

// ENDO CREATIVE

WEB DESIGN & DEVELOPMENT



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A large, semi-transparent watermark of the WordPress logo, which is a stylized 'W' inside a circle, is centered in the background of the page.

Build a Membership Site with WordPress



trade expertise for
ongoing, monthly revenue

Why build a
membership site?

- charge for content you would create anyway
- provide extra value to your community
- grow your list/community
- earn recurring revenue

Examples

Copyblogger

- trade expertise for membership fees
- learn content marketing
- promises to accelerate your skills, leading to success



copyblogger

 **Authority**

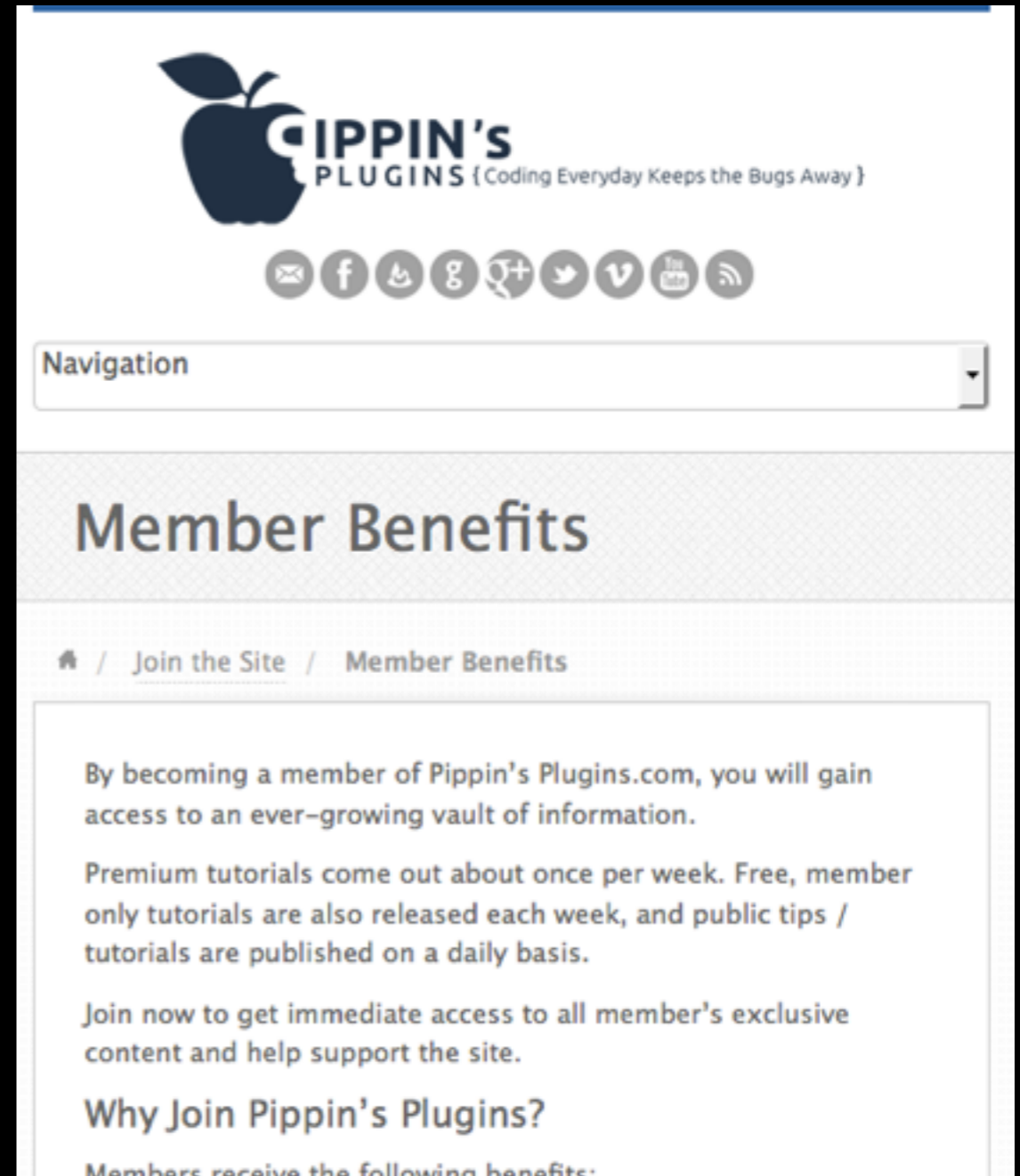
Authority is a content marketing training and networking community designed to accelerate your skills and success.

