

Membership sites are where your customers pay a fee to access a website that is filled with content on your particular subject or niche. Each customer will have their own unique login or password to gain access. Anyone who arrives on the site who isn't a member will only see the most basic of information but they will be able to see where they can sign up to join.

Given their popularity and ease of use, I will focus mostly on membership sites throughout this module.

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Coaching Programs

If you plan on offering coaching services to your customers, you could collect your fee from them on a weekly, monthly or even yearly basis. Offering coaching has many facets of its own so I will cover it in more detail in a later module in this program.

Training Courses or Programs

You can also offer your customers training courses to further their knowledge in a specific subject. This can be in the form of DVDs, CDs, and webinars or accessed through your website.

You may also need to provide workbooks or training manuals to give your customers a more complete product. By combining a variety of formats, you can justify a higher selling price for your product or offer some of the formats as "free bonuses." You should always poll or survey your audience to ensure you are delivering the right product in the right format to suit their needs.

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Newsletters

You are probably used to receiving a variety of newsletters in your email inbox from certain companies on a regular basis. These are usually free and then can arrive daily, weekly, or monthly depending on the amount of content the sender has to share.

The type of newsletter I am talking about here is in relation to a continuity program, not the free variety you are used to seeing. They require a significant amount of content that is either emailed or mailed to your customer. As with your other products, the amount you charge your customers will depend on the level of content you provide them with.

Your newsletter can include any of the following:

- Interviews from industry experts
- Tips and "how to" information
- Articles on what's going on in your niche's industry
- Pertinent history facts related to your niche
- Upcoming events related to your niche

If you plan on emailing your newsletter to your customers, you can easily find an email provider to assist you in sending it out. If you want more information on this process, you may be interested in my
Email Marketing Success program.

You may decide to physically mail the newsletter to your clients instead of emailing them. Keep in mind that you will not only incur printing costs but mailing costs as well. Although providing your customers with a well-designed newsletter will help you to stand out as someone who delivers quality products. This may also assist you in selling additional products along the way but make sure any expenses you incur will be recovered through the price of your product.

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Enticing Customers with a Free Trial

Regardless of what type of continuity program you are offering to your customers, it may be a good idea to offer them a free trial in addition to varied levels of access.

It is common for most information marketers to provide their customers with a free trial to entice them to sign up. Depending on your format and how often you deliver content, you can offer them a free trial for two weeks or two months.

You will want to collect all of their information, including their debit or credit card information. In your offer you will want to explain to them that they won't be charged unless they cancel before the trial is up. The goal here is to entice people to stay so that they don't cancel and you can keep them as a paying customer.

Of course, it's inevitable that you will get people who will only sign up for your free trial and will cancel only for you to never see them again. Unfortunately, there's not much you can do about this as it is simply an unavoidable downside to this business. But what you can do is deliver quality content so that those customers who are legitimately interested in you will keep paying their subscription.

When you first start out with your continuity program, it may be necessary to offer a free trial to all site visitors as you are getting things set up. This will allow you to collect subscribers early on who may also be able to help you by contributing feedback on what you have so far and what may be your best next steps.

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Provide Your Audience with Varying Membership Levels

In addition to offering your audience a short-term free trial so they can test the waters, you can also give them the opportunity to be a member at varied levels.

Most information marketers will provide their customers with a choice of two, three or more different levels of membership. Each will have its own pricing and the ability to access information will depend on the level chosen.

For example, you could have a basic membership that cost $29 per month. This gives your audience access to all of your content, a membership discount on products, and a monthly newsletter.

Then you could have a higher-level or premium membership for $99 per month that includes everything that the basic membership includes but it also offers a weekly or monthly webinar and access to private events. The amount you charge and the level of content you provide will depend mostly on what is normal for your niche and/or what your customers demand.

Giving them a choice allows you to reach a larger amount of your audience who may only be able to afford a basic member now but could upgrade to a higher level sometime in the future. This will maximize your monthly income and you will continue to enhance it as you gain more members.

You may also want to offer memberships for an extended amount of time at a discount. This not only ensures you have a member for a longer amount of time but you will also collect more money at one time. You could offer a quarterly or yearly discount and charge them based upon their agreement.

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Using a Membership Site as Your Continuity Program

As I have already mentioned, I am focusing on the creation of a membership site as a continuity program for this module. You shouldn't let the idea of creating a membership site intimidate you as it is more simple than it sounds.

By using specific software, your membership site can be created quite easily and your customers will have a good user experience. Your site can be used for a variety of information that will help your customers learn everything there is to know about your subject or niche.

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Creating Content for Your Membership Site

Creating content for a membership site is going to take work. You will need to have enough content there to keep your audience interested to keep paying their subscription.

If you are just starting out, I recommend you spend time writing articles to post on your site before you start selling it to your customers. You could also sell initial memberships at a discount or offer a free trial for the first few months so that your customers understand that although there isn't much content now, more will be added in the near future.

You will want to have the following basic pages that will build trust with your audience.

Home Page - this is the first page visitors will see when they come to your site. It should clearly indicate what the site is about, how to sign up for membership and where to login if they are already a member.

About Us Page - a description of you and/or your business so your site visitors understand that there is a real person behind the site. Having this will provide a human touch to your site and it will help your audience to get to know you on a more personal level.

Contact Page - no matter what your site is about, you should always have a contact page. In fact, every page on your site should have a link to your contact page should a site visitor have questions. This page should have at the very least a contact form that sends you an email when it is filled out. Your email provider should be able to provide this to you.

You may also want to include more basic contact information like an email and phone number so that people can contact you more directly, especially if they have questions about their membership.

In addition to these pages, you may also want to add the following areas to your site.

Member Forum - offering a member forum to your site will allow your customers the opportunity to get to know each other and share comments and ideas. Some membership owners promote the use of private facebook groups as their forum to reduce load on their site.

Training - this is a section or maybe a simple post where you can announce any upcoming training sessions you may be presenting. You can also place recordings of past trainings here so that they can be accessed by current and new members.

Resources - having a page where people can get additional or related information on your niche can help you to partner with companies similar to yours. You can make a deal that you will only list them on your site as long as they list you on theirs. This is also a place where you can add your own affiliate program links with pure text links, banners and so on.

Articles - you can add articles to your site to provide additional tips and news related to your niche. The more information you post, the more members you will attract. It was also further enhance your status as an expert in your field.

Blog - this is also a place where you can post information related to your niche or make announcements. Having a blog will add a personal touch to your site and people will get to see some of your personality come through. This is a long term strategy that will yield good results if done consistently.

Links to social media accounts - adding social media links to your site is essential to the success of your site. Any announcements, new blog posts, changes to your site, or upcoming events can be posted to your social media account. It is also an additional way for you to connect and reach out to your audience in a more personal way.

