



**Member Sites with MemberPress:
Don't Forget the Marketing**

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Q: Why would you want a membership site?

A: Because you want to help people.

**A: Because you want consistent repeatable
income.**



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The Setup

- Organize the Content

<input type="checkbox"/>	Watch + Paint		Public
<input type="checkbox"/>	– A Classic River		Gold Membership
<input type="checkbox"/>	– Champoeg Park Live Lesson		Gold Membership
<input type="checkbox"/>	– Champoeg Park Live Lesson		Gold Membership
<input type="checkbox"/>	– Abstract Field		Gold Membership
<input type="checkbox"/>	– Water & Reflections		Gold Membership
<input type="checkbox"/>	– Fall Foliage		Gold Membership
<input type="checkbox"/>	– Under – Painting Techniques		Gold Membership
<input type="checkbox"/>	– Simplifying The Foreground		Gold Membership



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The Setup

• Protect the Content

Child Pages of: Watch + Paint

Content & Access ▲

Protected Content ⓘ

Child Pages of ▼ : Watch + Paint ID: 80 | Slug: /watch-and-paint/

Access Conditions ⓘ

Grant access to the protected content above if a logged-in user matches any of the following conditions:

Membership ▼ is Gold Membership ▼

+

[Partial Content Codes](#)

Drip / Expiration ▲

Enable Drip

Enable Expiration



Member Sites with MemberPress: Don't Forget the Marketing

The Setup

• Payment Page

m memberpress

Options [User Manual](#)

Pages Account **Fields** Payments **Emails** Marketing Info General AWS Taxes

Permissions:

- Disable the WordPress admin bar for members
- Keep members out of the WordPress Dashboard
- Allow Members to Cancel their own subscriptions
- Allow Members to Pause & Resume their own subscriptions **i**

Registration:

Password Strength Meter:

- Disable the standard WordPress registration form
- Enable Coupon Field on membership registration forms
- Members must use their email address for their Username
- Pro-rate subscription prices when a member upgrades
- Disable the 1 day grace period after signup **i**
- Disable Password Fields on membership registration forms **i**
- Require Terms of Service on membership registration forms
- Enable Single Page Checkout **i**
- Require Privacy Policy acceptance on membership registration forms



The Setup

- **Email Notifications**
 - **Brand. Your. Emails.**
- **Transactional Email**
 - **Mandrill**
 - **Mailgun**
 - **Sendgrid**



**Member Sites with MemberPress:
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Build Your Customer Base

- **Trade Something for an Email Address**
- **Regular Content Updates**
- **Free Sources**
- **Remarketing**



**Member Sites with MemberPress:
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Sell Your Product

- **Promotion Schedule**
 - **START - 3d - 1d - 1d -1d - SALE**
 - **Close the Sale Fri start - Mon Stop**
 - **Close the Stragglers on Thursday**
- **Market on Holidays**



**Member Sites with MemberPress:
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Sell Your Product

- **Pricing**
 - **Your guess is as good as mine**
 - **Avoid Yearly**



**Member Sites with MemberPress:
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Sell Your Product

- **Email Do and Don't**
 - **Keep it simple**
 - **Keep the goal in mind**
 - **Single Action**
 - **Make it personal. How are you helping your customers with this?**



**Member Sites with MemberPress:
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Sell Your Product

- **Sales Page Do and Don't**
 - **Make it beautiful**
 - **Keep it product oriented**
 - **Single Price**
 - **Testimonials**
 - **FAQ**



**Member Sites with MemberPress:
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Sell Your Product

- **Customer support is not optional!**
 - **Freshdesk and Friends**
 - **24h Turnaround**