
→ HOW TO START ←

YOUR OWN SIMPLE
MEMBERSHIP
→ COURSE

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\$1,000 OF
RECURRING
INCOME
IN 30 DAYS
OR LESS!

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Don't copy this.

That's just not cool.

Plus... karma sucks.

*(RETRACTED: A whole bunch of other “lawyer speak”
that probably wouldn't hold up in court anyway)*

I'll warn you...

This product looks a bit different than most products you've seen. And for good reason.

Simplicity has been the key to my success.

If you look at anything I put out, there are no flashy graphics, no “cool color schemes”. And, more importantly, no hype.

And, you can expect no different here. But don't be fooled by the number of pages in this guide.

I've purposely left out anything that's not necessary for you to succeed. You're left with just the content. No fluff. What's the point of loading this thing full of words that will only leave you confused?

I've made this as straightforward as possible. But if for some reason you are lost and don't know where to go or what to do next, please, by all means ask...

My personal email is duston.mcgroarty@gmail.com. This does *NOT* go to an assistant who then decides whether or not I should receive it. It goes directly to me ***and only me***.

This is one way I choose to stand out from the crowd and it's something that's very important to me. Customer Service. You'll learn more about that later in this guide.

That being said, lets get going!

The System

Again, I cut this guide down to only include what you need to know. I'll preface that by saying this...

If you're somewhat new to the world of marketing online, there may be a few things you're unsure of. There may even be a few things you've never heard of before.

I've done my best to include links to tutorials that will help explain anything I feel needs explaining.

If there's something you're still unsure of, you can email me and ask and I'll point you in the right direction or... do a Google search and do some research yourself.

But I'll do my best to point you in the right direction if I feel it's something I don't want to take the time to cover in this guide.

So... **The System**. What is it and how does it work? Well, if you read the entire sales page you should already know how it works.

If you just scrolled to the bottom of the page and clicked the order button, that's cool but you should probably know what this is all about. The graphic below demonstrates this simple process:



There's nothing earth-shaking here. But it works. And, it's so much easier than all the other membership models you see out there. No waiting for months before you start making money.

No working for months creating content. No need for a membership site since all of the content is delivered via email.

It just makes more sense to start with this model and **then** if you find a need to have an actual site for your members, you can create one. Of course, only after you're making money from your existing membership course.

So... let me explain **The System** in a little more detail so you can really understand what's happening here.

It's really the same as selling an ebook but instead of just handing it over in one fell swoop, you're taking the content and breaking it up into sections. I call these sections *lessons*.

Then, each week (more on timing later) you deliver a new lesson that builds on the previous one. Once you've delivered all of the lessons, the course is over.

So, lets just say it takes you six months to deliver the entire course if you're sending one lesson per week. You would get six months worth of payments from that member (as long as they decide to stay the entire six months).

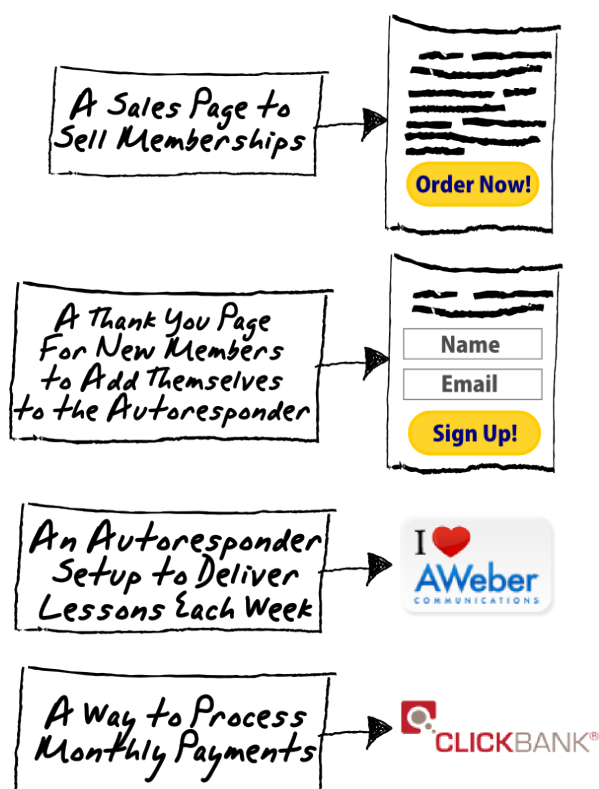
This type of membership model is called **micro-continuity**. The customer knows in advance how many months they will be paying you before they are considered to be completed with the course.

Make sense so far? I hope so. Again, if you get lost somewhere and need some help, refer back to page 3 for my personal email address. I'm happy to help.

Ok, so exactly how are we going to set this up so that it all works on autopilot? Good question. But you're getting ahead of yourself.

For now, just know that we'll be using an email autoresponder service (I'll give you my recommendation later) to deliver the lessons automatically. I'll go into further details on how to set this up later on.

So, what do you really need to make this work? Let me break it down for you...



That's it. Those are the only tools required for this to be a success for you. And, if you're tight on money, don't worry... I have a “poor-man's solution” too. I'll get into all of that when we discuss **The Setup**.

But first, I need to get into your head a little. *(cue the evil laughs)*

The Psychology

Very few people really understand how the buying process works in someone's mind. The psychology behind a sale really intrigues me.