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Regular & Relevant Content

As mentioned earlier, membership sites can be hard work, especially when you're just starting out. As a membership site requires a lot of content, you will spend a majority of your time creating that content so that your subscribers stay happy and continue paying their subscription.

The hardest part of having a membership site is keeping up with creating fresh content. In order to keep your subscribers happy and as paying customers, you must provide them with constant and relevant fresh content related to your niche. If your subscribers come to your site regularly, they will need to see that content has been added or they will think they are wasting their money. And be sure not to deviate from your chosen niche as this will confuse your subscribers.
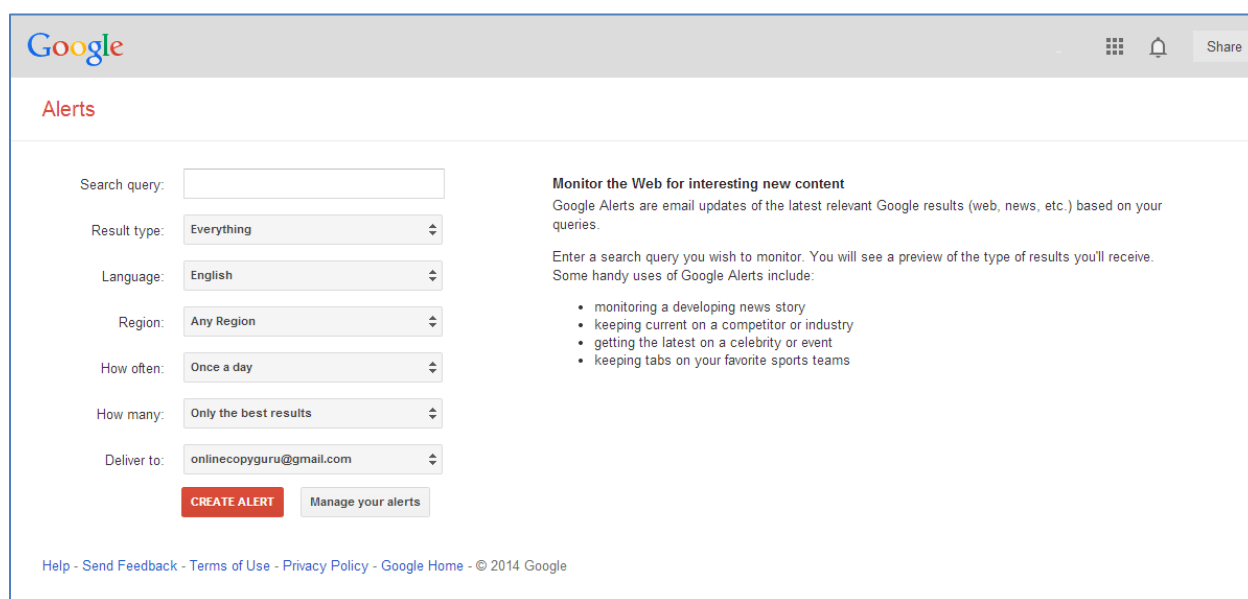
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In addition to providing your subscribers with tips and "how to" articles, you can post upcoming events that you are hosting or others that are relevant. You can also track trends in your niche to help you create content by signing up for Google Alerts.

Google

Alerts

Search query:	
Result type:	Everything
Language:	English
Region:	Any Region
How often:	Once a day
How many:	Only the best results
Deliver to:	onlinecopyguru@gmail.com

CREATE ALERT   Manage your alerts

Monitor the Web for interesting new content
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Help - Send Feedback - Terms of Use - Privacy Policy - Google Home - © 2014 Google

With Google Alerts, you can search for keywords related to your niche and Google will email you with the results. You can set up the amount of emails you receive and how often for free as long as you have a Gmail account.

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Choosing a Domain Name & Site Hosting

Before you can set up your membership site, you will need to choose a domain name for it. This is the web address that people will type into their web browser to arrive at your site.

You will want it to be catchy as well as related to your niche as much as possible. For example, I have several domains for different applications including myshoponline.net for retail items, and myfuturebusiness.com for business and so on. You may find it necessary to search for keywords that may help you to come up with a domain name. It will probably be necessary for you to think of at least 5 - 10 of them as some of the domain names you come up with could already be taken.

Once you decide on a few names you like, you will need to purchase the one that fits best and that is also available. Since you will also need hosting, you can purchase your domain on most hosting sites like Hostgator.

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If your domain is already taken or not available, the hosting site will let you know and also provide you with some alternate suggestions. Some of these suggestions may include the domain name you chose but with a different extension. For example, if you chose www.howtopaint.com and that isn't available, the hosting company may suggest you use www.howtopaint.info.

There are many domain extensions out there e.g. .com, .info, .net etc. and more seem to be created every day. Depending on your market, I don't usually recommend using an extension other than .com or .net. The reason I say this is because most people are not used to using the new extensions and they will gravitate towards the normally used ones.

This could present some confusion as your customers will end up on a site that isn't yours. Even worse, it most likely will be the site of one of your competitors who got to the name before you did. This could cause you to lose a significant amount of your customers if you aren't careful.

When you're completely happy with your domain and you intend using it for the foreseeable future, you may want to go ahead and pay up front to ensure that your domain is available for up to 5 years. In doing this you won't have to be concerned that the domain will lapse and become available for someone else to use. The other option you have is that you can set up automatic annual renewals.

Now with hosting, this is very easy to purchase for your site. Most domain companies, like Hostgator, will provide you with many different options to meet your needs. You can choose paying month to month or for up to three years with most companies. For me, I pay as much as I can in advance so I don't have to concern myself with it for years, and I also set reminders and auto payments to ensure my site is always available for my customers to access.

