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Congratulations for taking that first step, we all know that first step is the hardest. I assume you are interested in learning more about membership sites, their creation, the aspect of running a successful membership site? I too was once in your current position, I was always quite curious about membership sites. I joined several and even though I was excited I was left with a less than satisfying taste in my mouth. Some of them were free, some were a paid site. As to be expected the free sites were pretty damn useless, mostly rehashed, recycled free content that is just about everywhere online, organized hastily inside the members area. Since it was free, I almost immediately was sent daily emails offering me all sorts of paid products that promised the world, this was to be expected since the membership was “free”.

The paid sites I joined were far superior, again as to be expected solely based on cost alone. The one thing that irks me is even though I paid to be a member there was no end to the selling. As expected more emails sent to me touting more products or upgraded membership levels. It was always a constant money grab, it only stopped once I removed myself from the emails and cancelled my membership. I immediately at that instant told myself, I can do this and I can do this much better. In a much different manner, I can build membership sites that offered unique content for the people looking for my specific subject. I can treat my members with respect, I can deliver on my promises and I made a pledge to myself, I would not be like the others I would not constantly try to drain them of more and more of their hard earned money.

Types of Membership Sites:

Free to Join: These are obviously very popular, everyone wants something for nothing, but we must realize that nothing is really free. We all know this but we tell ourselves that maybe this time we actually got lucky and got something of value for free. If you are going to create and run a free membership site, it would be best if you offered quality content, if your plan is to simply offer loads of recycled content and base your income on affiliate programs either in the members area or via email offerings, don't expect to build much of a relationship with your members.

Paid Memberships: If you are planning on creating a membership site that charges for membership, you better make darn sure you have unique quality content. The quality of the content is the key to retaining members or you will end up refunding a lot of money as the members will quickly realize that what they paid for is not worth the cost and be rest assured, they will request a refund and you need to honor this request immediately. For me personally, I only build paid membership sites but before I do I make sure I can personally create all the content, which will be 100% unique to my site. This has resulted in phenomenal member retention. All my membership sites are primarily video based, with the advent of Amazon s3 video streaming, the cost to stream video to hundreds of members is peanuts.

Page 2:

Typical Membership Site Structure: The typical membership site is setup like this.

Your landing page or sales page is where you typically direct all your traffic to, regardless of where the traffic is coming from.

Your sales page should have very few options for your traffic, your main goal is to get them to join. Limit the amount of options they have, keep their focus on joining, nothing else.

Once your traffic makes their decision whether to join or not, you have some options if they decide not to join. If they click back out from your page you can choose to offer them a one time offer to convince them to join. If you typically charge 19.95 per month to join, you can offer a one time offer of 9.95 to join instead. If they choose to join, great. If not, then leave them be, no need to hassle them any further, they are not interested. No one likes to be hassled once they have made up their mind.

Now if they have decided to join, depending on your join options you may have to take them to a join page with different pricing and membership levels. This is entirely up to you and your membership layout. If you have different membership levels and pricing you will send them to that page to choose which plan they want. Again do NOT take their focus off joining so keep this page simple with nothing but the payment plan options.

At this time after they pick their plan, send them straight to your payment processor, PayPal, clickbank etc..

Once they have successfully paid to join your site, send them straight to the members home page. This is the main hub for your membership site. Think of your member home page as the tree trunk. You can have as many tree branches as you like but all these branches always have a way to return to the members home page. The tree branches will be your individual content pages and these pages can contain anything you want. Downloads, videos, text etc.. Just make sure you give the members the option to return back to the members home page.

I setup my membership sites typically with a very easy and simple structure, for me this works best and I believe simple is good. You may have a much more complex membership site but keep in mind your members might not appreciate a site that is hard to understand and navigate. A hard to navigate or understand site has the possibility of increasing refunds, so keep this in mind. Treat your members with respect and you will be fine. You may want to build this colossal membership site but complicated doesn't always translate into success. Look at a paper clip, it's so simple and unbelievably successful even as many have tried to make it better over the years.

