// ENDO CREATIVE

WEB DESIGN & DEVELOPMENT

Jeremy Green

owner, Endo Creative
endocreative.com

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

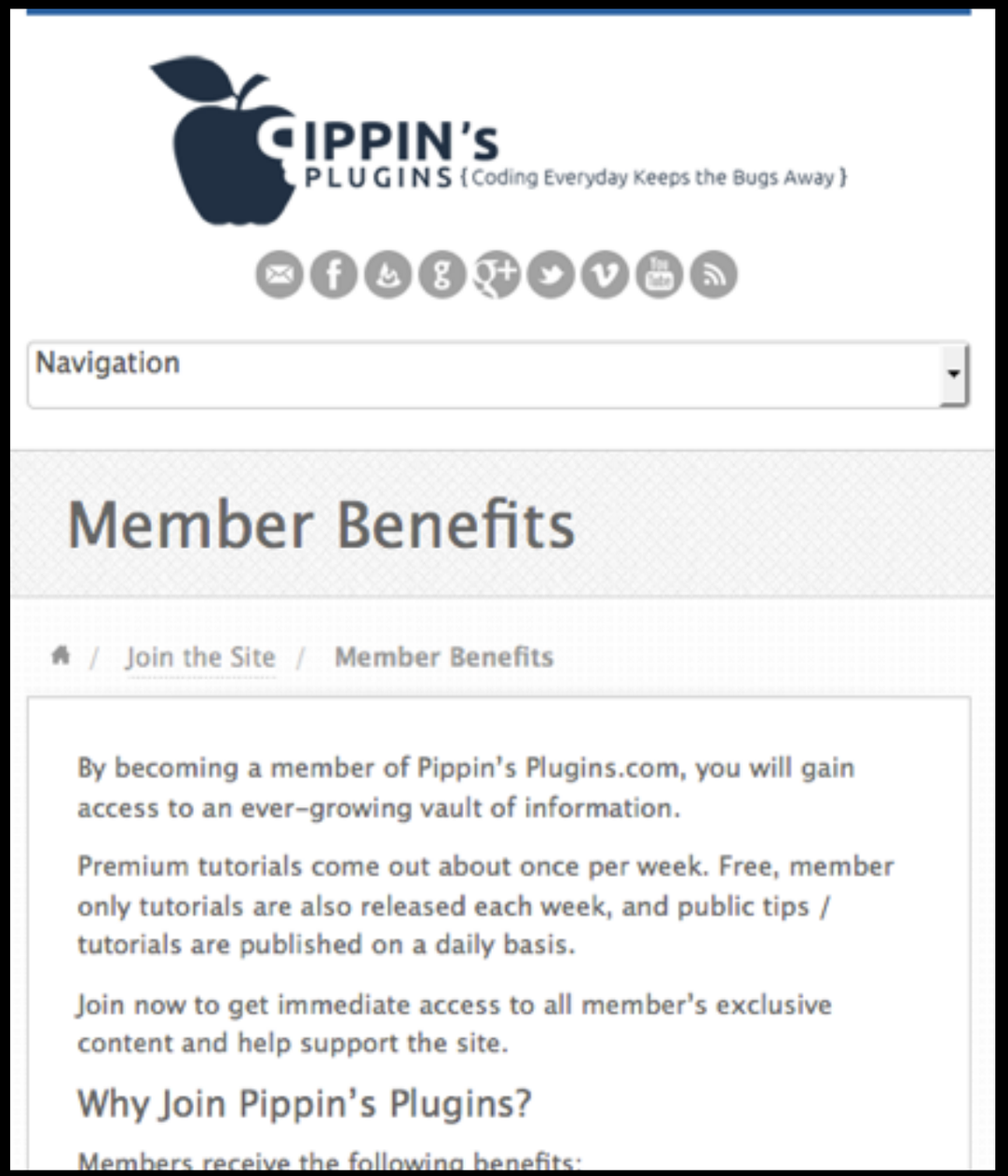
Examples

Copyblogger