When considering different host providers, make sure you review the different options available as you may be able to save money by signing up for a longer period of time. Also, if you plan on creating more than one site, you will want to make sure that the hosting package you pick will allow for you to have more than one domain. I've tried several options and I've found value for money and reliability with Hostgator.
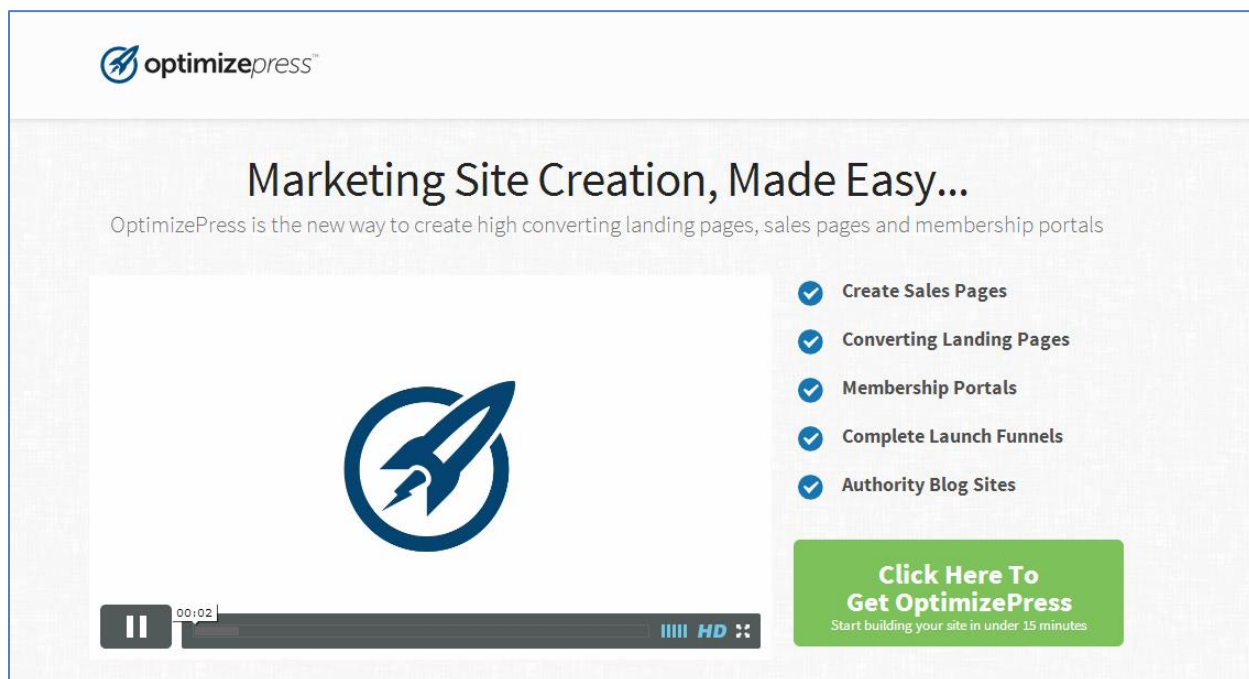
Once you have paid for your domain name and hosting, your hosting provider will walk you through how to perform any necessary maintenance on your site so you can get started. This includes setting up name servers, email accounts, and installing any programs, such as WordPress.

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Creating Your Membership Site

While it may seem intimidating to set up a website, modern software has made it a very easy task to do. You will actually have a more difficult time deciding on what software to use to set it up instead of actually creating it.

If you've searched for membership site software, you probably realize that there are quite a few to choose from. All have their own unique features as well as different pricing structures to go along with them. I personally use Optimize Press for my membership sites and I will be using it to show you how to set up your own site.

Click here to purchase OP2:
https://www.optimizepress.com/core-purchase/?affiliate=6478

You will need to install WordPress in order to use Optimize Press. WordPress is a free program and your hosting provider can easily walk you through the steps to install it. In fact, installing WordPress inside your Hostgator account is literally as easy as one click of a button.

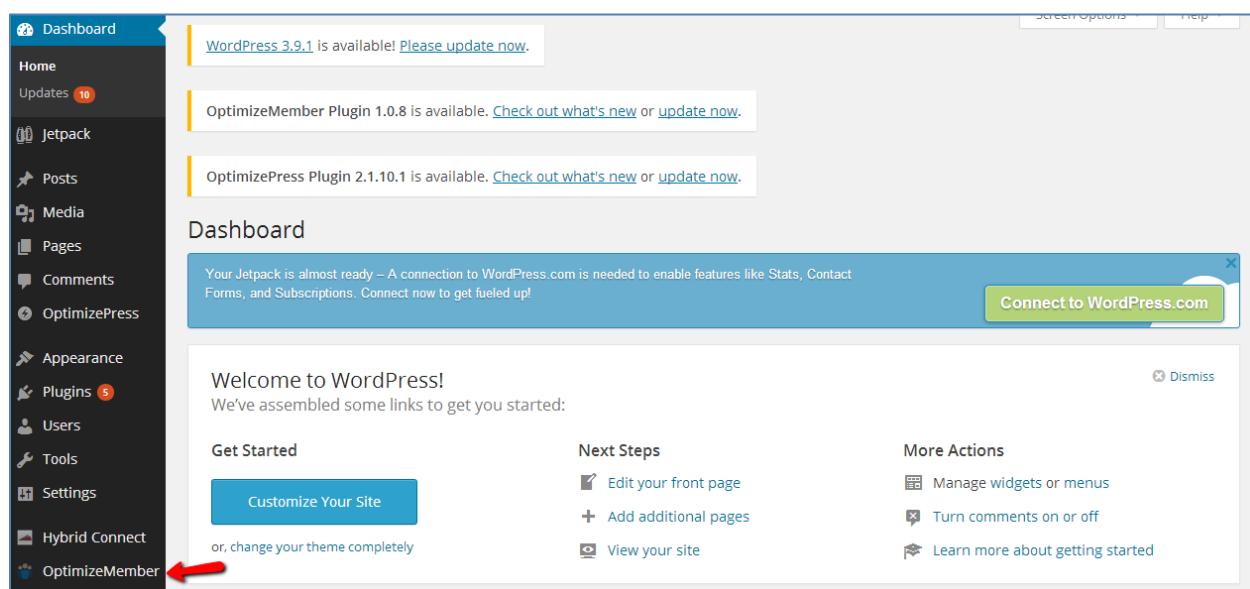**Serious about achieving success? Click link below and apply to work with me:**
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Once you have purchased and installed Optimize Press, you will see the following menu in WordPress. Or at least something very similar. Don't be overwhelmed at this point, help is available on various forums and from My Future Business should you need it.
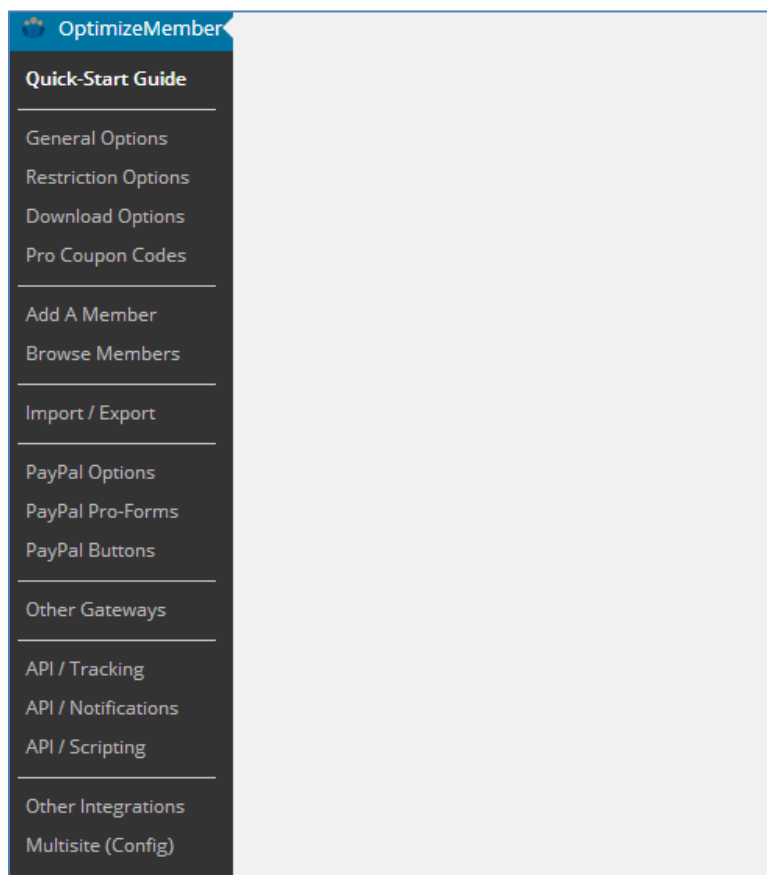