Page 3:

One thing I am a firm believer in is having a members only forum. I know with the advent of Facebook and other social mediums a good old fashion forum is wonderful for member retention. You need to be extremely active in your forum and that means answering member questions within minutes. In this day and age with smartphones you can instantly get notifications of a new post on your forum, it doesn't matter where you are or what you are doing, provided you are not sleeping. You need to answer this forum post instantly. I don't care if you are at a party, club, work etc...Find the 30 seconds to answer the member question.

If you are attentive to your members you can expect incredibly good member retention and this is absolutely key if you are running a monthly recurring membership site, meaning members are charged a certain amount of money every month to continue being a member.

I have been using simple press forums in all my membership sites. It is very simple, but full featured. Do not let the name fool you into thinking that simple press is a stripped down version of other forum software. Like I almost always allude to, I prefer simple and my biggest reason for this is because when something breaks and it will break you can be assured of this, it's just that much easier to diagnose and fix and if you have a hectic daily life there is nothing worse than spending hours or days to fix something when it breaks. Not to mention if you have hundreds or thousands of members, the complaints and emails will pile up very quickly.

Let's talk about using Wordpress for your membership site. The many advantages to using Wordpress would be first and foremost the cost, which is nothing. Wordpress is going to be the base, we will still need some sort of membership software or plugin and this is where it can become a sticky subject for a first timer. It would seem at this point in time there is a limitless amount of membership plugins and themes. Let me share with you my experience with one of them.

My first membership site that has anywhere from 350-400 monthly paying members at 19.95 each is built upon Wordpress and it's using profits theme as the plugin for the membership side of things. It's very simple which I prefer as I have said all along. Profits theme plugin is pretty simple after working with it for awhile, now as a new user there will be a small learning curve for many and that's ok, **I WILL HELP YOU**. The best thing you can do is sketch out on paper a basic flowchart of how your membership site will work. The difficulty for some people is building the site can be hard to get your head wrapped around it because it's not a physical product you are building. If you are building a bike or bench or chair you can see it come together right in front of your eyes, this is not possible sometimes for a website. Fear NOT, I want to **HELP YOU** if you need it.

Page 4:

Each membership plugin will have its pros and cons like anything else in life and only you will know after researching each prospective one, which will work best for you. I have to stress if you are a first timer to membership site building, do NOT get wrapped up in every bell and whistle type of plugin, this can really wreak havoc on your brain. We have this weird way of thinking that if we have something we must use it and you can end up with a very complicated website that you as the owner don't even understand much less a member who doesn't care if your site has every option in the world available to them. Your member is most interested in your content that they have paid for.

My first membership site I use as an example is my simplest and most profitable. It basically goes like this. A member joins, he is redirected to the members only home page, which is very simple as you can see below. On the top of the page, there is a few links, one is home page, one is member account, one is the forum, one is a contact page, frequently asked questions page and a disclaimer. So very simple to navigate. Along the left side of the page are all my categories. Each category link goes to that category and inside that category are my links for each video in that category. On each video page is a simple link which opens my video in a light box. Take a minute to look at the pictures below and study how very simple this site is. This site makes me 6500-8000 dollars every single month, year after year it never fails. It costs me 60-70 dollars per month for the server and my amazon s3 video streaming account.

Let's take a look at the screenshots below and see how simple I keep it. (Simple is GOOD)

Screen 1: Sales page / Landing page. 5 minute video showing new members whats available to them if they join right now.

Screen 2: Members only home page once they login or join, they are redirected here.

Screen 3: Members ONLY forum (a **MUST** for member retention)

Screen 4: Category page with all the available videos in that category. I can't stress enough how important, **UNIQUE, QUALITY** content is. (Recycled free content is USELESS in my opinion)

Screen 5: Video Page with short description and video play link

Screen 6: Video page with video lightbox open

Screen 7: Video playing in lightbox (FULL HI DEF video I produced) **KILLER Member Retention**

Page 5:

Sales Page with 5 minute intro video showing new members what is available to them if they join. Existing members can also login as well. This page I made with a landing page template.