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

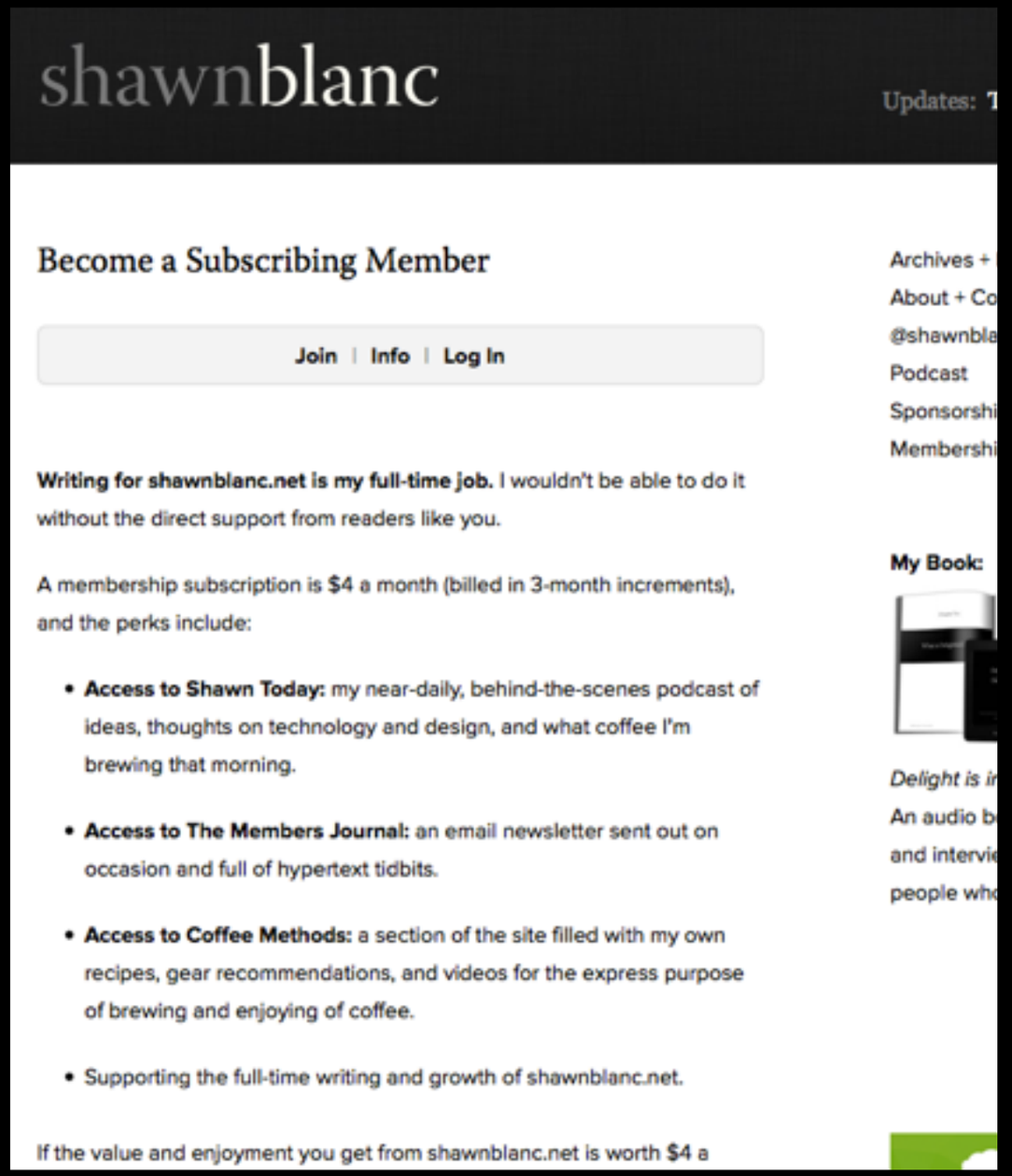
Pippin's Plugins

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



Coffee Methods

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