If you haven't read *Influence: The Psychology of Persuasion* by Robert Cialdini, you need to. It's a great book and I highly recommend it.

The way you position yourself and your offer will make all the difference in the world when you ask them for the order. Let me give you an example that will help illustrate how this effects your membership course.

Lets say you're selling a product that teaches people how to learn PHP (a programming language). Which of these two offers sounds better?

1. Everything You Will Ever Need to Know About PHP, Inside This 843 Page Digital Ebook
2. Learn PHP in 12 Weeks Following this Simple Step-by-step Plan, Lessons Will Be Delivered Straight to Your Inbox Each Week.

Number 2 really stands out as a simple and instructive way to learn PHP. Compared to number 1, where you have to sit down and read 843 pages of jibberish and then go back and try to remember what you just read.

If I were actually selling this course (this is one I do

recommend), I would create a weekly lesson plus a weekly assignment where they would have to complete an exercise using what they just learned.

It's a great way to practice coding without feeling overwhelmed by the amount of content you still have left to learn. All you can see is what has been delivered to. You're not distracted by the remaining lessons.

Psychologically, this method of learning and implementing immediately sounds doable to your prospects. As opposed to the tired ol', "just another ebook" syndrome.

Let me tell you what happens when someone purchases an ebook. I'd say this applies to 90% of the population.

It gets opened. They scroll to the table of contents. They quickly scan the chapter titles looking for the interesting chapters and jump straight to them. They're looking for the "magic bullet". The secret no one knows about.

You'll notice I don't have a Table of Contents. :-)

That's the beauty of this membership model. It doesn't feel like a membership program. It's a training program. They're paying for the learning experience.

It completely changes the positioning of the offer from "just another ebook" to a **step-by-step training program that I can make payments on!**

I'll talk further about the message and the offer later on but

you should position it like that... Just \$59, but for a limited time you can pay as you go... Only \$9.95 Per Month for 6 Months!

This works well for two reasons... first, it's unique. Very few people offer a program like this where you can pay as you go. Second, it's takes the focus off the price. It's much easier to make a \$10 sale than a \$60 sale.

It's also much easier for your prospects to hand over \$10 a month as opposed to \$60 all at one time.

So... psychology. Possibly the largest factor in your prospect's decision to buy. I bet you never thought this guide would include such a strange topic!

The Who

Who is this for? What markets and niches will it work best for? Who is the best who for you? Sounds like a Dr. Seuss book, right?

Well, there are tons of different markets and niches that this membership model would work for.

The short answer is... any type of course or training works best. For example, the Learning PHP course I mentioned above would be a great one.

The longer answer is... anything that you can split up into sections (lessons) and deliver one week at a time and have each lesson build upon the last one.

So... using the Learning PHP example again, Week 1 would cover the basics of PHP, the syntax, basic usage, etc. Week 2 might cover variables, loops, etc. And, each week would include an assignment that they could use to practice with until they receive the next lesson.

The key to success here is to narrow down the niche as far as you can. So, instead of creating a membership course on Driving Traffic, you should narrow it down to Driving Traffic with PPC or Driving Traffic with Media Buys, etc.

Here's the kicker though...

You have to stay away from the niches where the people are

looking for a quick fix. Unless you can work in the quick fix in the first lesson and still have enough content to build onto it in future lessons.

For example, the Cures for Canker Sores niche wouldn't be a good fit for this type of model. These people are looking for a quick fix now. It just doesn't make sense in that situation.

To get you thinking on the right path, I've compiled a list of what I feel are some good niches for this type of membership course. Take a look below...

- **Learn A Language** (*could use Unlisted Youtube videos as the lessons and deliver the link to the video each week*)
- **Start A “XXXXX” Business** (*do keyword research on this, I was able to compile 67 different businesses*)
- **Photoshop Course with Tutorials** (*Unlisted Youtube videos to deliver tutorials*)
- **Learning Sign Language** (*Unlisted Youtube videos to deliver lessons*)
- **Woodworking Plans** (*this wouldn't really be a course but it's a good fit for this model, deliver one plan a week*)
- **How to Sell on eBay**
- **How to Invest in Gold**
- **Learn “XXXXX” Dancing** (*Unlisted Youtube videos to deliver lessons*)
- **Learn DSLR Photography**
- **Weight Loss Plans For “XXXXX”** (*Niche weight loss down even further, like “weight loss for teens” or “weight loss for brides”*)

Hopefully that list will help spark a fire in your mind as to

the types of niches this membership model works best with. Of course, I have a more extensive list than that but I reserve that list for my members.

I also want to mention this... just because there's already someone selling a course on one of the niches I listed above doesn't mean you can't as well.

Here's what I mean...

They're probably not working very hard to promote it. They're probably not providing world-class content. They're probably not blowing the doors down with sales.

Your goal should be to blow them outta the water! And, I'll help you do that... just follow this guide to the “T”.

The Hook

The hook. Probably one of the most underused strategies in all of the marketing world.

The hook is what makes you different. It's what makes you stand out from the crowd. You **need** it. Gotta have it. Don't even think about starting a membership course without it.

The hook is how you will add new paying members on a daily basis. It's how you will keep them paying you month after month. It's a necessity.

So... what is it exactly?

