



Membership Profits

- *CHECKLISTS* -

#19 The Membership Platforms Checklist



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Checklist #19

The Membership Platforms Checklist

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Your membership platform software can make running your membership site an absolute breeze – or it can make it a total nightmare. That’s why you’ll want to pick your platform carefully using this checklist.

Take a look...

Defining Your Needs

Your first step is to determine what you really want and need when it comes to membership site software. Obviously, you need a platform that has all the basics, such as automated member management and the ability to protect and secure content.

But what else do you need? Check out these questions to help you decide...

Do you plan on having multiple membership levels? It’s a good idea to choose a platform that allows multiple levels, which allows you some flexibility. Because even if you’re planning a single-level model today, you may change your mind later. Be sure to also check if your platform allows for a free subscription level.

Which payment processor are you going to use? Some platforms only integrate with processors such as PayPal, while others integrate with dozens of payment processors. Ideally, choose a platform that integrates with multiple payment processors, as that gives you flexibility if you should ever lose access to a specific processor.

Which autoresponder are you using? Again, choose a platform that integrates with multiple autoresponders.

Do you want a built-in affiliate program? Some platforms integrate with payment processors (such as ClickBank) that have built-in affiliate programs. Some platforms also include affiliate tracking so you can run your own affiliate program.



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Will you be offering coupons (either yourself or for affiliates)? Coupons are a good way to encourage affiliates to promote, plus it stirs up excitement among prospects. That's why you'll want to check if your chosen platform gives you the ability to hand out discount coupons.

Do you need a built-in discussion group? Some platforms include members-only forums. This makes it easier than setting up a separate forum, because you don't need to manually remove members who cancel (as the software will do it for you).

Is your site built on WordPress? If so, you may want to consider creating your membership site using a WordPress plugin, some of which are listed below. Keep in mind, however, that a major WordPress update may "break" your plugin.

What language do your members speak? If you're offering something other than English, then be sure your platform supports that language.

Do you have the technical expertise to install and customize a platform? If not, check if your chosen platform allows free installations. If free installations aren't included, then you'll need to budget for a freelancer to install and customize the site for you.

Does your chosen platform protect allow for drip-fed content? If you don't want to be chained to your desk, then choose a platform that lets you schedule and drip content over time.

Does your chosen platform have the membership management features you need? Take a moment and list all the other membership site features you'd like to see in your platform.

TIP: Go to the respective sites and read the features lists on all the platforms mentioned below, as this will give you some additional ideas about what features you want and need to run your business.

What is your budget? Check that your platform fits your budget. Keep in mind that some platforms charge a base price for the basic



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platform, but then you need to pay extra for certain features. So be sure to add in all costs (including installation) when determining price.

Now let's look at the platforms...

Comparing The Top Platforms

Now that you have a sense of what you want and need in your membership site, check out these top seven platforms to see which ones meet your needs...

[Amember](#)

Amember is one of the top membership site platforms since it's such a robust solution. Features include a built-in affiliate program, protected content, help desk, and integrations for autoresponders, payment processors, forums and blog platforms.

Some people report there is a learning curve with Amember, which is to be expected with this sort of big platform. However, Amember will provide free installations and have a pro help you get started with the first steps.

Learn more at <http://www.amember.com/>.

[Product Dyno](#)

Product Dyno easily integrates with many different autoresponder services and creates outstanding membership content that can be dripped or given all at once.

The reason we love this platform so much is the ease of use with drag and drop styling capabilities!

Learn more about Product Dyno at www.productdyno.com

[Zaxaa](#)



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This platform is a turn-key solution which includes an built-in shopping cart, affiliate program, product delivery pages and sales pages plus a market place where you can list your products. Zaxaa easily integrates with many autoresponder services or you can bolt on their autoresponder service.

All you need is a PayPal account to link up in order to start making sales!

To learn more, go to www.zaxaa.com

[WishList Member](#)

This is another well-known WordPress membership plugin that's in use by nearly 76,000 sites around the web. Features include offering multiple membership levels, payment processor integrations, easy member management, the ability to automatically upgrade members, and much more.

See all the features and benefits at <http://member.wishlistproducts.com/>.

Conclusion

A good platform can make running your membership site feel incredibly easy. While all the membership platforms listed above have good reputations, not all of them are good fits for your needs and budget. So be sure to use this checklist to determine your needs and then find the platform that's the best fit for your business model and budget!



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