Existing Members Click Here to Login Contact Us! 630-462-7480

SBFBuilding.com

"The Internet's First and ONLY Small Block Ford Engine Building VIDEO Site"

Take 5 minutes to watch the video and find out what were all about!!

SBFBuilding

SMALL BLOCK FORD BUILDING VIDEOS

"A PayPal Account is NOT REQUIRED to Join"

Your Order Security Guaranteed by:

Order Now!

Already a member?
Log in

100% SATISFACTION GUARANTEED

No questions asked, 100% satisfaction. If you are unhappy in any way, we will issue a full refund within minutes, it's that easy. We pull no punches, if you dont find the value, then by all means you should not pay one red cent! Thanks again!

Woody'

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Page 6:

This screen shows the members only homepage, this is where new users get redirected after payment and also where existing members are redirected after logging in. This page shows all the categories on the left hand side and any important info I want the members to see when they login.

SBFBuilding.com
Premiere Small Block Ford Engine Building Videos

[Member Home](#) [Your Account](#) [Forum](#) [Contact Us](#) [Frequently Asked Questions](#) [Disclaimer](#)

Members Area

 Welcome to SBF Building. Use the navigation below to explore our members only area.

Hi, Jim Woods!
[Logout](#)

Members Navigation

- Engine Blocks
- Crankshafts
- Connecting Rods
- Pistons
- Piston Rings
- Bearings
- Pushrods
- Rocker Arms
- Timing Chains
- Lifters
- Gaskets
- Oil Pans / Oil Pumps
- Cylinder Heads
- Miscellaneous
- ARP Info
- Forum
- Assembly Tips
- Tools

Welcome To SBF Building Members Dashboard

I want to thank you for taking the time to join. I firmly believe the information I have put together you can't put a price on if you want to learn as much as you can about small block ford pushrod engines.

If you encounter any problems or issues, PLEASE let me know asap this way I can take care of it. Sorry I am not perfect but I try my hardest, thanks.

NOTICE: Please [READ ASAP CLICK HERE TO UPDATE FORUM DISPLAY NAME](#)

NOTICE: New forum setup that alerts you to new video updates [CLICK HERE](#)

✘ NOTICE: Members ONLY Parts pricing list has been added, [CLICK HERE](#)

GUYS: Please remember your email address is ALWAYS your username, it can and never will be anything but your email address.

I will continually use this members home page to post updates and a reminder of each weeks new videos.

Thanks again so much for your support, I wish to help in any way I can. I may not always be able to help but you can be assured I will try my hardest.

Woody

Page 7:

This screen shows the members only simple press forum. Members only forums are **GREAT** for member retention and to offer support. In my opinion, forums are a **MUST**

Hi, Jim Woods!
[Logout](#)

Members Navigation

[Back to Member Home](#)

Forum

The forum below is for members ONLY. You can now have an enjoyable forum experience and not have to deal with the usual annoyances that commonly invade free for all online forums. :)

Logged in as **Jim**

[Members](#) [Subscribed](#) [Index](#) [Profile](#) [Log Out](#)