Some call it the big promise or the guarantee. I call it the USP or unique selling proposition.

Here's an example, see if you know who's it is...

“Fresh, Hot Pizza Delivered in 30 Minutes or Less... Guaranteed!”

If you guessed Dominos Pizza, you're correct. And, what a great USP it is. Not only do they make a guarantee but they speak directly to their target audience.

They don't want people who are expecting the best tasting pizza in the world. Do they mention anything about taste at all?

Nope. Just fresh, hot pizza. They're targeting people who

want pizza delivered and delivered quickly. They've successfully narrowed their target market down to a specific type of pizza eater.

You need to do the same. Once you pick the niche you want to go after, the next step is determining your hook or USP.

What is it that you will provide that no one else will? Make it huge. Make it bold. Make it memorable.

I created a membership course that teaches people how to start a membership site. Here's the USP I came up with:

“Start Your Own Membership Site and Go From Zero to 1,000 Paying Members in 6 Months or Your Money Back!”

That's pretty bold, right? It's memorable. And, it's a guarantee. That's the kind of hook you need to create.

The easiest way to get started discovering your hook is to figure out what your target prospect really wants. What is it that they truly desire?

In the example I listed above for the course I created, my target prospect wanted to be able to start a membership site and to quickly add paying members.

Once I determined that to be the biggest desire of my target prospect, I built my hook around that one single desire. I didn't try to cover three or four desires. I picked the biggest one and went straight after it.

So, how about another example, just to give you some vision of how I recommend you do this.

For this example I'll use the “Learn How to Invest in Gold” niche. There's a lot of potential here. I've done some research in this niche and these people don't mess around.

They have money to spend and aren't afraid to spend it on something that will give them a good return.

Since I've already done some research here I know what one of their biggest desires is... *buying gold at low prices*. If they buy low, they can sell high. Makes sense, right?

Here's what I came up with for my hook (USP)...

“Learn the Inside Secrets of Buying Gold at the Lowest Possible Price... Giving You the Highest Possible Profit!”

Sound good? I think so. And, if I were in the market for gold, I'd be pretty compelled to *at least* read the rest of the sales page. Most likely, I would join the membership course.

The Sale

You've picked a niche. You have a USP. Now it's time to create the sales page.

WHAT?!

Yep. Forget about creating the content. You don't need it right now. *I know, this breaks all the rules you've learned in the past.* Just do it. Trust me. It works.

You'll create the sales page first *then* you'll create the content. But why? I know what you're thinking...

“How I can create the sales page for a product I haven't even created yet?”

Here's my “not-so-intelligent” answer... because that's what I do and it works for me. Why change something that works? Here's my thinking behind this approach...

Every time I create a product I have one thing in mind... creating a product.

But when I write a sales letter I have something completely different in mind... the problems, the pain and the desires my prospect has on a daily basis and how my product can solve them.

You see, when you write a sales letter, you **absolutely have to** get inside the mind of your prospect. You have to know what their pain is. What keeps them awake at night? What's the first

thing they think about when they wake up in the morning? What they *really* want in life?

To successfully sell something to someone **you have to become that person.**

When you create the product first, two problems occur... one, you create a product that may not solve the problem your prospect is having. If you haven't done the research, you won't know what that problem is. And two, you just wasted a *whole bunch of time* creating something you can't use.

That's why I like creating the sales page first. You already know the niche is a good match for a membership course, you just need to know which problem(s) you will have to address and when.

So, time to get started on the sales page. How should you set it up? Long-form sales letter, video sales letter, short-form sales letter, blog-style sales letter, hybrid sales letter? Should you use Wordpress or just a regular HTML page? Where should you host it? How much should you charge? How often should you send lessons?

WHOA! Slow down... I'll get to all of that in a bit. You're missing the most important part... **the message**. Your sales letter should convey a certain message. Not three or four... ONE MESSAGE.

This is important. Very important. And, I want to spend some time covering the correct structure of a sales page. I know this seems strange and even elementary.

But I see so many people just throw up absolute crap for a sales page and wonder why they aren't making any sales.

Have you ever been taught the correct structure of a sales page in any of the other products you've bought? I'd venture to say no. And that just irritates me. It's as if everyone assumes we were all born world-class copywriters.

That's not the case... copywriting is a skill, not a natural talent. It's teachable and learn-able. It's one skill that I feel is absolutely necessary, for you as a marketer, to master (*or at least get good at*).

If no one teaches this what happens? By nature, you just look at what everyone else is doing and copy them, right?

But that will get you no where. All you'll end up with is a hyped up piece of garbage that does not address the real pains/problems your prospect is facing.