**Become a
Content
Marketing Expert**

For Less Than a Dollar a Day

Pippin's Plugins

- expertise/training for membership fee
- members only content, including source downloads
- more in depth tutorials
- plugin code reviews



The screenshot displays the website's header with the logo 'PIPPIN'S PLUGINS { Coding Everyday Keeps the Bugs Away }' and a row of social media icons. Below the header is a 'Navigation' dropdown menu. The main content area features a 'Member Benefits' section with the following text:

By becoming a member of Pippin's Plugins.com, you will gain access to an ever-growing vault of information.

Premium tutorials come out about once per week. Free, member only tutorials are also released each week, and public tips / tutorials are published on a daily basis.

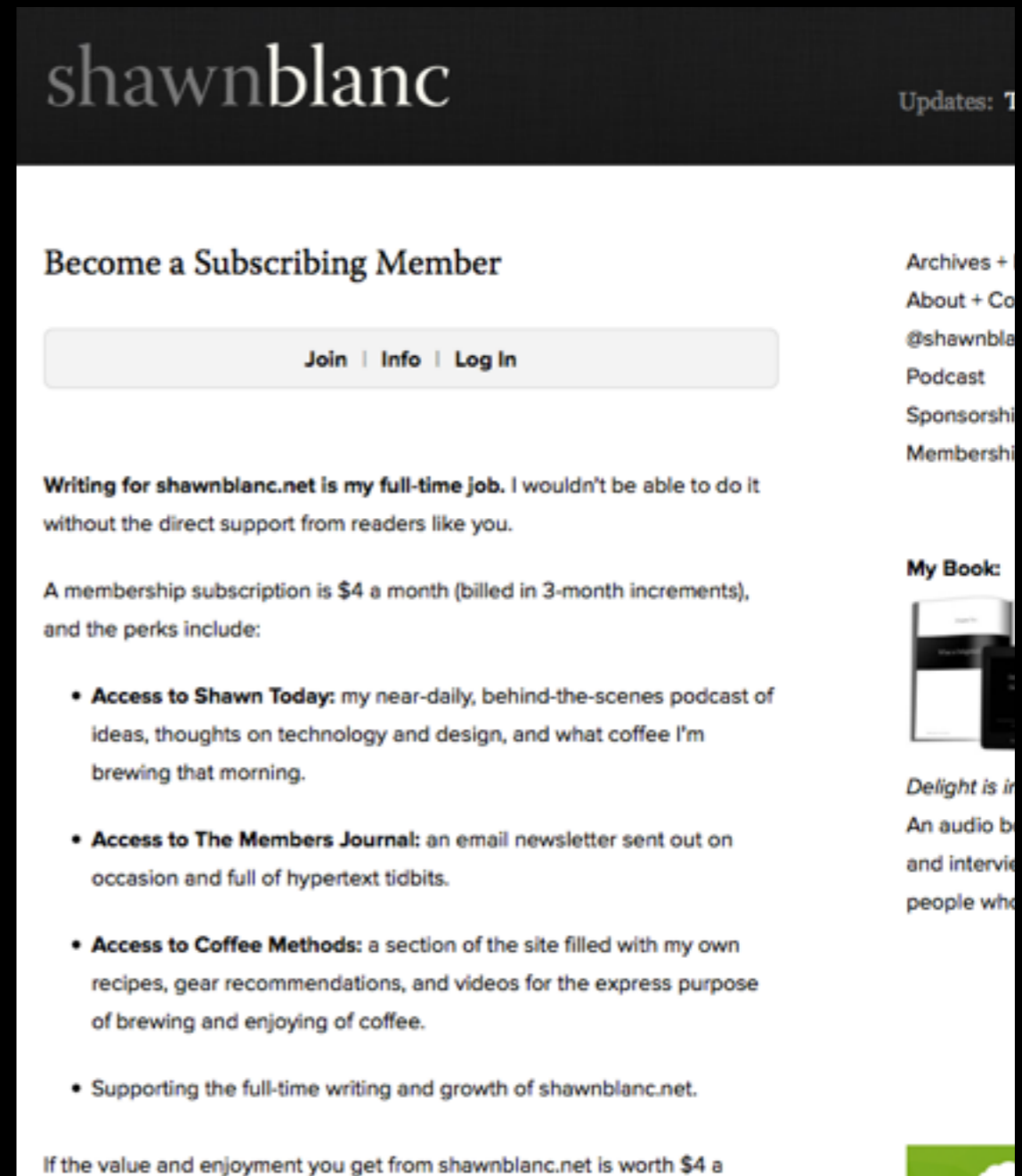
Join now to get immediate access to all member's exclusive content and help support the site.