You will see the option for Optimize Press as well as Optimize Member in the menu. Select the option Optimize Member to start creating your membership site. This will open up the following menu for you to select from.

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OptimizeMember

Quick-Start Guide

General Options
Restriction Options
Download Options
Pro Coupon Codes

Add A Member
Browse Members

Import / Export

PayPal Options
PayPal Pro-Forms
PayPal Buttons

Other Gateways

API / Tracking
API / Notifications
API / Scripting

Other Integrations
Multisite (Config)

Although we will cover most of the topics here, you may want to click on the Quick-Start Guide offered within the program and watch the 15 minute video you will find there. This will give you a good understanding of the program and its many capabilities.

Since every membership site will have its own unique features and variety of content. I will only cover the most common features here. If you decide that you need more advanced features for your site, Optimize Press has help features built in to guide you.

The main section you will want to focus on is General Options for most of your set up.

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General Options

Define Membership Levels And Packages

Define Mailing List/Autoresponder Configurations

Membership Options / Redirect Page

Members Home Page / Login Welcome Page

Email Configuration

Open Registration

Login Page & Registration Form Design

Registration/Profile Fields & Options

When you start to set up your site the first part you will want to take care of is determining membership levels. Optimize Press allows you to set up as many as 10 different levels for your site.

General Options

Define Membership Levels And Packages

Membership Levels and Packages (required, please customize these)

The default Membership Levels are labeled generically; feel free to modify them as needed. optimizeMember supports Free Subscribers (at Level #0), along with several Primary Roles for paid Membership (i.e. Levels 1-10), created by the OptimizeMember plugin. OptimizeMember also supports unlimited Custom Capability Packages (see optimizeMember -> API Scripting -> Custom Capabilities). That being said, you don't have to use all of the Membership Levels if you don't want to. To use only 1 or 2 of these Levels, just design your Membership Options / Redirect Page, so it only includes Payment Buttons for the Levels being used.

Level #0 (Free Subscribers):

Free Subscriber

This is the Label for Level #0 (Free Subscribers).

Level #1 Members:

Bronze Member

This is the Label for Level #1 Members.

Level #2 Members:

Silver Member

This is the Label for Level #2 Members.

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Level #3 Members:

Gold Member

This is the Label for Level #3 Members.

Level #4 Members:

Platinum Member

This is the Label for Level #4 Members.

Level #5 Members:

Level 5 Member

This is the Label for Level #5 Members.

Level #6 Members:

Level 6 Member

This is the Label for Level #6 Members.

Level #7 Members:

Level 7 Member

This is the Label for Level #7 Members.

Level #8 Members:

Level 8 Member

This is the Label for Level #8 Members.

Level #9 Members:

Level 9 Member

This is the Label for Level #9 Members.

Level #10 Members:

Level 10 Member

This is the Label for Level #10 Members.

Packages

Packages are a great way to protect individual products or content. You can protect any content to a particular package by using the admin options on the page and this will ensure only users with that package added to their account will be given access

Add new package:

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Level #8 Members:

Level 8 Member

This is the Label for Level #8 Members.

Level #9 Members:

Level 9 Member

This is the Label for Level #9 Members.

Level #10 Members:

Level 10 Member

This is the Label for Level #10 Members.

Packages

Packages are a great way to protect individual products or content. You can protect any content to a particular package by using the admin options on the page and this will ensure only users with that package added to their account will be given access

Add new package:

Hide links?

☐ Hide links to protected content for non-members
This option will hide links to any protected content for members who do not have access to that content

The button to the right, is a nifty tool, which allows you to reset optimizeMember's internal Roles and Capabilities that integrate with WordPress. If you, or a developer working with you, has made attempts to alter the default *internal* Role/Capability sets that come with optimizeMember, and you need to reset them back to the way optimizeMember expects them to be, please use this tool. *Attn Developers: it is also possible lock-in your modified Roles/Capabilities with an optimizeMember Filter. Please see this thread for details* 🗗.

Reset Roles/Capabilities

This gives you a tremendous amount of flexibility when it comes to giving your customers different levels of access for the membership option they

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have chosen. You don't have to use all of the levels but it gives you the ability to add more as your site grows and develops.

You can start by providing a free level of access so anyone visiting the site can view enough content to decide on whether or not they want to join. You will see something similar to this on popular sites like the Wall Street Journal.

Anyone coming to the site can see what is offered there and view enough to see what the site is about. However, the user is limited to what areas they can view and how many articles they can read before they must sign up for a subscription.

In Optimize Press, the free level starts out at Level 0 and continues all the way up to Level 10. You can change the names of the levels to whatever you feel is appropriate for the level of access you are offering. You also have the ability to add a feature called Packages. This can be a specific area of content on your site where only those who have permission can access it.

Here we are just setting up the actual membership levels. Later on in this module I will show you where to allocate membership levels and the appropriate access on your actual pages.

The next section involves setting up your email autoresponder options. Before you can set it up in your membership site, you must set it up in the main portion of Optimize Press.