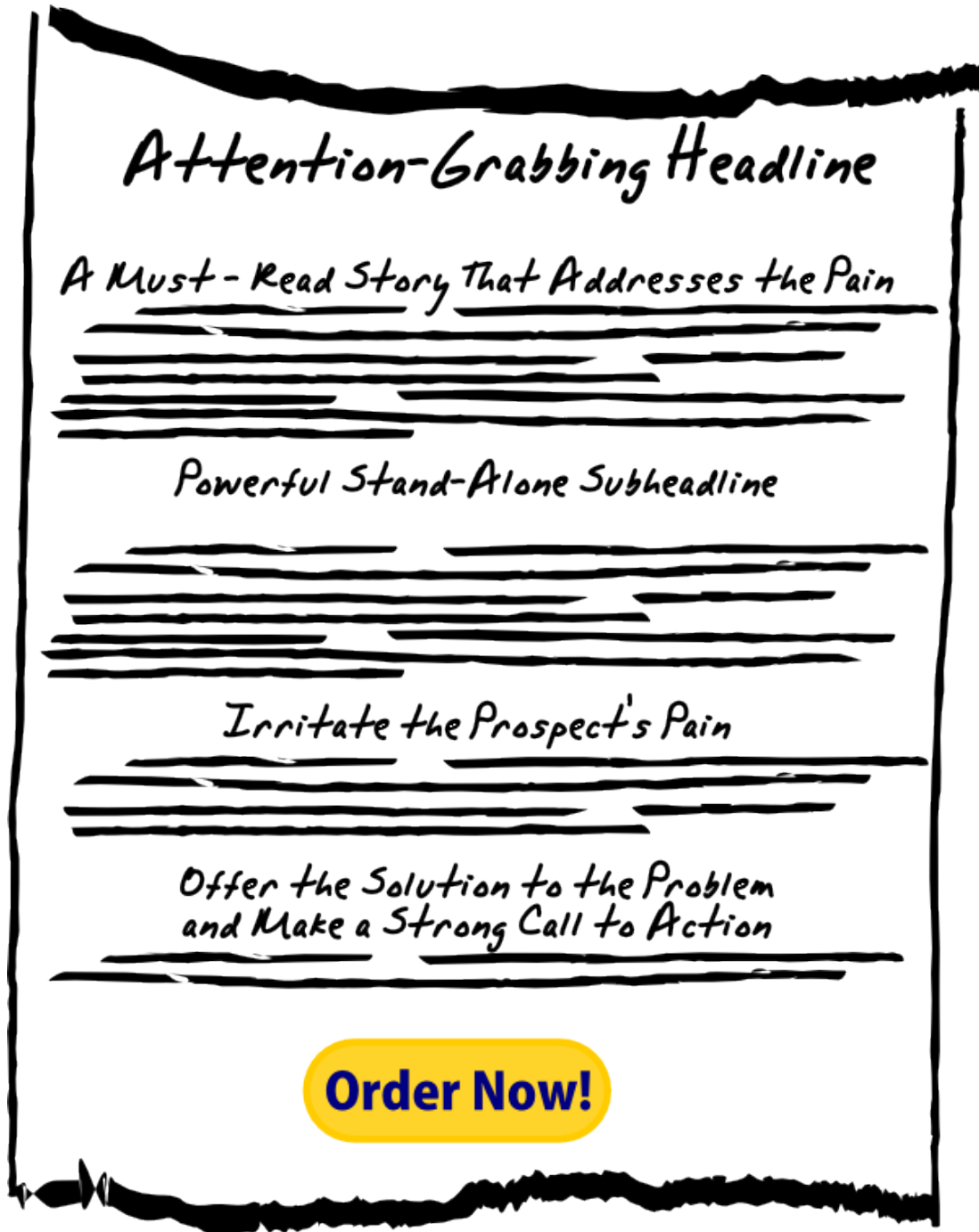
Ok, I'll end my rant right there, sorry.

The structure. How should the sales page be laid out? What comes first, what's last, what order should I put everything?

That's what I want to address here. But remember this... you don't need a fourteen page sales letter to sell a \$9.95 per month membership course.

You just need the correct components to convey your message and make the sale.

The graphic below shows the wireframe of what a good, basic sales letter should include:



Notice I said “basic” sales letter on the previous page. It doesn't *have* to be fancy. It doesn't *have* to include a guarantee (*but it would help*). It doesn't have to include customer testimonials (*but it would help*). It doesn't *have* to include fancy graphics, headers, product images, etc.

Remember what I warned you about on Page 3...
Simplicity. It's what I attribute most of my success to.

Now, I'm not saying to just throw up crap. That's not what I mean. It still has to follow the guide above...

Strong Headline - The headline should grab your prospect's attention and make them want to read more.

Must-Read Story - The first line should build on the headline and lead into a story. Stories sell. People like to read stories. People can relate to stories. They don't like to be sold. The story should address the prospect's pain or problem.

Stand-Alone Subheadlines - Throughout the sales letter you should have some powerful subheadlines that can be stand-alone from all the other copy if read by themselves. So, if someone reads the headline and decides to just scroll down the page and read whatever stands out to them, the subheadlines will help tell the story without having to read anything else.

Irritate the Prospect's Pain - This is incredibly important and many people leave this part out. You have to rub some salt in the wound a little here. Remind them of their problem and tell them why it won't get better unless...

Offer the Solution - Tell them about your product and how it will solve not only their biggest problem but a few other problems as well.

Call-to-Action - This is probably the most left-out component of the sales letter. A lot of people throw up an “Order Now” button and call it a call-to-action. That doesn't cut it. You need to literally hold their hand and tell them what to do.

I hope that all makes sense, it's very important that you get this right. I let my Private Members submit their sales pages for me to review and to give them some feedback and I find that many people get off to a good start but get lost along the way.

Just keep this guide handy and you'll do fine.

For some more guidance I decided to show you [an example of one of my most successful sales pages](#). It's selling a \$17 product.

