Membership Profits

- CHECKLISTS –

#7 The Membership Site Setup Checklist

NAMS
Novice to Advanced Marketing System
Team | Tools | Training

NOTICE: You DO NOT Have The Right To Reproduce Or Resell This Course!

You Also MAY NOT Give Away,
Sell Or Share the Content Herein

Copyright Notice

Copyright © 2017 NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excepts in a review.

This checklist is intended to provide general information on marketing and business building. Neither the author nor publisher provides any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This checklist does not provide complete information on the subject matter covered. This checklist is not intended to address specific requirements, either for an individual or an organization. This checklist is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional. Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this checklist.

Recommended Resources

MYNAMS INSIDERS CLUB
TEAM
TOOLS
TRAINING
BUILD YOUR TEAM
AND GET ALL THE
BUSINESS TRAINING
AND TOOLS YOU
NEED NOW!
Discover what INSIDERS already know!
MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business of their dreams with the support of a like-minded community.
Check it out to get a $1 for 14 Days!
NAMS.ws/TRIAL

The Membership Site Setup Checklist

You have a niche. You have a plan. Now it's time to get your site set up and ready to take orders. Let's walk through the process together with this super-useful checklist…

Step 1: Secure a Domain Name

The first thing you need to do is choose a name for your site and then purchase the corresponding domain name. Let me share with you a few pointers:

- Be sure it's relevant. It should tell your visitors a little something about what the site is about. For example, if your site has to do with dog training, then the words "dog" or "dog training" should appear somewhere in the name.

- Choose something memorable/brandable. As you learned above, the name should be relevant. But of course you have some leeway here, and it's this leeway that makes the name brandable.

  For example, you can have fun with a dog-related site by using a word like "Fido," which is associated with dogs. Or you might refer to your membership site as a "doghouse."

- Select a .com name. Not only are .com names more memorable, they're more credible too (especially when compared to the lesser-known extensions such a ".info" or ".biz."

Here are some naming ideas to get you started:

1. Combine two niche words. E.G., "Earn" and "Income" becomes www.earncome.com.

2. Combine a niche word with "fantastic." E.G., "Birdtastic."

3. Combine a niche word with "doctor." E.G., "CarDoctor."

4. Combine a niche word with "specialist" or "master." E.G., "CopySpecialist."

5. Combine a niche word with "authority." E.G., "ArthritisAuthority."

6. Combine a niche word with "world." E.G., "MarathonWorld."

7. Combine "everything" with a niche word. E.G., "EverythingCats."

8. Combine a niche word with "magic." E.G., "TrafficMagic."

9. Use alliteration. E.G., "CustomerConversions."

10. Use your name and a niche keyword. E.G., "JoeBlowFishing."

Once you pick your name, register it through a reputable company such as NameCheap.com, and then move onto the next step…

Step 2: Select Hosting

Next, you need to get hosting through a reputable company, and preferably not the same company where you registered your domain name. Reputable companies include:

LiquidWeb.com
A2Hosting.com

Choose any of the above, or go with your own trusted host. Once you get an account, then be sure to change your domain's DNS (domain nameserver) over to those given to you by your webhost.

Next…

Step 3: Set Up Your Site

This step consists of multiple sub-steps. Use this list to guide you through the process…

Set Up Your Platform

Next up, you need to choose and set up your platform. Specifically:

Traditional membership site: For this type of site, you'll need to purchase and install a membership site script, such as Amember.com or EasyMemberPro.com. (See the associated checklist for more info about different platforms.)

While the instructions will vary depending on the platform, generally here's what you'll do:

- Be sure your web host possesses the requirements needed to run the script.
- Download the software/script files to your local hard drive.
- Unpack the zip file.
- Upload all the files (in binary mode) to your server using FTP to your public_html root directory.
- Go to the installation URL given to you by the software provider.
- Follow the instructions at the link to complete installation.
- As needed, use your FTP tool (such as CuteFTP.com) to change the file permissions. (The installation instructions will tell you if this is needed.)

*TIP: Check with the vendor to see if they offer free installations. If they don't and you need some help, then ask them about paid installations**. This is much easier and most companies now include this in their hosting fees**.*

Fixed-term membership site: If you're running a fixed-term membership site, then you can deliver all the content via an autoresponder. Here's what you'll need to do:

- Select a reputable autoresponder service such as Aweber.com

- Create your content and upload the videos, reports, lessons, etc. to your website. For example, lesson 1 might be a .pdf located at a hard-to-guess link such as: yourdomain.com/ad94wlla38/lesson1.pdf.

- Craft emails to announce each new lesson, which will include the download link for that lesson. If you have several downloads to offer, then you can send members to a download page instead (e.g., yourdomain.com/ad94wlla38/lesson1.html).

- Create a new autoresponder by following the instructions inside your autoresponder provider's documentation.

- Upload your emails to your autoresponder, and set them to go out at weekly intervals (or however often you send content to members). The first email should be sent to members immediately after they join.

- Create a thank you/registration page where new members will land after they complete payment. This registration page will instruct them to join your mailing list to begin receiving content. Include an opt-in form on this page.

  TIP: See your autoresponder's documentation for instructions on how to create an opt-in form and have it appear on your site. Most major providers give you opt-in form templates, so you can create a professional form without coding anything.

- Double check that everything works.

Next…

Choose a Payment Processor

Now you need to select your payment processor. Options include:

- PayPal.com
- ClickBank.com
- Stripe.com
- 2Checkout.com

And similar providers. If you're using a membership site script, be sure your chosen provider integrates with the script.

Create a Sales Letter

Your final step is to create a persuasive sales letter, and then insert your payment button at the end of this sales letter. Your payment provider will give you complete instructions for performing this step.

> *TIP: Giving you sales letter instructions is beyond the scope of this particular checklist. If you need help, check out resources such as CopyBox and Contentaire. Alternatively, you can hire a copywriter to create your content for you.*

One Last Check…

Let's review the steps:

- Get a domain name and hosting, and point your domain nameservers to your new web host.
- Select and set up a platform for your membership site.
- Select a compatible payment processor.
- Create a payment button and insert it into your sales letter.

- Create a thank you/registration page where people will go after they complete payment. (Here they will sign up for your autoresponder or register through your membership site script.)
- Upload your content to your member's area or other web link.
- Upload content to your autoresponder, where applicable.

Be sure to have a few people run through the entire process to be sure it all works without a hitch before you officially launch your site!

A Personal Invitation!

And a special 14 day $1 trial to the best business training resource library available

1. **Magnetize:** Every business person must have the ability to persist until they prosper by training the right mindset...
2. **Monetize:** Making money is urgent and important for ALL businesses. It's the key to financing your growth...
3. **Methodize:** After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

NAMS
Novice to Advanced Marketing System
Team | Tools | Training

What Do Insiders Get?

30-Day Challenges - monthly deep dive into one of 12 essential topics

Weekly Live Hangouts- What's working and what's not in your business.

Insiders Facebook Group - active peer community

PLR Articles - articles, report and e-course each month

Audio Gallery - royalty free songs, sounds, and stingers

Graphic Gallery - more than 40 marketing graphics packs

Micro Workshops - nearly 2 dozen 4-hour training sessions

Tutorial Library - Tech tutorials on tools and processes

Custom Tutorials - 18 tutorials (and more coming) on specific and essential tools by task

Custom Plugins and Software

Site Builder with Templates

And much more...