Click on the Optimize Press option from the main menu on the left hand side of the screen. From there you will want to click on Email Marketing Services.
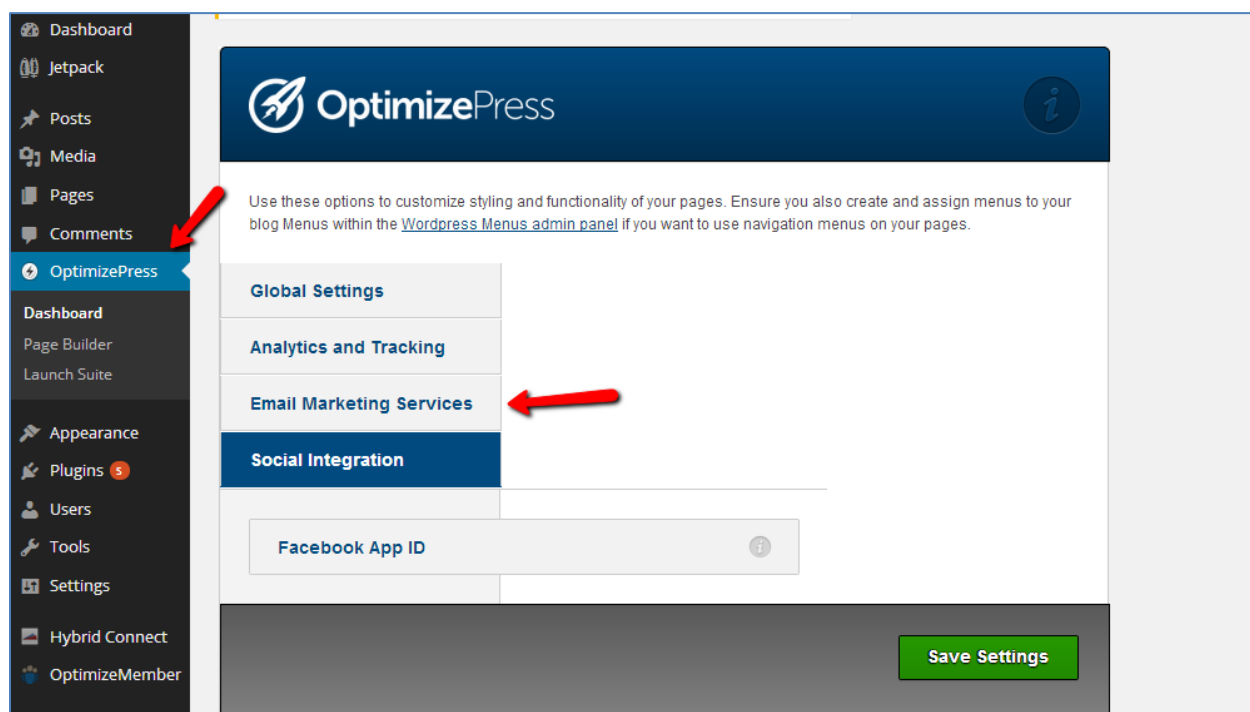
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Once you click on Email Marketing Services, a menu opens up for you to choose the email autoresponder vendor of your choice.

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Once you know which provider you would like to choose, all you need to do is click on the appropriate box and click connect. This will cause your browser to take you to the vendor so you can sign in to your account and follow the steps to connect it to Optimize Press.
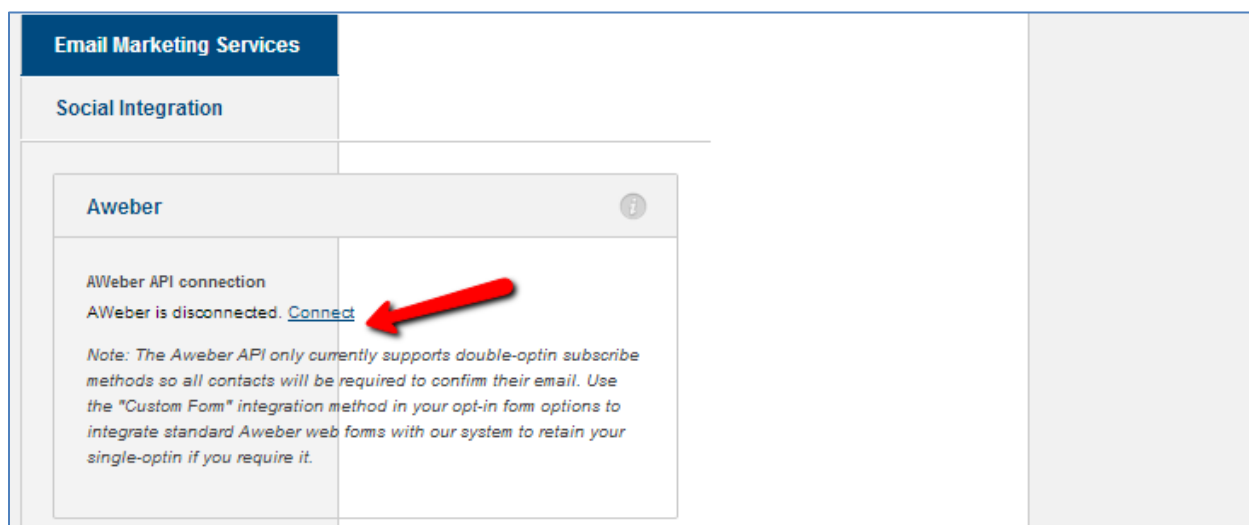
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After you have set this portion up, you can then select the appropriate providers in the Optimize Member section.

Now you will want to give any site visitor coming to your site the option to sign up for a membership if they don't already have one. Under Membership Options, you will have the ability to select the page you have created in your site that gives them this option.

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Membership Options / Redirect Page

Membership Options / Redirect Page (required, please customize this)

This is where visitors who do not have access to your restricted membership content will be redirected to. We recommend using this page either as a login page, or as a page where you offer promote your membership or product.

If you want to add a login form on your page, use the "Membership Login Form" element in the Liveeditor to add a login form for your visitors to login

Tip optimizeMember will NEVER allow this Page to be protected from public access.

Membership Options / Redirect Page:

— Select — ▼

Select a page which your users will be redirected to when they try to access content they're not currently allowed to view. We recommend having a login form on this page or details of your membership or product

Next, you will have the choice to select your membership home page. This is the first page your members will see when they first log in to the site.

Members Home Page / Login Welcome Page

Members Home Page / Login Welcome Page (required, please customize this)

Please create and/or choose an existing Page to use as the first page Members will see after logging in.

Tip This special Page will be protected from public access (automatically) by optimizeMember.

Members Home Page / Login Welcome Page:

— Select — ▼

Please choose a Page to be used as the first page Members will see after logging in. This Page can contain anything you like. We recommend the following title: Welcome To Our Members Area .

↓ Or, you may configure a Special Redirection URL, if you prefer. You'll need to type in the full URL, starting with: http:// . A few Replacement Codes are also supported here.

The next section gives you the opportunity to configure your email options. This gives you control over how the people on your list see your emails.

Email Configuration

Email From: "Name" <address>
This is the name/address that will appear in outgoing email notifications sent by the optimizeMember plugin.

Email From Name:

We recommend that you use the name of your site here.