Why Join Pippin's Plugins?

Members receive the following benefits:

Coffee Methods

- access to coffee recipes
- access to gear recommendations
- videos on brewing coffee



The screenshot shows the 'shawnblanc' website with a dark header. The main content area is white and features a 'Become a Subscribing Member' section. A light gray button contains the links 'Join | Info | Log In'. Below this, a paragraph states: 'Writing for shawnblanc.net is my full-time job. I wouldn't be able to do it without the direct support from readers like you.' This is followed by a statement: 'A membership subscription is \$4 a month (billed in 3-month increments), and the perks include:'. A bulleted list follows, detailing four perks: 1) 'Access to Shawn Today: my near-daily, behind-the-scenes podcast of ideas, thoughts on technology and design, and what coffee I'm brewing that morning.' 2) 'Access to The Members Journal: an email newsletter sent out on occasion and full of hypertext tidbits.' 3) 'Access to Coffee Methods: a section of the site filled with my own recipes, gear recommendations, and videos for the express purpose of brewing and enjoying of coffee.' 4) 'Supporting the full-time writing and growth of shawnblanc.net.' At the bottom of the page, a partial sentence reads: 'If the value and enjoyment you get from shawnblanc.net is worth \$4 a'. On the right side of the page, there is a sidebar with links for 'Archives +', 'About + Co', '@shawnbla', 'Podcast', 'Sponsorshi', and 'Membershi'. Below these links is a section titled 'My Book:' with a small image of a book and the text 'Delight is in' and 'An audio b' and 'and interv' and 'people who'.

shawnblanc

Updates: T

Become a Subscribing Member

Join | Info | Log In

Writing for shawnblanc.net is my full-time job. I wouldn't be able to do it without the direct support from readers like you.

A membership subscription is \$4 a month (billed in 3-month increments), and the perks include:

- **Access to Shawn Today:** my near-daily, behind-the-scenes podcast of ideas, thoughts on technology and design, and what coffee I'm brewing that morning.
- **Access to The Members Journal:** an email newsletter sent out on occasion and full of hypertext tidbits.
- **Access to Coffee Methods:** a section of the site filled with my own recipes, gear recommendations, and videos for the express purpose of brewing and enjoying of coffee.
- Supporting the full-time writing and growth of shawnblanc.net.

If the value and enjoyment you get from shawnblanc.net is worth \$4 a

Archives +
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Delight is in
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and interv
people who

How do you build a
membership site?

Who is your audience?

- what are your audience's needs?
- what is your audience's likes/dislikes?
- create a persona of an individual member

High Value Content

- users won't pay for low value content
- spend time and effort creating value content
- create it once, then sell it multiple times

Connect with Members

- automated emails for renewals, CC expirations, etc.
- Regularly email members about new content
- Provide support to members (they will have questions)

Provide consistent
and reliable value

Continually Create Content

- labor intensive
- keeps the site fresh and engaging

Content Dripping

- control the time of when you release content to users
- release 5 articles, one week at a time instead of all at once

Premium Community

- utilize forums and comments
- still have to moderate every once in a while
- users create content for you

Provide a service

- support desk
- chat access
- the more critical the service to your members, the less attrition you will have

Getting Started

Plan the entire process

- think through sales process
- think through customer process
- not just about content, but also the experience

Some questions to ask

- What type of content are you providing?
 - download, portal of information
- Will the membership expire?
- How are you going to charge?
 - by download, monthly, one time or unlimited

Keep it simple

- simple to buy, sign up, login, and access content
- will reduce the number of support requests
- provide customer support
 - faq, email, phone

Integrate into
WordPress

Lots of options

- Restrict Content Pro
- MemberPress
- S2 Member
- Member Mouse
- Exchange
- Paid Memberships Pro

Restrict Content Pro

Premium Membership for WordPress



Restrict Content Pro

Subscription Levels

Order	ID	Name	Description	Duration	Price	Subscribers	Actions
	10	Free	This is the free user registration	unlimited	Free	0	Edit Delete
	11	Trial	This is the free trial	5 days	Free	0	Edit Delete
	4	Basic	This is the basic subscription	10 days	\$10	1	Edit Delete
	9	Medium	The medium subscription	3 days	\$20	0	Edit Delete
	7	Advanced	This is the advanced subscription	1 year	\$30	1	Edit Delete
Order	ID	Name	Description	Duration	Price	Subscribers	Actions

Add New Level

Name

The name of the membership level.

Description


Membership level description. This is shown on the registration form.

Duration

 Days(s) 

Length of time for this membership level. Enter 0 for unlimited.

Price

 USD 

The price of this membership level. Enter 0 for free.