Notice how short and simple it is. No graphics. No fancy header images. Just an easy-to-read sales letter.

Also, one thing I didn't mention above... you want to make your sales letter as conversational as possible. Write like you talk. It's easier for people to read that way and it makes it more real.

Click the link above and take a look at my simple sales letter (*I just made a call-to-action!*). Study it. Pick it apart. Identify the different pieces I mentioned in the guide above. They're all there.

The Content

Sadly enough, this is where marketers spend the least amount of time. Bad idea. The content is what makes you who you are. You can spend days and days creating the absolute best sales page in the world. But no one remembers sales pages. They remember the content.

It must be extremely high-quality. I'm talking **world-class stuff** here. Seriously.

Don't freak out on me... I'll give you a plan to follow for this that will make the process simple. I'll also show you where to outsource it if you're not a “writer”.

But I want to stress this again... it must be **GREAT**. It must make an impact on your customers. It should be memorable. Not “just another ebook” that gets lost on your hard drive.

Okay, enough about quality. You get it, right? I hope so. Lets discuss the process I use to pump out content on a regular basis without taking months at a time to finish one course.

It's called an outline. Before you write even one word of content you need to create an outline for the entire course.

Now, I'm not talking something extravagant here... just a short description of each lesson so if you come back a week later and look at the outline, you know what each lesson is about.

One of the biggest advantages of this membership model is

the ability to add paying members **extremely quickly**. As opposed to waiting months to create content, setting up a site and then driving traffic.

Let me explain. You will be delivering each lesson via an email autoresponder.

In case you don't know what that is, an autoresponder is a software program that automatically sends a series of pre-written emails to subscribers who are on the email list.

So, you set the number of days between each message and the software knows when to send each email based on when the subscriber was added to the list. Putting your membership course on complete autopilot!

The beauty of using this model is, you can create five or six lessons (or even less) and start adding paying members immediately.

If you're scheduling your lessons to be delivered on a weekly basis, you're already four or five weeks ahead of the first person who joins. Purty cool, eh?!

My process for creating content looks like this...

1. Create the entire course outline
2. Create the first four lessons (*five if I'm on a roll*)
3. Add them to the autoresponder
4. Start driving traffic

As far as outsourcing goes, I don't do it. Honestly, I don't. At

least not for content that I'm charging for. Could I? Sure, but I feel it's *my* content that really allows people to see the *real* me.

Building trust and relationships is key in the info-marketing business. It's hard to do that when you outsource content.

I've tried it and I just end up editing the whole dang thing anyway before I'll use it. So why bother?

But... if you're cool with it, go for it. Here's my two recommendations:

- [Get Original Articles Written](#)
- [TextBrokers](#)

TextBrokers was just recommended to me by someone who I trust and I've personally used Get Original Articles Written.

Both of these sources are very affordable. My suggestion when outsourcing content is this... be very, very specific about what you want. Don't just give them a keyword and let them run with it.

Tell them what you're using it for, tell them you're using it as a lesson for a course. Give them specific instructions for how you want the piece created.

For example, I had a few blog posts written for me by GOAW not too long ago. They were articles about How to Start a XXXXX Business.

I didn't want them to be generic articles that you would see

on a crappy auto-blog. I wanted them to be high-quality pieces that people would like and share.

So I decided to make them step-by-step articles. Kinda like an ehow piece. Step 1 do this, step 2 do this, etc. And that's exactly what I conveyed to GOAW. They knocked it outta the park. And, I only paid \$5 per article! One of the articles they returned was almost 800 words!!! For \$5!

But like I mentioned above, it wasn't me. It's fine for a blog post but *I* wouldn't charge for it because I want my customers to know me and my style of writing.

Lets quickly talk about delivery of content. What should you use? How should it be delivered to your members?

I personally like video and email. But there are other options. You can put it into a PDF and attach the PDF to your autoresponder email. You can put the content on a website, which I don't recommend because people can figure out how to skip ahead and find the other lessons.

The majority of my lessons are either video lessons that I upload to Youtube and set to “Unlisted” so only people with a link can watch them or, I just put the lesson right in the email. It's quick and easy. Simplicity. It works for me.

The key is to make the content valuable. It's what will keep members paying you on a monthly basis. They have to see value or they'll drop out immediately. Make it your priority to deliver top-notch content. Be different from the competition. No more re-hashed garbage. Extremely valuable stuff.

The Setup

Put your bright orange vest on... it's time to go to work. But don't worry, it won't be hard. By this time you should have all of the hard stuff out of the way.

Your sales page should be written and your first few lessons should be done. Now you just need to plug it all in and connect the dots.

Lets get started. We'll start with your sales page and thank you page. First, I'll give you my recommendations, which are very affordable but if you're strapped for cash I'll also provide a “poor-man's solution”.

You'll need two items... a domain name (*like SuccessfulMemberships.com*) and you'll need hosting. I suggest purchasing them from the same company to avoid having to mess with nameservers.

(A complete explanation of [domains](#) and [hosting](#))

I suggest choosing a domain name that's easy to remember and easy to type in, like SuccessfulMemberships.com. Something catchy that your visitors will remember.

My recommendation for these two items is [HostGator](#). They have won me over with both customer support and a quality product. Even with the cheapest package (\$6 or \$7 a month) you still get a great product.