Email From Address:

Example: support@your-domain.com. *Please read this IMPORTANT note.*

Email Support/Contact Link:

Ex: `mailto:support@your-domain.com` (*mailto link*).
Or: `http://ricknuske.com/contact-us/` .

New User Email Configuration

No (default, use WordPress defaults)   ▼

New User Email Message (click to customize)
This email is sent to all new Users/Members. It should always contain their Username/Password. In addition to this email, optimizeMember will also send new paying Customers a Signup Confirmation Email, which you can customize from your Dashboard, under: `optimizeMember -> PayPal Options` . You may wish to customize these emails further, by providing details that are specifically geared to your site.

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The next feature gives you the ability to allow Open Registration. This is where you can set your site up so that anyone who registers is offered free access. You may want to do this when you first get started and are still adding a large amount of content. Otherwise, you will want to be careful of having an open registration for any great length of time.

Open Registration

Open Registration / Free Subscribers (optional)

optimizeMember supports Free Subscribers (at Level #0), along with four Primary Levels [1-10] of paid Membership. If you want your visitors to be capable of registering absolutely free, you will want to "allow" Open Registration. Whenever a visitor registers without paying, they'll automatically become a Free Subscriber, at Level #0.

Allow Open Registration? (Free Subscribers)

No (do NOT allow Open Registration) ▼

If you set this to Yes , you're unlocking /wp-login.php?action=register . When a visitor registers without paying, they'll automatically become a Free Subscriber, at Level #0. The optimizeMember software reserves Level #0; to be used ONLY for Free Subscribers. All other Membership Levels [1-4] require payment.

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Now you can customize your login page to your liking. The next section
allows you to configure fonts, images, backgrounds, colours, and more.
How much you do here will depend on what you want your site to look like.

Login Page & Registration Form Design

Login/Registration Page Customization (required)

These settings customize your Standard Login/Registration Pages:

Overall Font/Size Configuration
These settings are all focused on your Login/Registration Fonts.

Overall Font Size:

```
12px
```

Set this to a numeric value, calculated in pixels.

Overall Font Family:

```
'Verdana', 'Arial', sans-serif
```

Set this to a web-safe font family.

Form Field Font Size:

```
18px
```

Set this to a numeric value, calculated in pixels.

Background Configuration

These settings are all focused on your Login/Registration Background.

Background Color:

```
FFFFFF
```

Set this to a 6-digit hex color code.

Background Image:

```

```

[Open Media Library]

Set this to the URL of your Background Image. (this is optional)
If supplied, your Background Image will be tiled.

Background Image Tile:

```
Seamless Tile ( background-repeat: repeat; )    ▼
```

This controls the way your Background Image is styled with CSS. [learn more 🗗]

Color of Text on top of your Background:

```
000000
```

Set this to a 6-digit hex color code.

Shadow Color for Text on top of your Background:

```
EEEEEE
```

Set this to a 6-digit hex color code.

Shadow Color for Boxes on top of your Background:

```
EEEEEE
```

Set this to a 6-digit hex color code.

Logo Image Configuration
These settings are all focused on your Login/Registration Logo.

Logo Image Location:

[   ]

[Open Media Library]   Set this to the URL of your Logo Image.
Suggested size is around 500 x 100.

Logo Image Width:

[550   ]

The pixel Width of your Logo Image. * This ALSO affects the overall width of your Login/Registration forms. If you want wider form fields, use a wider Logo.

Logo Image Height:

[100   ]

The pixel Height of your Logo Image.

Logo Image Click URL:

[   ]

Set this to the Click URL for your Logo Image.

Logo Image Title Attribute:

[   ]

Used as the `title=""` attribute for your Logo Image.

Footer Design (i.e. Bottom)
This field accepts raw HTML (and/or PHP) code.

Login/Registration Footer Design (optional):

[   ]

This optional HTML (and/or PHP) code will appear at the very bottom of your Login/Registration Forms.

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The next section gives you the ability to configure how much information you collect from your members when they sign up to register.

Registration/Profile Fields & Options

Custom Registration/Profile Fields (optional, for further customization)

Some fields are already built-in by default. The defaults are:
"Username", "Email", "First Name", "Last Name" .

Custom Fields will appear in your Standard Registration Form, and in User/Member Profiles:

Regarding registration... Custom Fields do NOT appear during repeat registration and/or checkout attempts (e.g. they do NOT appear for any user that is currently logged into the site). Please make sure that you test registration and/or checkout forms while NOT logged in (e.g. please test as a first-time customer). Existing users/members/customers may update Custom Fields by editing their Profile.

Custom Registration/Profile Fields:
⊕ Add New Field

Order	Field Type	Unique ID	Required	Levels	- Tools -

No Custom Fields are configured.

Collect First/Last Names during Registration?

Yes (always collect First/Last Names during registration) ▼

Recommended setting (Yes). It's usually a good idea to leave this on.
* optimizeMember Pro (Checkout) Forms always require a First/Last Name for billing.

Set "Display Name" during Registration?

Yes (set Display Name to User's Full Name) ▼

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www.myfuturebusiness.com/better-business-builder-program/

Allow Custom Passwords during Registration?

No (send auto-generated passwords via email; after registration)   ▼

Auto-generated Passwords are recommended for best security; because, this also serves as a form of email confirmation.

Force Personal Emails during Registration?

To force personal email addresses, provide a comma-delimited list of email users to reject. [?]
Ex: info,help,admin,webmaster,hostmaster,sales,support,spam
See: this article ⟳ for a more complete list.

Integrate Custom Registration/Profile Fields with BuddyPress?

☐ Yes, integrate with BuddyPress Public Profiles.
☐ Yes, integrate with BuddyPress Registration Form.
☐ Yes, integrate with BuddyPress Profile Editing Panel.

*BuddyPress is NOT installed; which is perfectly OK. BuddyPress is NOT a requirement.

You will want to collect enough information from your members so that you connect with them on a more personal level. However, you will also want to be careful to not ask them for too much information as to deter them from signing up.

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Now you can also allow your members to modify their individual profile on your site. This is a good idea especially if you will have some interaction with your members or if you plan on giving them access to a forum on your site.

Member Profile Modifications

Giving Members The Ability To Modify Their Profile

optimizeMember can be configured to redirect Members away from the default Profile Editing Panel that is built into WordPress. When/if a Member attempts to access the default Profile Editing Panel, they'll instead, be redirected to the Login Welcome Page that you've configured through optimizeMember. Why would I redirect? Unless you've made some drastic modifications to your WordPress installation, the default Profile Editing Panel that ships with WordPress, is NOT really suited for public access, even by a Member.