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

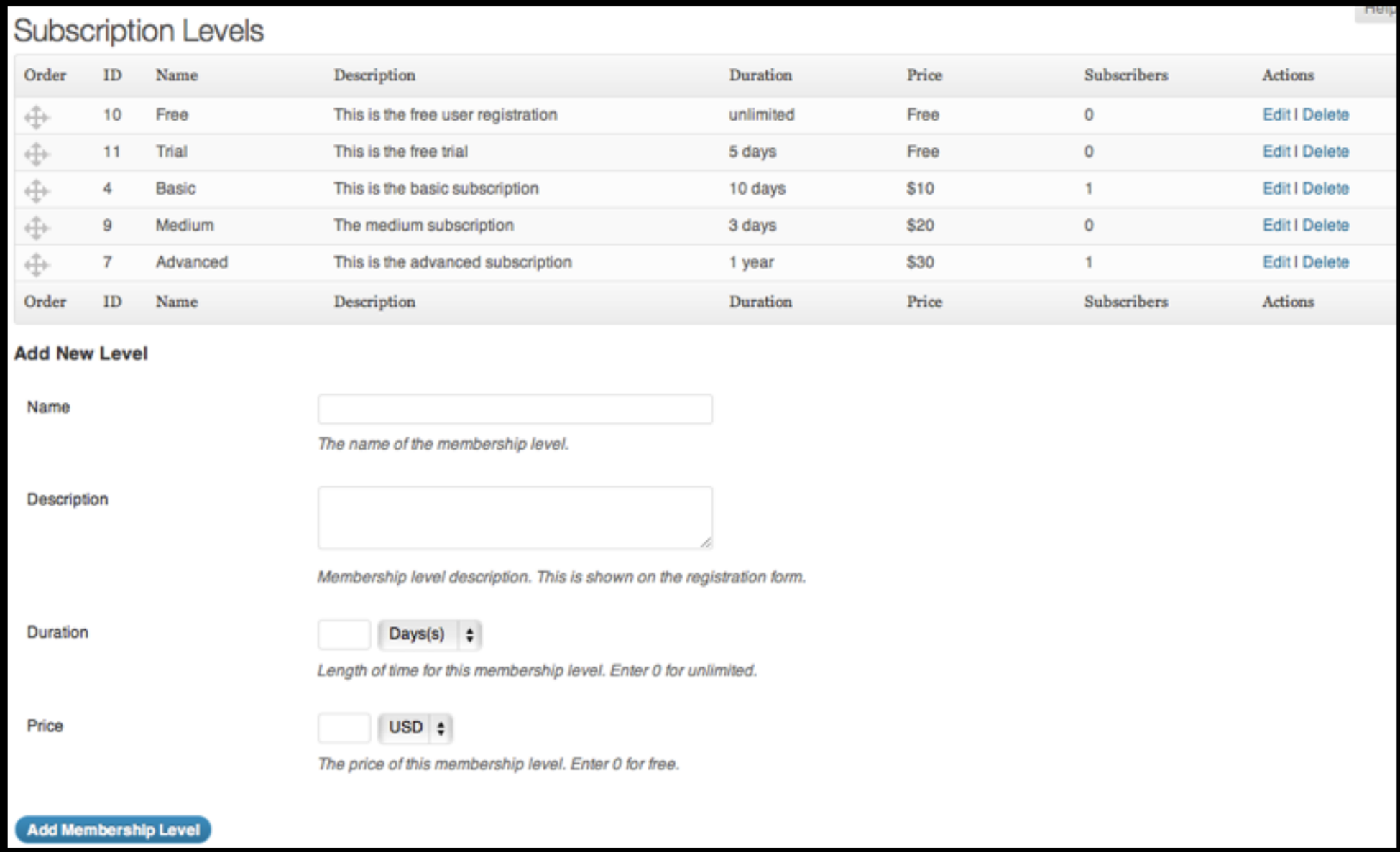
- simple to buy, sign up, login, and access content
- will reduce the number of support requests
- provide customer support
  - faq, email, phone