Since I use HostGator myself and am a big promoter of their products, I became an affiliate. So, please know that if you decide to use them after clicking one of my links, I will receive a commission of the sale.

As an affiliate, I am able to get you a great deal though... Your first month of hosting for \$.01, yep... just one penny! Just use the coupon code [SUCCESSFULMEMBERSHIPS](#) during the checkout process and you'll receive the discount.

So, you've got hosting and a domain, now it's time to add your copy (sales page copy). But, you still have a decision to make...

Should you use just a regular HTML page or should you go with Wordpress? If you're not familiar with [Wordpress](#), you should be.

It's one of the biggest evolutions to hit the web in quite some time. It takes all the “techy” stuff out of web design. It's really just a way to publish web content quickly and easily and I highly recommend it. The best part is, it's free!

You can easily install it right from inside your HostGator Control Panel. [Here's a tutorial](#) if you need help with that.

Now, I could create a whole product on Wordpress because it has so many different features but you're only using it to display two pages... for now at least. Later on after you've created your entire course you may decide to create an actual membership site and that's when having Wordpress installed on your site will be a huge help.

If you want to learn more about Wordpress, Tutsplus has a [great set of tutorials](#) that will teach you everything you need to know. These tutorials are free.

Okay, back to the setup. You've got a domain, hosting and you've decided on using Wordpress or not... now it's time to add the copy.

If you're using Wordpress, I suggest finding a one-column theme to use for your sales page and removing the navigation completely. You want your visitors to be focused on your offer, not tempted to click all over the place.

There's plenty of free Wordpress themes out there. Just do a Google search and find one that works. I prefer using the theme that comes with Wordpress. It's clean and simple and has a lot of customizable features.

Your second task at hand is to create a Thank You page. This is the page that your new customers will be sent after completing their order.

This should be *really* simple to create. Just include a quick “Thanks for ordering”, a brief message instructing them how to get started and of course, the autoresponder web-form where they enter their name and email address to add themselves to the list.

Which brings us to your next piece of the puzzle... the autoresponder.

I **highly** recommend [Aweber](#). I've used them for 3 years

now and my dad has used them for almost 8 years. They're hands-down the best at what they do. Their deliverability rate is the highest (*the percentage of emails that make it to subscribers inbox instead of the spam folder*). Their support is great and their price is competitive.

As with HostGator, I choose to promote products/services I use and love and [Aweber](#) is no different.

As an affiliate, I have arranged another special for you. If you sign-up with them now, [you can get your first month for \\$1](#). Then, it's only \$19 per month after that. For \$19 you can have up to 500 subscribers (members). You do the math... how much should you be making each month if you have 500 members?

You can afford to spend \$19 per month. For another \$10 a month you can have 2,000 subscribers (members). So, you can say their service is definitely affordable.

And, they have a great set of tutorials that literally walk you through every single step in the process when you get started.

I won't need to explain any of that here. They do a great job of that. But, if you want to see an example of a Thank You page, go back and look at the Thank You page for this product. It's clean and simple and does the job.

Moving on... lets discuss how you'll process your monthly payments. I **highly** recommend [Clickbank](#) for two reasons. One, they handle everything for you. They buy your product from you and resell it to your customer, taking a small percentage of the sale for themselves. And two, they have a HUGE database of

affiliates who are constantly looking for quality products to promote.

It costs \$50 to list your product (one-time fee) and then they take a very small percentage of each sale.

They also handle paying all of your affiliates, which is a HUGE time-saver. I've managed affiliate programs before and it's a pain. Managing refunds, calculating commissions, cutting checks. It's a lot more work than you think. But the benefit of having an affiliate program is tremendous. Especially when you're starting out. I'll talk more about affiliate programs in **The Traffic** section.

So... Clickbank is my recommendation. There are other options but I find them to be the best at what they do.

Lets talk briefly about price. It's nothing to overlook. While it may seem better to charge \$27 or \$37 a month for a 6-month course, you will have a harder time selling those memberships to cold traffic (*people who don't know you*).

Although, it will be easier to attract affiliates at a higher price point like \$27 or \$37 a month.

I still prefer the \$9.95-\$17 per month price range. It's a low barrier to entry and the decision isn't a hard one. You just need to convince your potential affiliates to get on board. As long as you are cranking out world-class content that your customers will love, you'll have no problem attracting affiliates.

One other thing I want to hit on is the timing you choose for

the delivery of your content. This may change based on your niche or the type of membership course you're delivering.

Don't think you *have* to deliver a lesson per week. I've seen others deliver one every two weeks and even one per month. Just as long as you're delivering tons and tons of value for their money.

Also, be sure to tell them on the sales page how you'll be delivering the lessons and how often, so they know ahead of time what to expect. Doing so after the sale will only cause unwanted refunds.

“The Poor-Man's Solution”

Don't be embarrassed... I've been there too. You used your last dime purchasing this product and are left waiting until you get more cash to implement what you just learned.

No more! I've come up with a way to set this entire thing up for FREE! You won't even need a dime!

Here ya go...

Domain/Hosting

Use [Wordpress.com](https://wordpress.com) (not .org) to get a free site. You'll have to use their domain name but you can customize it a little. It'll be something like MyMembershipSite.Wordpress.com. The hosting is free this way. There are some limitations inside Wordpress but you'll have everything you need to make this work.