Last visited February 21, 2016

Advanced Search

[Home](#) [Forum](#) 48 topics with unread posts

Members Group 822

287 Members

Paid SBF Members

<p>Welcome 243 Mts 1 2 3 4 6</p>	<p>Topics: 56 Posts: 236</p>	<p>Last Post: Salaska 247 New Members Welcome 3 days ago</p>
<p>302 SBF Use this forum for all 302 based discussion 1 2 3 4 51</p>	<p>Topics: 608 Posts: 2983</p>	<p>Last Post: Jim Timing chain issue 5 hours ago</p>
<p>351 SBF Use this forum for all 351 based discussion 1 2 3 4 22</p>	<p>Topics: 257 Posts: 1458</p>	<p>Last Post: joined engine Refueling my 408 4 days ago</p>
<p>The Lounge Time to relax a bit 1 2 3 4 8</p>	<p>Topics: 89 Posts: 488</p>	<p>Last Post: Joe Literature section 2 months ago</p>
<p>Build Forum Use this forum if you want to showcase your build 1 2 3 4 5</p>	<p>Topics: 51 Posts: 356</p>	<p>Last Post: Zillegger My smallblock 351 dual turbo build 4 weeks ago</p>
<p>For Sale Classifieds 1 2</p>	<p>Topics: 13 Posts: 18</p>	<p>Last Post: QuikKlanger@yahoo.com New Probe 347 Pistons 11 months ago</p>
<p>New Video Announcement This forum will be used ONLY for new video updates 1 2 3 4 16</p>	<p>Topics: 184 Posts: 865</p>	<p>Last Post: vertvert MEMBERS ONLY Parts Pricing 3 months ago</p>

All 822

Your Timezone: UTC 0

Most Users Ever Online: 14

Currently Online: Jim, billyWOTtime

Forum Stats:

Groups: 1

Forums: 7

Topics: 1204

Posts: 6184

Member Stats:

Guest Posters: 0

Members: 287

Moderators: 0

Admins: 0

Top Posters:

146: Vrickad

877: glmer83

184: blue_stripes

100: 94_mbrn

102: SYRILE

101: blagja

100: Peter Haertle

104: Drew

103: jvbrown

81: Tom80

68:

Newest Members: jnothan crib, billywottime, Salaska247, andrew@gmail.com, mtstomp@gmail.com, brett_gamble@yahoo.com, Cobra_04, Gregory Macklin, w351408@yahoo.com, MV50

Administrators: Jim 2227, Nicole 17

© Simple Press

Page 8:

This screen shows a category page with all the available videos with links to the video page for each particular video in that category (SIMPLE, keep it SIMPLE)

Misc.

Hi, Jim Wood!

[Logout](#)

- Members Navigation**
- [Engine Blocks](#)
 - [Crankshafts](#)
 - [Connecting Rods](#)
 - [Pistons](#)
 - [Piston Rings](#)
 - [Bearings](#)
 - [Pushrods](#)
 - [Rocker Arms](#)
 - [Timing Chains](#)
 - [Lifters](#)
 - [Gaskets](#)
 - [Oil Pan / Oil Pumps](#)
 - [Cylinder Heads](#)
 - [Miscellaneous](#)
 - [ARP Info](#)
 - [Forums](#)
 - [Assembly Tips](#)
 - [Tools](#)
 - [Back to Member Home](#)

Miscellaneous

This section I will feature videos that don't necessarily fit into other categories. Things such as cam plates, freeze plugs, dowel pins, oil filter adapters and more.

- [Innovators West Balancer](#)
- [Freeze Plug Visual Video](#)
- [Stock Ford Cam Retainer Plates](#)
- [Spider Tray Bolts](#)
- [Distributor Gear Install](#)
- ["Closing up the back"](#)
- [Dowel Pin, Pins and more](#)
- [Cast Iron vs Steel Distributor Gears](#)
- [Downside to the 303 Stroke](#)
- [Piston Compression Height Tip](#)
- [Torque Plate 101](#)
- [Deck Surface Finish](#)
- [Throat Face Surface Finish](#)
- [Steel Main Girdles](#)
- [Adjusting Steel Mesh Rockers](#)
- [Crank Balancing 101](#)
- [Crank Balancing pt2](#)
- [Rod Balancing](#)
- [Pushrod to Guideplate Clearance](#)
- [Cam Core Visual](#)
- [Cam Lobe to Bone Clearance](#)
- [Spider Trays](#)
- [Billet Specialties Billet Two-Trac Belt System](#)
- [Powerbond Balancers](#)
- [Timing Cover quick](#)
- [Cosmic Timing Chain Cover Gasket](#)
- [Early Timing Pointers](#)
- [Toerington Timing Cam Retainer Plate](#)
- [Double Flared Cam Core](#)
- [Timing Cover Alignment Tool](#)
- [10-11 o'clock timing pointers](#)
- [Main Bearing Caps](#)
- [Crank Short Length](#)
- [Balancer ID](#)
- [Crank ID](#)
- [Jank fasteners](#)
- [Reverse Dome Pistons](#)

