

How to Create a Membership Website - Week 1 - June 6, 2011

Course Description

1. 12 week course
 - a. Inspiration
 - i. Question from Steve Whitehead
 - ii. Personal development instructor and coach in the UK
 - iii. He'll be jumping in on this
 - b. Course syllabus
 - c. Videos will be available for the duration of the course
 - d. Questions on the forum
 - e. Questions at DIYThemes forum
 - f. Webinar format - 45 minutes of presentation with 15 minutes of Q&A
 - g. Homework
2. What I'm Teaching - we are creating a membership website that provides access to courses for a fee
 - a. Each course has a set fee
 - b. Each course has a limited duration of access
 - c. Each course will offer continued access for a discounted fee
 - d. With a specific set of tools
 - i. WordPress
 - ii. Thesis
 - iii. WP eStore
 - iv. WP eMember
 - v. WP Affiliate Platform
 - vi. Amazon S3
 - vii. S3FlowShield
 - viii. Aweber
 - ix. Vimeo
 - x. Simple:Press Forum
 - e. Why these tools? - Because I've tested them together.
3. What I'm not Teaching
 - a. I'm not teaching how to buy and repackage content
 - i. no plr or mlr content
 - ii. no syndicated content
 - b. I'm not teaching how to use information spam to attract attention
 - i. no mini nets
 - ii. no article spinners and article spam marketing
 - iii. no content syndicators
 - c. I don't have a passive, residual income scheme
4. Why am I teaching this?
 - a. Because I love it!
 - b. We're at the beginning of the democratization of instruction
 - i. Inexpensive, highspeed broadband
 - ii. Inexpensive video creation tools
 - iii. WordPress
 - c. The current paradigm has education centered in institutions.

- i.This limits access for participants
 - ii.This limits access to teachers
- d. The new paradigm allows for the development of knowledge communities like this one where anyone can teach and anyone can learn.

Site Description

1. general - A membership site
 - a. Each course has a set fee
 - b. Each course has a limited duration of access
 - c. Each course will offer continued access for a discounted fee
 - d. Several components
2. Landing page component
 - a. public face
 - b. close the sale
 - c. provide information
3. Heart of the system - Course delivery
 - a. Video delivery
 - b. Audio delivery
 - c. PDF delivery
 - d. Securing content
 - e. Making the content mobile friendly
4. Financial Transaction Component
 - a. Taking \$
 - b. Keeping track of transactions
 - c. Keeping track of affiliate transactions
 - d. Processing refunds
 - e. Automated response to financial transactions
5. Access Control
 - a. Automated
 - b. Responsive to financial transactionsM
 - c. A membership level for each course
 - d. Each member can be a member of several levels
 - e. Each membership level has a specific durration
6. Membership Interaction
 - a. Member forum - for each course
 - b. Member dashboard
 - i.keeping track of progress
 - ii.bookmarking favorite sections
 - iii.private notes on course pages
 - iv.Keeping track of forum posts
 - c. Autoresponder for keeping members up to date
7. Marketing
 - a. Email marketing - free content for email address
 - i.Free membership
 - ii.Build the list
 - iii.Sell to the list
 - b. Attract search engine attention

- i. Blog
 - ii. Forum
 - iii. Social Networking
 - iv. Video Sharing
- c. Affiliate Marketing
 - i. Affiliate sign up
 - ii. Affiliate policies
 - iii. Affiliate tracking
 - iv. Affiliate payouts

Site Structure -

1. WordPress Structural Elements
 - a. Pages
 - b. Posts
 - c. Categories
 - d. Tags
2. Pages
 - a. All of the "landing page" component - public
 - i. home page
 - ii. sales pages
 - iii. product pages
 - iv. information pages
 - b. All of the course material - private
 - i. course
 1. lessons
 - c. Page hierarchy
 - i. top level
 1. home*
 2. products*
 3. courses - hidden
 4. member dashboard - hidden
 5. promotions - invisible
 6. about*
 7. contact*
 8. forum*
 9. blog*
 - ii. home - static front page - main landing page
 - iii. products - course catalog
 1. free course
 2. paid courses - 1 page per course
 - iv. courses - replaces the products page when logged in
 1. Individual Course Page
 - a. Lesson Pages
 - v. Member Dashboard - only visible when logged in
 1. Profile information
 - vi. Promotions
 1. squeeze pages

2. landing pages
 - vii.about - who you are and why you're an expert
 - viii.contact - form, other direct means
 - ix.forum - Simple Forum - creates it's own pages
3. Posts
 - a. Only for the blog
4. Categories
 - a. The blog's semantic architecture
5. Tags
 - a. Another way of accessing the blog content by "subject".

Homework

1. Install WordPress
2. Install Thesis - [Download](#)
3. Install WP eStore - [Download](#)
4. Install WP eMember - [Download](#)
5. Install Change WP eMail From Details - [Download](#)