



Quick Membership Sites

Tools Required

1. [Wordpress](#)
2. [Wishlist Member](#)
3. [OptimizePress](#)

The Procedure

1. **Buy a domain name.**
 - [GoDaddy.com](#)
 - [Namecheap.com](#)
 - If you don't yet have hosting, check out [Hostgator](#).
2. **Install [Wordpress](#).**
 - Many hosts (like Hostgator) have a 1-click installation of Wordpress which is fully automatic.
 - If not, it is still easy. http://codex.wordpress.org/Installing_WordPress . Follow the "5-Minute Install".
3. **Buy and install [Wishlist Member](#).**
 - You'll need to activate your license before using the plug-in.
 - They have instructional video, but it installs just like any other plug-in.
4. **Buy and install [OptimizePress](#).**
 - On your OptimizePress account dashboard, click on "Click here to License Your Sites". Enter your domain into the textarea as shown. It will then give you a license code to plug into Wordpress to activate OptimizePress.
5. **Set Up [OptimizePress](#).**
 - Create your membership site logo.
 - If you need help with this, you can hire somebody at [Elance](#), [Odesk](#), or [99Designs](#).
 - Create a header graphic with your logo incorporated in it. The header should be 977 pixels wide to best accommodate OptimizePress.
 - Starter graphics come with OP with proper dimensions to help you get started.
 - Upload images to "General Settings" in OptimizePress.
 - Under "Membership Page Options", plug in the URL to your header graphic into the header URL field.
 - For header background URL, you will do best with a solid-color background image which matches your header graphic.
6. **Create the following PAGES in Wordpress.** You can put whatever text you want on these pages for now. You can come back and customize it later.
 - a. **Front Page**

- a. If you want a sales letter first, then use one of the sales letters templates with OptimizePress. For example, “Sales Style 1 (Sales Letters Standard)”.
- b. Dashboard**
 - a. Use “Members 1 Home (Free/DAP/WL)” as the page template.
- c. Membership Cancelled**
 - a. Use “Members 1 Non-Member Page” page template.
- d. Thank You**
 - a. Use the “Members 1 Non-Member Page” page template.
- e. Logout**
 - a. Use the “Members 1 Non-Member Page” page template.
 - b. NOTE: You can choose to simply route them back to the login form when they log out, but the logout page is a great place to cross-promote another product. Hint hint. ;-)
- 7. Under “Reading” in Wordpress settings, define your homepage to be your “Front Page” page.**
- 8. Create your first membership level in Wishlist Member.**
 - a. Just call in “Main”... or whatever you want. For this simple setup, I’ll assume you will have only one membership level.
 - b. For “After Login”, choose the Dashboard.
 - c. For “After Registration, choose “Thank You”.
 - d. Choose “No Expiry Date”. We’ll assume this is a 1-time payment membership site. If you are setting up a recurring billing system, then set this to the length of one billing cycle (i.e. 1 Month).
- 9. Define your “Settings” in Wishlist Member. Assign each setting to the proper page as below:**
 - a. Non-Members --> Front Page.
 - a. Optionally, you can create a separate page which explains to them that they’re trying to access secure content, etc. However, by choosing Front Page, we’ll just route them back to the main sales page.
 - b. Wrong Membership Level
 - a. If you only have one membership level, this is unnecessary.
 - c. Membership Cancelled --> Membership Cancelled.
 - d. Membership for Approval
 - a. Skip it, as we won’t be manually approving new customers.
 - e. Membership Confirmation
 - a. Skip it. We’re going to integrate with [Aweber](#).
 - f. After Registration --> Thank You
 - g. After Login Page --> Dashboard
 - h. After Logout Page --> Logout
 - i. Custom Unsubscribe Confirmation Page
 - a. Skip it.
 - j. Only show content for each membership level --> YES.
 - k. We can leave all other settings default. Be sure to understand each setting on your own, however, as it is possible you may need to change something for your setup.

10. **Define your “Email Settings” in Wishlist Member.** You might want to modify the text of the various out-going emails to make them fit your brand and your voice.
11. **Integrate with your chosen payment processor.**
 - a. [Paypal](#) is the easiest way to go. You will need a business account, and Wishlist has steps inside the interface to show you how to convert from a personal to business Paypal account.
 - b. [Clickbank](#) is easy to integrate, and they have the affiliate program built right in. You will need to get approval from Clickbank for your product and pay \$49.
 - c. [1ShoppingCart](#) will run you \$99/month if you want to have an affiliate program. But, now that Wishlist has FULL integration with 1SC, it is a nice option.
 - d. [PremiumWebCart](#) is one I have not yet tried, but looks awesome and I may very well use them in the future.
 - e. For whichever solution you use, Wishlist contains instructions right inside the interface for how to integrate, so I won't bother to repeat it. :-)
12. **Integrate with [Aweber](#).** I recommend none of the other options besides Aweber.
 - a. Create a new list for your customers in Aweber, and go through the usual setup process on the list.
 - b. In Wishlist, your list name is “[listname]@aweber.com”.
 - c. In your Aweber account, under “Email Parser” check off the “Wishlist” parser.
13. **Set up your membership site content.**
 - a. Be sure to use sub-pages to “Dashboard”. This tells [OptimizePress](#) that it belongs inside the membership portal that it will set up for you.
 - b. When you set up each membership page inside the Dashboard, be sure to have Wishlist protect that content using the options on that page.
 - c. Use any form of membership content you wish. I like videos. :-)
14. **Decide how you want to market the site to new arrivals.**
 - a. You can present a sales page as your homepage.
 - b. OR you can present a squeeze page, get them onto a list, then market the product to them in an autoresponder sequence. Using timed messages with [Aweber](#) and a perpetual/evergreen launch type with [Optimizepress](#), you will have a fully automated sales funnel set up.