So instead of using this default Profile Editing Panel; optimizeMember creates an added layer of functionality, on top of WordPress. It does this by providing you (as the site owner), with a special Shortcode: [optimizeMember-Profile /] that you can place into your Login Welcome Page, or any Post/Page for that matter (even into a Text Widget). This Shortcode produces an Inline Profile Editing Form that supports all aspects of optimizeMember, including Password changes; and any Custom Registration/Profile Fields that you've configured with optimizeMember.

Alternatively, optimizeMember also gives you the ability to send your Members to a special Stand-Alone version . This Stand-Alone version has been designed (with a bare-bones format), intentionally. This makes it possible for you to open it up in a popup window , or embed it into your Login Welcome Page using an IFRAME. Code samples are provided below.

Redirect Members away from the Default Profile Panel?

```
No ( I want to use the WordPress default methodologies )        ▼
```

Recommended setting (Yes). *Note* When this is set to (Yes), optimizeMember will take an initiative to further safeguard ALL /wp-admin/ areas of your installation; not just the Default Profile Panel.

Shortcode (copy/paste), for an Inline Profile Modification Form:

```
[optimizeMember-Profile /]
```

Stand-Alone (copy/paste), for popup window:

```
<a href="#" onclick="window.open('http://ricknuske.com/?optimizemember_profile=1', '_popup', 'width:
```
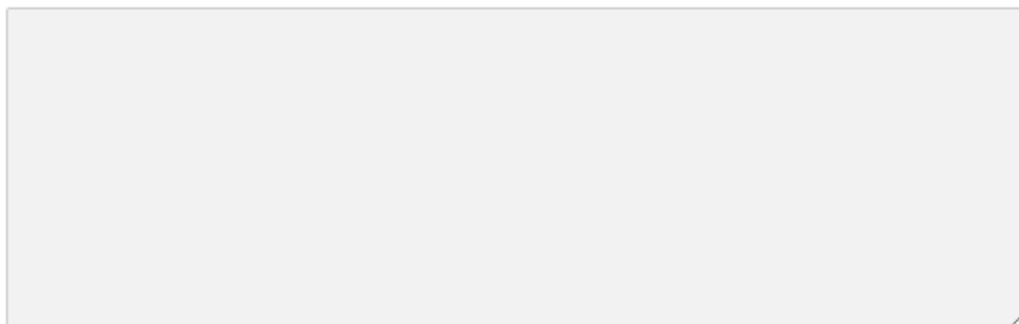
The last section within General Options gives you the ability to present your members with One-Time Offers. This gives your members the chance to see any offers that you want to make exclusive to them. It could be a discount on a higher level of membership, free reports, and announcement of a new product or a special upcoming event.

One-Time-Offers (Upon Login)

Optional One-Time-Offers (Upon Login)

This is enabled by optimizeMember Pro. One-Time-Offers allow you to override your default Login Welcome Page, based on the number of times a User/Member has logged in previously. optimizeMember Pro gives you the ability to write your own configuration file for One-Time-Offers. Please follow the instructions below. It is also possible for advanced site owners to use these Replacement Codes in their One-Time-Offer URLs.

One-Time-Offer Configuration File:

This is a line-delimited list of URLs (in a special format, as seen below).

Special format (explained):
[Logins] : [Access Level] : [One-Time-Offer URL]

[Logins] (this triggers your One-Time-Offer page, upon X number of logins)
[Access Level] (optional, this triggers your One-Time-Offer, based on Level# as well)
[One-Time-Offer URL] (where User is redirected, upon login)

Example Configuration File:
1:http://example.com/your-first-login/ (displayed on 1st login, to all Users/Members)
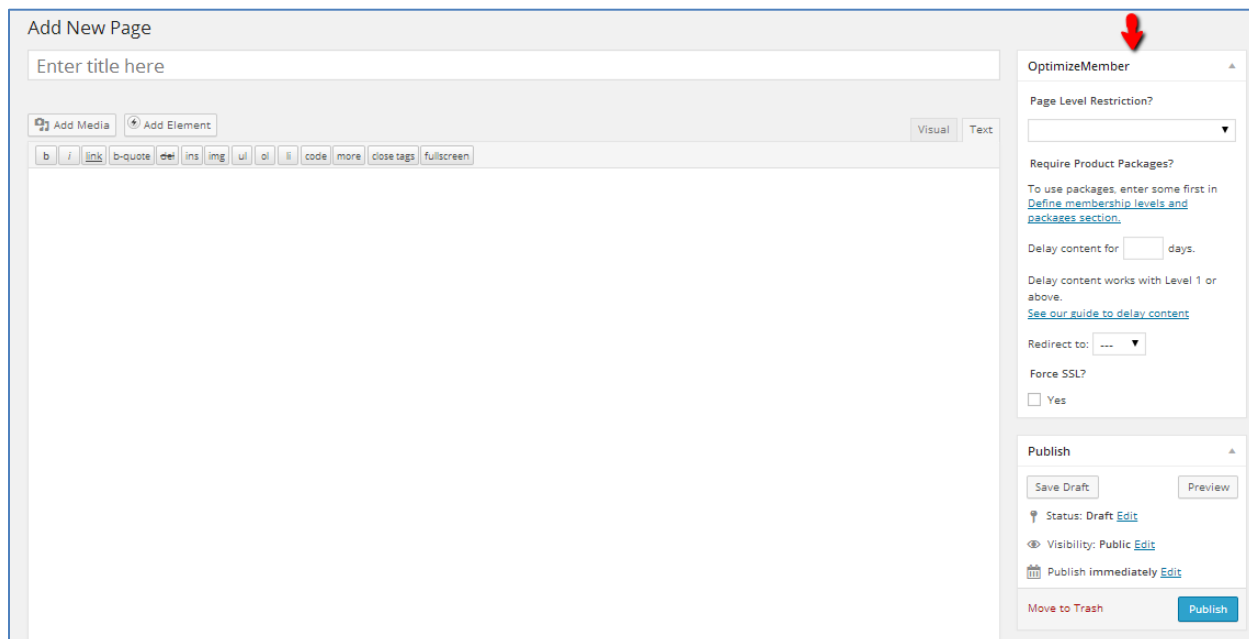25:http://example.com/customer-loyalty-reward/ (displayed on 25th login, to all Users/Members)
3:1:http://example.com/upgrade-to-level-2/ (displayed on 3rd login, to Level #1 Members only)
1:0:http://example.com/upgrade-to-level-1/ (displayed on 1st login, to Free Subscribers only)