Integrate into WordPress

Lots of options

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

Restrict Content Pro



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

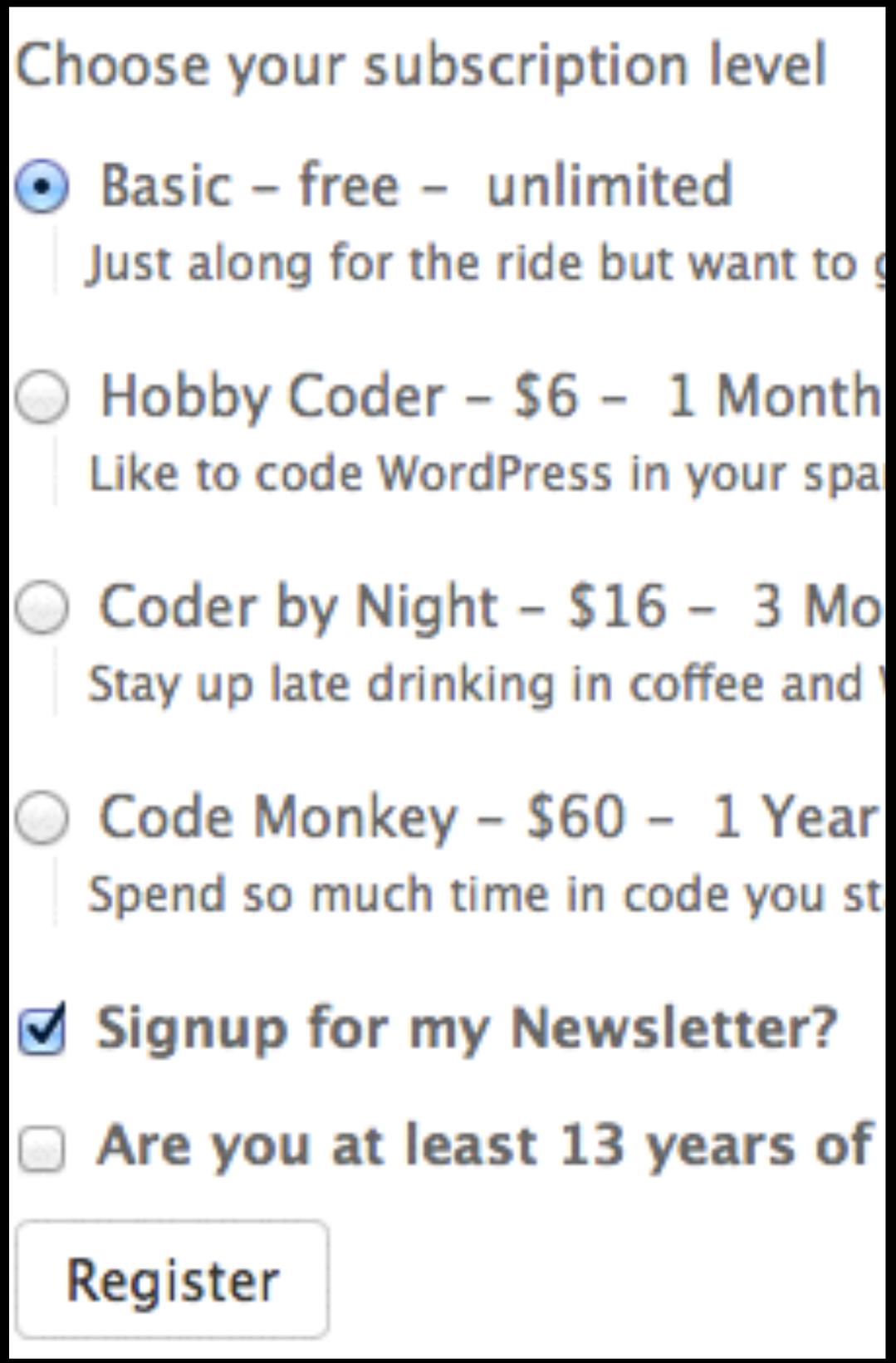
Subscription Levels

free, trial, premium, etc.