Autoresponder

There are a number of free options out there. I've heard good

things about [ListWire](#) but have not personally used them. Also, make sure to check and see if autoresponders are included with the free versions of these services. I know MailChimp has a free level but autoresponders are not included.

Payment Processor

Use [PayPal](#). Just sign up for a free business account and create a recurring billing product. You can set the number of times to charge a member just like with Clickbank. PayPal has tutorials on how to do this as well.

The Traffic

(If you scrolled down to this section without reading the preceding sections, I strongly urge you to stop and go back to the beginning and read the entire report.)

The lifeblood of every online business. The holy grail of internet marketing. The key to online success. Traffic. Without it, your website sits in the dark, gloomy corner of the web, confined from the outside world.

In other words, without it... you're dead in the water. Close the doors, sell the fixtures and find a new job.

Sorry for the doom and gloom but I want you to understand the importance traffic has to the success of your online business. It should be your sole focus (of course, only after you've completed everything I've already covered).

Each day you should spend a dedicated amount of time focusing on lead generation. Driving traffic to your offer. You want a continuous flow of new leads coming in on a daily basis. But how?

There's an endless number of strategies, techniques and systems... which one should you choose and why?

Without dragging this out forty pages, I'll try to answer that questions and recommend which method to start with, which ones to add later and what you should be working on six months from now.

There are traffic methods that work today and not tomorrow. There are methods that worked a year ago that don't work today. My advice to you is do what I tell you to get started but pay close attention to what's working. Use your head. Think about the future. Think about the long-term effect.

For example, a year ago, articles were a great way to drive traffic to your website. You could write a 400 or 500 word article, upload to EzineArticles and have it rank highly in the search engines and get read by a lot of people. Ultimately, delivering a good number of visitors to your website if you had an author resource box at the end of the article.

Today that method is not nearly as effective. Google has since changed their algorithm and pushed article directory listings down in their search rankings.

Does this method still work? Yes, to a degree... just not as well as it did a year or two ago.

That's what I mean when I say “use your head”. I want you to think like a business owner. Where is your time best spent? Writing an article that you will post on someone's site other than yours (an article directory) or writing an article to post on your own site.

In the long-run, putting it on your site would be much more beneficial to you. It's your unique content that no one else has control over. If it's packed with tons of value, people will share it. The downside is, this is a long-term method. You won't see immediate results.

Here's **my traffic plan** for you:

On a daily basis...

Find 4 Affiliates
Write 1 Piece of Content
Create 1 Video

On a “as you can afford to” basis...

Banner Placements
Solo Ad/E-zine Ad
Pay-Per-Click

So, lets discuss this. On paper it looks pretty simple and honestly, it is. You just have to know what you're doing.

I'm a firm believer that you should spend a certain amount of time each and every day to grow your business. It should be a ritual. It should be become second-nature to you.

As you can see above, I suggest three doing three different traffic-generating methods each and every day.

- Find (at least) 4 new affiliates
- Write (at least) 1 piece of content
- Create (at least) 1 video

This isn't some fake plan that I've just dreamed up to use in this product... this is what I do each and every day. And, in case you didn't catch it, all of these methods are free. You could do nothing but these methods and be successful.

Let me give you some tips and advice for each one of these methods. Again, you need to use your head. Everyone has their own unique approach. This is just what *I* do. If you find something else that works better, by all means, run with it.

Find 4 New Affiliates

I actually enjoy this one the most out of the three. I'm not quite sure why, I just do. I don't really have a great system for this but what I do works.

I compile a list of keywords that are related to my niche. I go to Google, type in a keyword and start clicking.

The goal is to find a site that you feel attracts the same type of visitors as your target prospect. You really want to be looking for sites that have banner ads promoting where they're promoting a product as an affiliate, or sites that have Google AdSense.

Once you find one you have two options... you can send them an email or you can mail them a letter.

As a surprise bonus I have included copies of the email and the letter that *I* use to approach my affiliates with. These aren't just crap templates that had made up either... these were actually taken straight from the hard drive on my computer and uploaded for you to use.

I also included some specific instructions to use when mailing the letter. *It's important you follow these.*

Now, there are tons of other ways to find and attract affiliates but I don't have the room to list them all here. Just know

that this is what I do every day. That's it. I don't use any other strategies on a daily basis and I've done very well.

Write 1 Piece of Content

This one's a biggie and probably the hardest for me to do but I try. By getting into the habit of writing one piece of content a day, you're building a *real* online business.

Those pieces of content act like little worker ants bringing you new leads in every day on autopilot.

So, where should you use the content? Well, I suggest three different places.

1. Your Own Blog (a free Wordpress blog or your own self-hosted blog, it doesn't matter)
2. Press Releases
3. Guest Post/Write

You'll have a three day rotation of where you'll distribute your content to.

DAY 1: The first piece will be put on your own blog which you should set to [ping a bunch of update service sites](#) automatically every time you post something new. This notifies the search engines that they need to crawl your site because you've added new content.

DAY 2: The next day you'll create a press release that you can distribute through a [free press release service](#). Be sure to include some kind of a link back to your own site. Press releases have a good track record of ranking highly in the search engines

and staying there for long periods of time, meaning a good form of lead generation for you.