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Once you have set up all of the options for your membership levels, it's time to apply those levels to the pages within your site. This simply involves selecting a few features when you add a new page to your site.
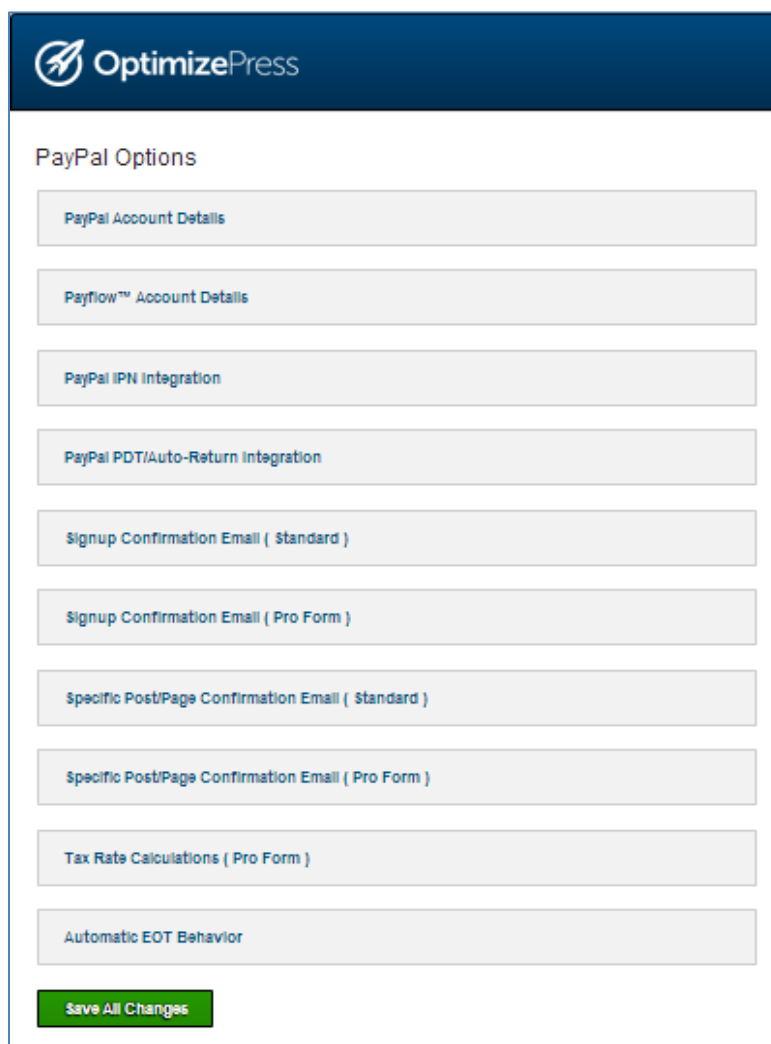

As you can see from the screenshot above, the features to apply Optimize Member to pages on your site is on the right hand side when you add a new page. You can restrict the level of access on the page as well as use options depending on if you have also set up Packages within your site as well.

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Payment Options

In order to have a membership site, you must also have a way for your members to pay for and manage their membership within the site. Optimize Press gives you quite a few options to choose from but for beginners, you can start of using PayPal.

As you can see from the menu on the left side of the screen in Optimize Member, it gives you three areas for setting up PayPal within your site. The first of these is PayPal Options. Here you will add in the required information from your PayPal account.

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The next PayPal section involves setting up forms for each specific membership level. You will need different forms for each level so that your customers are charged the appropriate amount.

OptimizeMember Pro / PayPal Pro Forms

Please configure `optimizeMember -> PayPal Options` first. Once all of your PayPal Options are configured; including your Email Address, API Username, Password, and Signature; return to this page & generate your PayPal Pro Form(s).

*NOTE: If you're ONLY planning to use Free Registration Forms (e.g. you're NOT going to accept payments), you can safely ignore this warning and continue to use the Free Registration Form shortcode provided below.

Quick-Start Guide For PayPal Pro

PayPal Pro / Free Registration Forms

PayPal Pro Forms For Level Bronze Member Access

PayPal Pro Forms For Level Silver Member Access

PayPal Pro Forms For Level Gold Member Access

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You will also need to set up payment buttons that connect your customers to your PayPal account. You can set this up in the PayPal Buttons section.

PayPal is a great option as you're starting out and it does provide you with a lot of flexibility. It's a low cost option and doesn't have a lot of barriers to signing up as some other shopping cart tools may have.

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Although Optimize Press prefers using PayPal, if you are already signed up with another vendor or have a preference other than PayPal, you can still use the shopping cart and payment gateways of your choice.

One of the more popular options besides PayPal is ClickBank. To use another option for your shopping cart, you can choose Other Gateways from the Optimize Member menu and follow the instructions there.

Other Payment Gateways

Other Payment Gateways (optional)

Other Payment Gateways (enable / disable)

optimizeMember recommends PayPal Pro as the best available option for payment processing. However, optimizeMember has also been integrated with the additional Payment Gateways listed below. If you wish to take advantage of these additional Gateway integrations, you must enable them explicitly from this page. Once enabled, options will become available in your optimizeMember Menu on the left-hand side. optimizeMember has the ability to operate with as many Gateways integrations as you like. If you'd like to use them all, you can! Just remember, for each Payment Gateway that you integrate, you must configure the options for that Gateway, and you must use optimizeMember's Button Generator to create WordPress Shortcodes that go into your Membership Options Page (aka: your Signup Page).

- ☐ AliPay (w/ Buttons)
  ↑ supports Buy Now transactions only.

- ☐ Authorize.Net (w/ Pro Forms)
  ↑ supports Buy Now & Recurring Products.

- ☐ ccBill (w/ Buttons)
  ↑ supports Buy Now & Recurring Products.

- ☐ ClickBank (w/ Buttons)
  ↑ supports Buy Now & Recurring Products.

- ☐ Google Checkout (w/ Buttons)

Enable/disable Payment Gateways integrated with optimizeMember Pro.

Save Changes, (then refresh)

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Outsourcing Your Membership Site

Setting up and maintaining a membership site can be a daunting task especially if you are just starting your business. While it isn't difficult work, it can be very time consuming and there are a lot of different aspects to consider.

Between setting up membership levels, selecting and signing up for payment options and creating and posting the actual content for the site, building a membership site will occupy quite a bit of your time. If this sounds too overwhelming for you or you simply would rather spend your time doing something else, you can outsource the work for your membership site.

You can hire someone to set up the actual site, to write all of the content for you or both. There are many project sites online to choose from but I recommend using sites like Elance or Guru.

Both of these sites can provide you with the ability to review candidates and their work before you hire them. This also allows you to create long-term relationships with people who may be able to help you with other aspects of your business so you can focus on running the business itself.

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TO DO LIST

- Decide on the format for your continuity program

- Create the content for your program

- Establish how your program will be distributed to your customers

- Choose and sign up for a shopping cart option so that your customers can easily be billed for their membership in your program

- Continue creating content on a regular basis to meet the needs of your customers

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www.myfuturebusiness.com/better-business-builder-program/