Choose level on registration

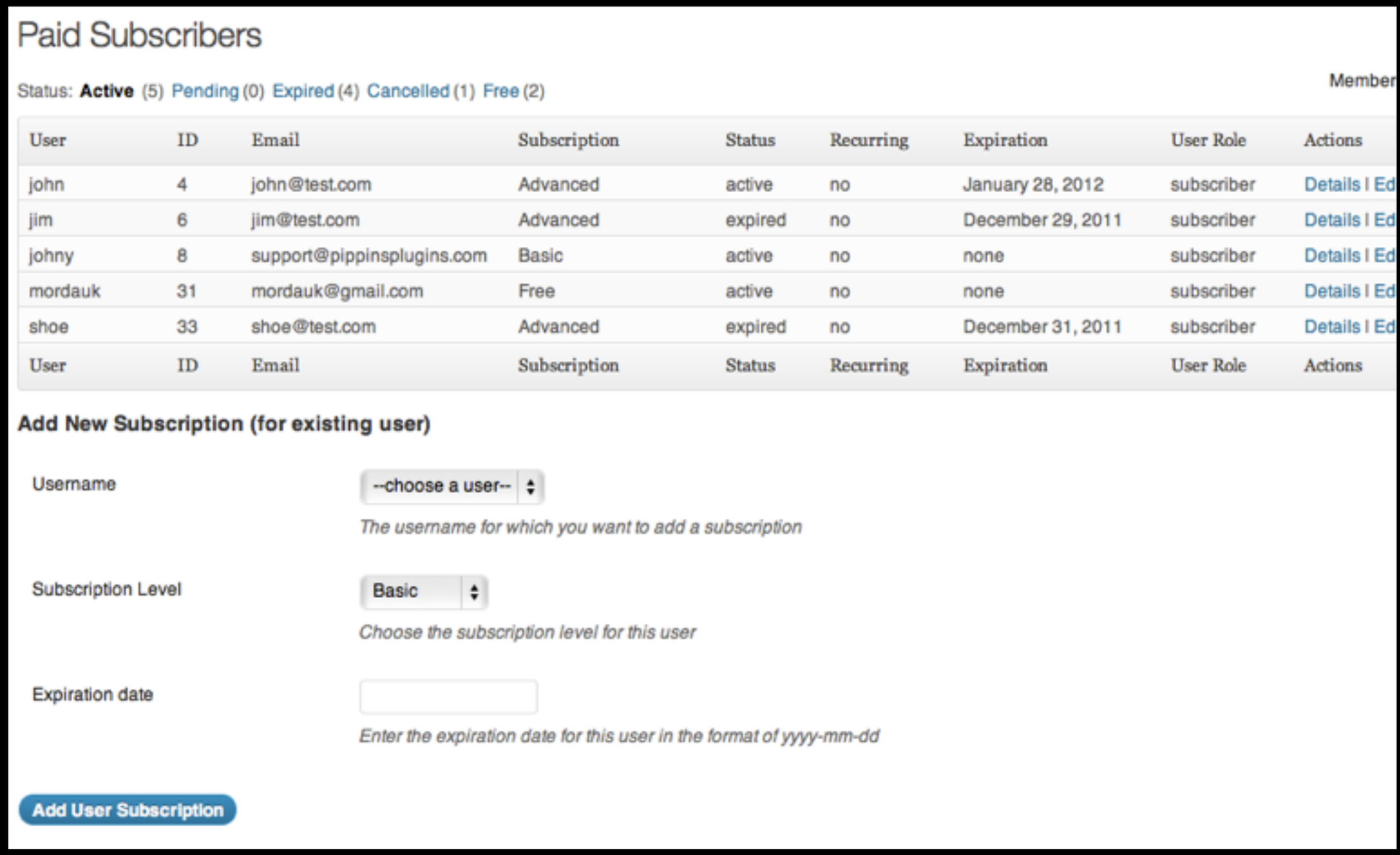
how many do you want to have?

offer a discount for longer subscriptions?



