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**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Membership Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch + Paint</td>
<td>Public</td>
</tr>
<tr>
<td>— A Classic River</td>
<td>Gold Membership</td>
</tr>
<tr>
<td>— Champoeg Park Live Lesson</td>
<td>Gold Membership</td>
</tr>
<tr>
<td>— Champoeg Park Live Lesson</td>
<td>Gold Membership</td>
</tr>
<tr>
<td>— Abstract Field</td>
<td>Gold Membership</td>
</tr>
<tr>
<td>— Water &amp; Reflections</td>
<td>Gold Membership</td>
</tr>
<tr>
<td>— Fall Foliage</td>
<td>Gold Membership</td>
</tr>
<tr>
<td>— Under – Painting Techniques</td>
<td>Gold Membership</td>
</tr>
<tr>
<td>— Simplifying The Foreground</td>
<td>Gold Membership</td>
</tr>
</tbody>
</table>
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The Setup

• Protect the Content

Child Pages of: Watch + Paint

Content & Access

Protected Content

Child Pages of: Watch + 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
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The Setup

• Payment Page
The Setup

- Email Notifications
- Transactional Email
  - Mandrill
  - Mailgun
  - Sendgrid
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Build Your Customer Base

• Trade Something for an Email Address
• Regular Content Updates
• Free Sources
• Remarketing
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
Sell Your Product

- Pricing
- Your guess is as good as mine
- Avoid Yearly
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?
Sell Your Product

• Sales Page Do and Don't
  • Make it beautiful
  • Keep it product oriented
• Single Price
• Testimonials
• FAQ
Sell Your Product

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