Page 10:

This screen shows the video page for the video in that particular category. A short description about the video and play video icon.



Hi, Jim Woods!
[Logout](#)

Members Navigation

- [Freeze Plug Visuals](#)
- [Stock Ford Cam Retainer Plates](#)
- [Spider Tray Bolts](#)
- [Cast Iron vs Steel Distributor Gears](#)
- [Downsides to the 393 Stroker](#)
- [Steel Main Girdles](#)
- [Compression height tip](#)
- [Torque Plate](#)
- [Deck Surface Finish](#)
- [Crank Thrust Finish](#)
- [Adjusting Hyd Roller Lifters / Rockers](#)
- [Distributor Gear Placement](#)
- [Crank Balancing 1 of 2](#)
- [Crank Balancing Part 2](#)
- [Connecting Rod Balancing](#)
- [Pushrod to Guideplate Clearance](#)
- [Cam Core Visual](#)
- [Cam Lobe to Bore Clearance](#)
- [Spider Trays](#)
- [Bellhousing Side](#)

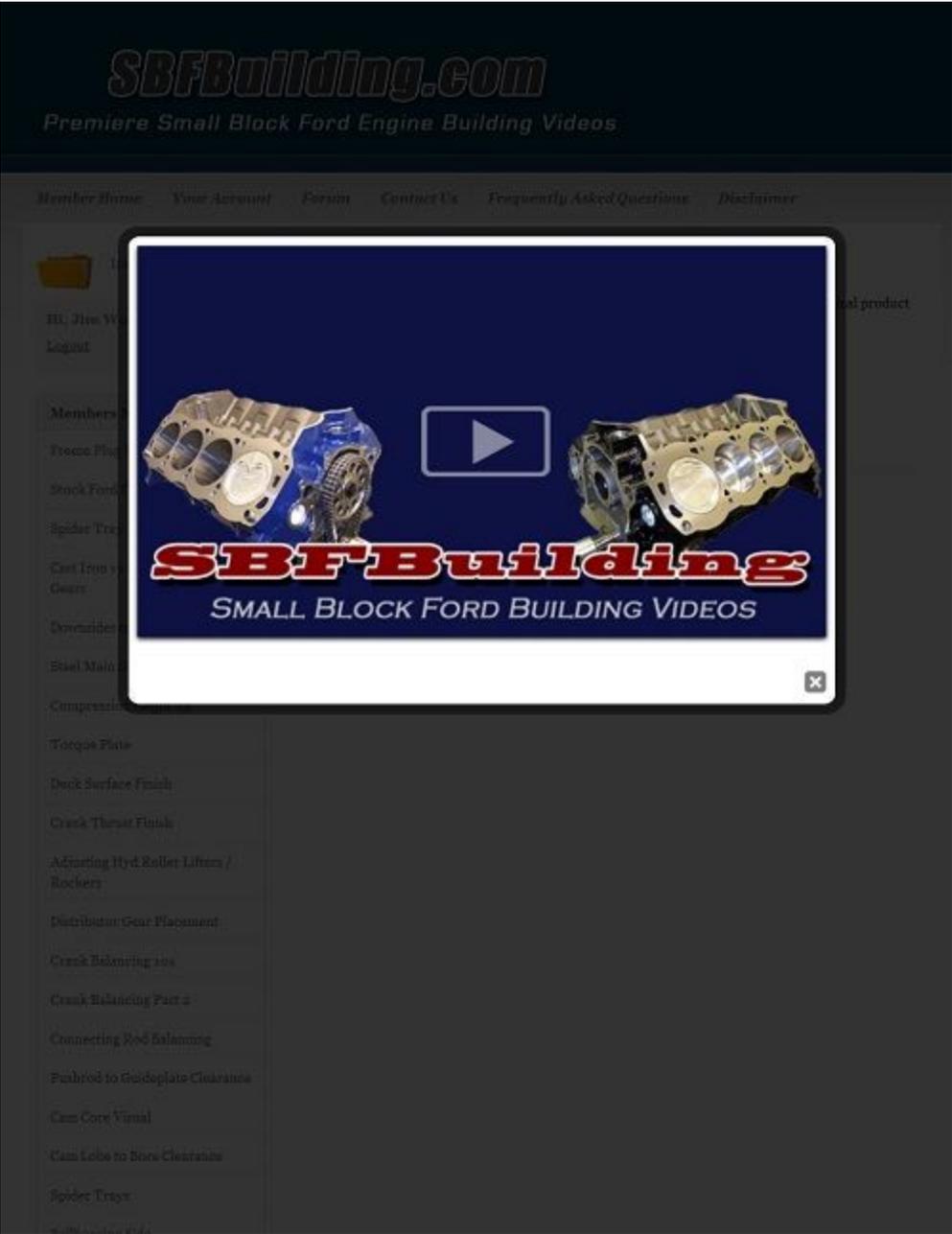
Innovators West Balancer

This video looks at Innovators West Balancer, Timing pointer and crank trigger. Phenomenal product



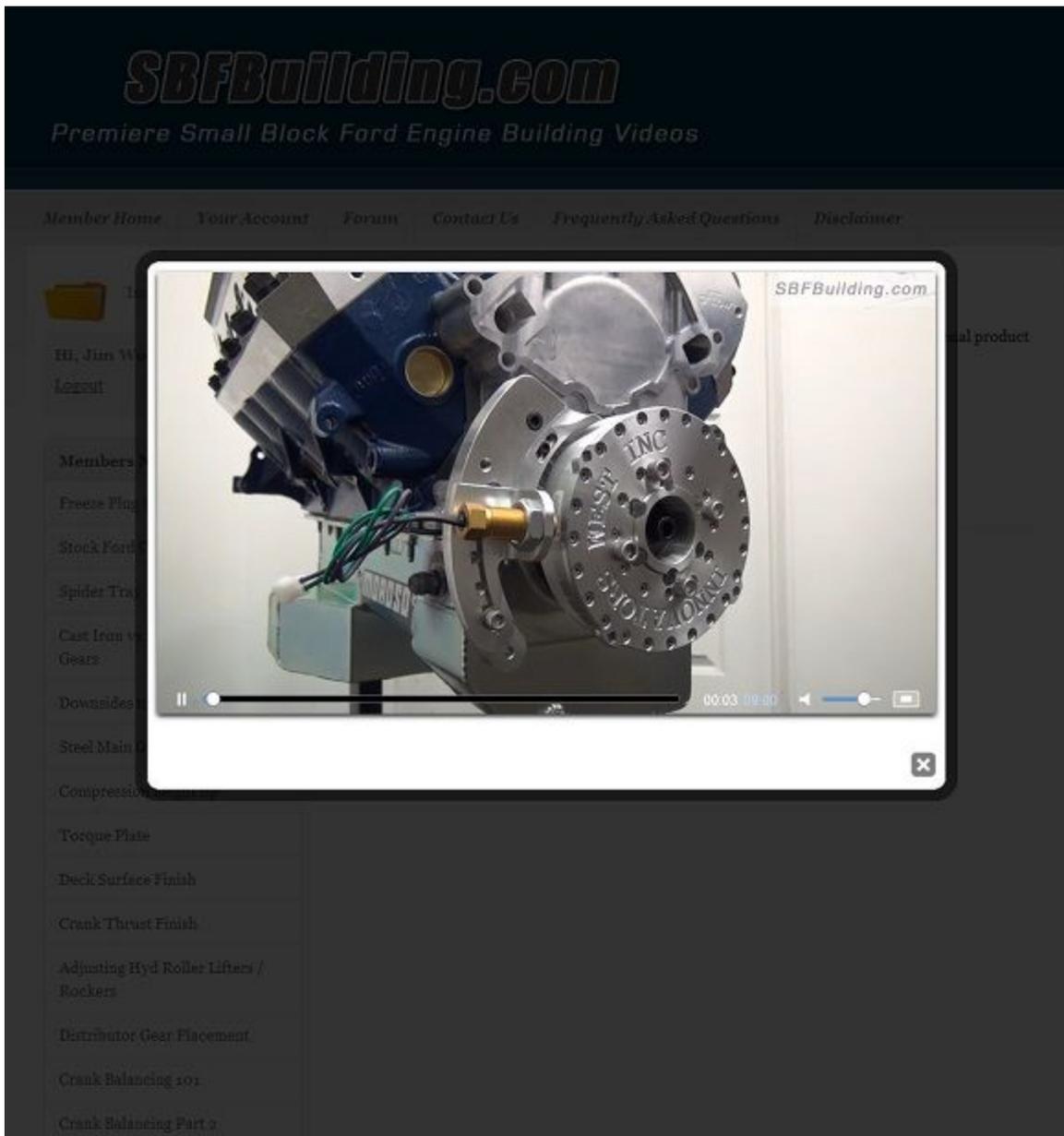
Page 11:

This screen is a lightbox that pops up after you click the play video icon. Nice splash screen I made for all my videos. You can use this splash screen for just about anything. It's really up to you folks, it can be anything you like.

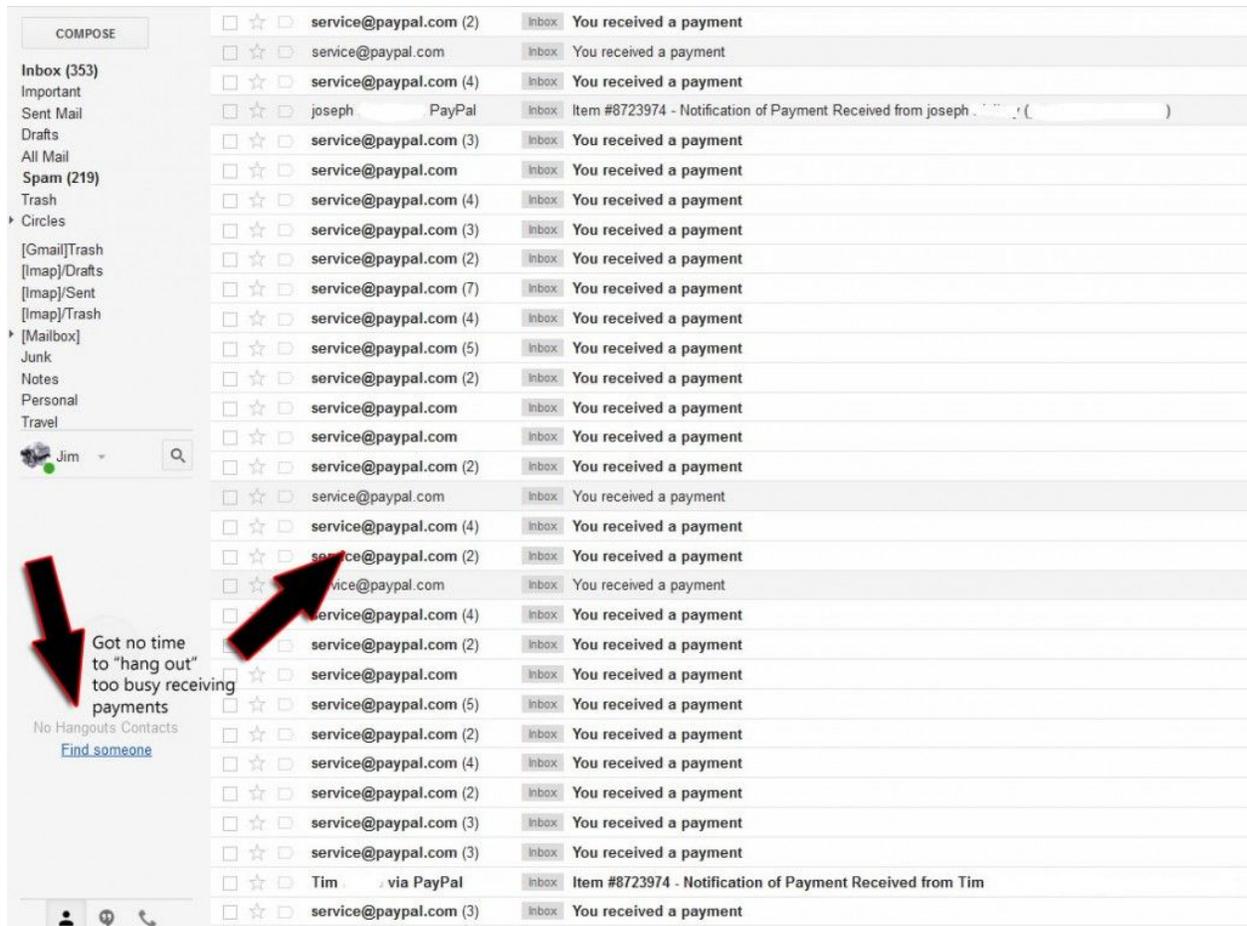


Page 12:

This screen shows the actual video playing. The video is shot in HD, full screen capable, scalable for all smartphones and tablets. Virtually anyone can watch my videos anytime, anywhere as much as they want and my members LOVE it as witnessed by the retention I have.



The one constant theme you will see with this membership site of mine, is when a video is not playing, the same 6 links at the top of the page are always there on every page and the categories are always there. The members always have a way to get home, I am going to drill it into your head time after time. **Keep it SIMPLE** and members will be happy. I guess I have to do this to be considered legit, everyone asks for it so might as well get it out of the way. Screenshot of my gmail I use for receiving the recurring payment notifications from paypal from one of my membership sites.



In some way people want to be inspired I suppose, and this is done by posting screenshots of sales, joins, payments or whatever. People think there is magic involved, there is no magic folks, there is a plan, hard work, determination and if you are blessed a bit, you get a little sprinkle of luck here and there, but don't plan on getting lucky. I believe luck comes from hard work and common sense.

I give credit to my content for the success of my membership sites. I make all the content which is primarily video based since amazon s3 video streaming is literally dirt cheap. Unique content that can not be found everywhere on the internet is key to your success in my opinion. I understand everyone may not be able to make all their content but I would **strongly** suggest you pick a niche that you are passionate about and produce your own content, do whatever it takes to make this happen.

In closing:

I know I have left out a million things. The only way I can effectively cover all the things I want to tell you is by doing videos on the subjects, which I have already done. The sole reason I started

Membershipsites101.com was to actually help you guys who aspire to build and run your own membership sites.

I am unlike the 99% of other people who want to sell you something, all they want is your money and offer very little in the way of actual, real life help. Not to mention the mass majority of these gurus make their money by teaching, not doing. I have built my own sites, they support me and my family 100%. Lately, after “doing it” I want to “teach it” as well. You know, pay it forward!

I hope you will see my sincerity and if you are serious about building long term wealth and a brand name you will entertain the thought of joining me. Again thank you for taking the time to read my short thoughts about membership sites and how awesome they are.

Sincerely,
Jim Woods

Membershipsites101.com