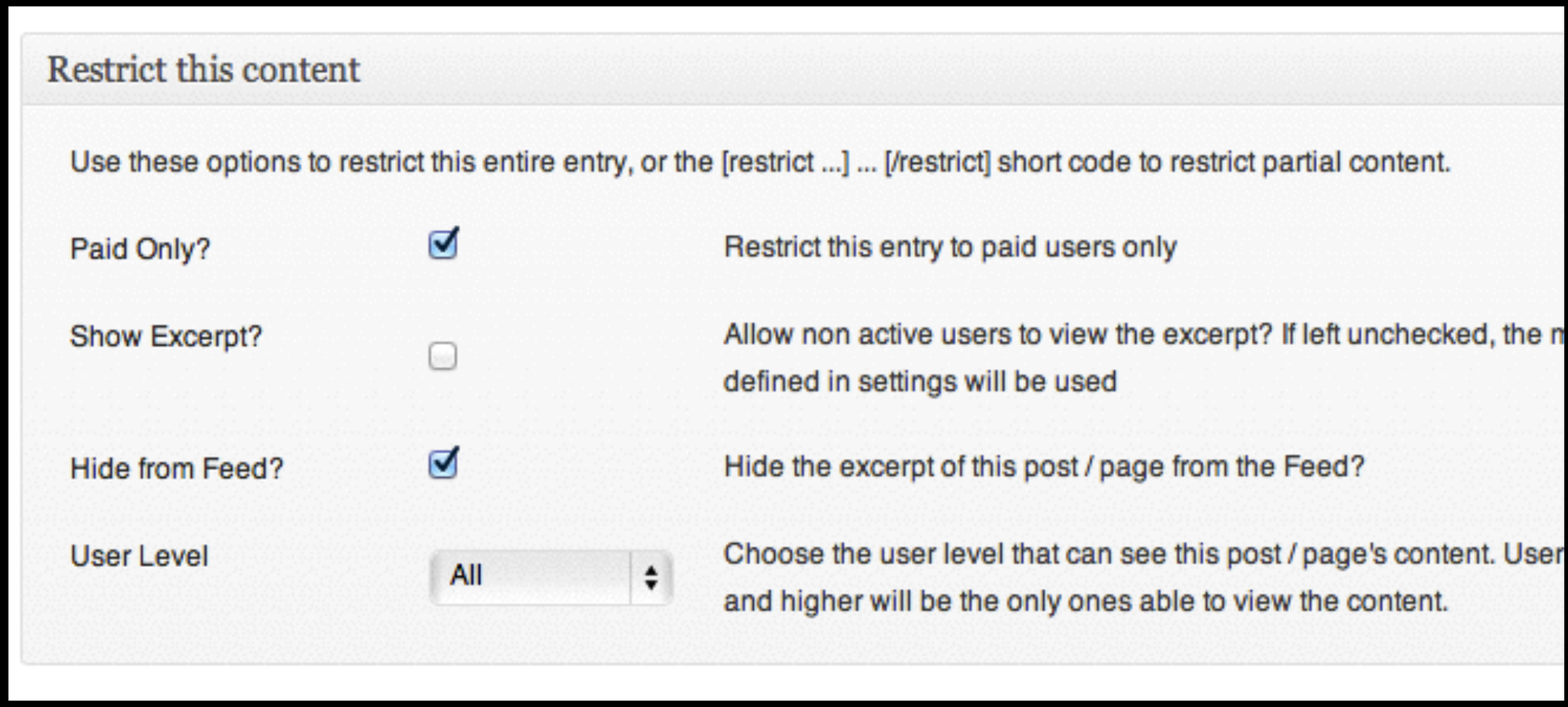
Accept payments via Paypal or Stripe

the name of the game is recurring



Member Management

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



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!

Jeremy Green
@greenhornet79
endocreative.com