[Add Membership Level](#)

Subscription Levels

free, trial, premium, etc.

Choose level on registration

how many do you want to
have?

offer a discount for longer
subscriptions?

Choose your subscription level

- Basic – free – unlimited**
Just along for the ride but want to g
- Hobby Coder – \$6 – 1 Month**
Like to code WordPress in your spa
- Coder by Night – \$16 – 3 Mo**
Stay up late drinking in coffee and
- Code Monkey – \$60 – 1 Year**
Spend so much time in code you st
- Signup for my Newsletter?**
- Are you at least 13 years of**

Register

Accept payments via Paypal or Stripe

the name of the game is recurring



The screenshot shows a WordPress dashboard with a 'Paid Subscribers' table. The table has columns for User, ID, Email, Subscription, Status, Renewing, and Expires. Below the table is a form to 'Add New Subscription (for existing user)' with fields for Username and Subscription Level. A blue banner for 'Restrict Content Pro - Stripe' is overlaid on the dashboard. Below the banner is a social media sharing section with 10 views, 1 like, 0 comments, and 1 share. The text below the banner describes the plugin's functionality.

User	ID	Email	Subscription	Status	Renewing	Expires
john	4	john@test.com	Advanced	active	no	January 1, 2012
jm	6	jm@test.com	Advanced	expired	no	December 29, 2011
johny	8	support@ppginsplugins.com	Basic	active	no	2012
mordeuk	31	mordeuk@gmail.com	Free	active	no	2012
shoe	33	shoe@test.com	Advanced	expired	no	2012

Restrict Content Pro - Stripe Payment Gateway for Stripe.com

This entry is part 6 of 13 in the **Customizing Restrict Content Pro Series** - Show All

← Restrict Content Pro – Graphs Hide wp-login.php with Restrict Content Pro →

10 views, 1 like, 0 comments, 1 share

Love It - 4

This add-on plugin for Restrict Content Pro allows you to accept credit cards through your [Stripe.com](#) account during the user registration process.

When using this add-on, your subscribers will stay on your site throughout the entire registration process, instead of being redirected to an outside site, such as PayPal. The user simply enters their credit card information and clicks Register.

Note: This is an add-on for [Restrict Content Pro](#). Version 1.1.2 or later is required to

Paid Subscribers

Status: **Active** (5) **Pending** (0) **Expired** (4) **Cancelled** (1) **Free** (2)

Member

User	ID	Email	Subscription	Status	Recurring	Expiration	User Role	Actions
john	4	john@test.com	Advanced	active	no	January 28, 2012	subscriber	Details Edit
jim	6	jim@test.com	Advanced	expired	no	December 29, 2011	subscriber	Details Edit
johny	8	support@pippinsplugins.com	Basic	active	no	none	subscriber	Details Edit
mordauk	31	mordauk@gmail.com	Free	active	no	none	subscriber	Details Edit
shoe	33	shoe@test.com	Advanced	expired	no	December 31, 2011	subscriber	Details Edit
User	ID	Email	Subscription	Status	Recurring	Expiration	User Role	Actions

Add New Subscription (for existing user)

Username

--choose a user--

The username for which you want to add a subscription

Subscription Level

Basic

Choose the subscription level for this user

Expiration date

Enter the expiration date for this user in the format of yyyy-mm-dd

[Add User Subscription](#)

Member Management

view all active, pending, expired, cancelled, and free users

Restrict this content

Use these options to restrict this entire entry, or the [restrict ...] ... [/restrict] short code to restrict partial content.

Paid Only?	<input checked="" type="checkbox"/>	Restrict this entry to paid users only
Show Excerpt?	<input type="checkbox"/>	Allow non active users to view the excerpt? If left unchecked, the n defined in settings will be used
Hide from Feed?	<input checked="" type="checkbox"/>	Hide the excerpt of this post / page from the Feed?
User Level	<input type="text" value="All"/>	Choose the user level that can see this post / page's content. User and higher will be the only ones able to view the content.

Restrict the Content

on a page/post basis, or use a short code

Create Pages for Shortcodes

- Login
- Members Area
- My Account
- Sign Up

What's Next?

You could...

- just start, even if your fees are low
- join a membership site to see how others do it
- set aside time to interact with users
- create challenges and offer prizes
- create a Welcome page to point users to content

Resources

- <https://premium.wpmudev.org/blog/how-to-set-up-a-free-mini-course-in-wordpress/>
- <http://www.memberpress.com/2014/03/successful-membership-sites-are-all-about-engagement/>
- <http://www.copyblogger.com/membership-site-basics/>

Thanks!

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