DAY 3: The next day your content piece will be used as a guest post on another blog related to your niche. Don't overlook this method, there's HUGE potential here for *very* long-term lead generation. If you can manage to get your piece published on a high-authority site, you can land on Google's first page for just about any term you want! Just be sure to only submit high-quality content.

Here's how I find blogs who are looking for guest writers in just about any niche... go to Google, type in your niche surrounded by quotes and then type “guest writers” also surrounded in quotes.

So, if your niche was weight loss, you would type the following... “weight loss” “guest writers” and hit search.

This will return all the sites that include both of those two phrases exactly how you entered them. There are also a bunch of other phrases that work for this... guest authors, writers needed, guest post, guest posters, blog writers, etc.

Create 1 Video

Lastly, another powerful free method. This is one my dad has used successfully for a few years now. Everyday he gets someone that emails in and says, “I found you on Youtube a while ago and have followed you ever since.” That's pretty cool to hear something like that.

There's something extremely powerful about video. It really allows your prospects to get to know you on a more personal level.

They feel like they've known you forever. Like you're their best friend, speaking directly to them.

If you have hesitations about getting in front of the camera, I highly suggest you get over them as quickly as possible. I know it's hard. It was hard for me. It's still hard for me. I'm a shy kinda guy.

But I forced myself to do it and I'm glad I did. I actually prefer to deliver my lessons by video but I'll talk about that in **The Stick** section.

And, you don't need a professional video studio for this to work. I use my iPhone 95% of the time. It makes it more real, like you're not trying to hide anything. The more real you can be, the more your prospects will relate to you as a human being.

Building trust is huge in this business and there's no better way to do that then with video.

I don't get too crazy with distribution here. I just don't believe in plastering the same video on 43 different video sites. I like Youtube. I suggest creating your own channel and naming it after your membership course.

Be sure to link to your site whenever possible but at least below each video in the first line of the video's description.

I like to add a text slide to the beginning and end of each of my videos as well that include a link and a call-to-action for my site in case someone pulls the video off Youtube to use on their site.

That covers what you should do on a daily basis to drive traffic to your site. The beauty of these daily tasks is they all work on autopilot to put new leads into your funnel. You create them once and they work you forever.

Those are the kind of methods *I* like to employ in my business(es). Evergreen traffic strategies that I don't have to constantly change every time Google “hits their delete button”.

That concludes **The Traffic** section but I've got one more thing for ya... *Surprise Bonus number two*. I decided to include a 12-Day email course that covers the other traffic methods I mentioned above in the “as you can afford to” category.

This is no lame, sissy-boy email series that you're used to seeing. Remember, I'm all about world-class content and this course **proves** that. I could charge \$97 just for this course alone. And, I most likely will, very soon. You should see the Day #1 email hit tomorrow.

I promise you'll love it!

The Stick

Last, but not least... how do you keep members paying you month after month until they've completed the course?

This is tough to answer with one generalized statement. Each niche is different and every member is unique in the challenges they face on a daily basis.

But it's your job to make them feel like no matter what happens in their life, they absolutely **need** you.

For all intents and purposes, you need to become the electric company. Each month the bill shows up and it gets paid. It's automatic. The question never gets asked... "Should we pay it or not?". It's necessary.

That's how they should feel about you. It isn't easy. You're up against some major roadblocks. Doubt, shame, indecisiveness, guilt, buyer's remorse, pessimists, family critics and the list goes on. Your member's daily battles become your battles.

It's your job to keep them on track. Keep them focused on the goal... finishing the course. There's a number of ways to do this.

First of all, they need to trust you. Just because they forked out some money upfront to join, doesn't mean they trust you. It sometimes takes weeks or even months to build a strong relationship. Unless...

You use video. Video has been a game-changer for me. The first membership course I created started out with four or five email lessons before I finally mustered up the courage to get in front of the camera.

But as soon as I sent out that video lesson of me sitting on my back deck talking about building relationships with your members, I got three or four emails saying...

“Man, it sure is nice to put a face with a name.” or “Hey, your backyard looks a lot like mine.” or “Thanks, video is a lot easier for me to learn rather than reading.”

I will literally **blown away**. I never thought about it that way but people could see the real me. It was like they were sitting there with me sippin' a beer or something.

So... video, you should use video as quickly as you can in your course. It really works to establish trust.

Here's another one... think about this for a second. It kinda goes along with the video and being “real”. But how do *you* feel when you purchase something online? Do you really know who it is you're buying from? Is it the same feeling that you get when you buying something from someone face-to-face, like a local business in your area?

No. It's completely different. You almost feel like you're gambling with your money. Like, “boy... I hope that shows up in the mail sometime soon”. You have no real relationship with them.

You need to make it seem like they've known you for years. And, that's not very easy to do through email. So, I suggest sending them a letter.

Weird, right? I know. But what do you think their reaction will be when they open up a hand-addressed envelope and pull out a letter from you? Surprised, to say the least. In most cases they'll at least tell their spouse or friend.

You've just taken your relationship with them from “we'll see how this course goes” to “I'm all in on this deal”.

People want to do business with people they know, like and trust. You just need to find as many ways as possible to make that happen.

I like letters in the mail. It's easy. It's different. And, there's no competition for you in their mailbox. How many online marketers are sending letters in the mail (besides me)? Not many at all.

Think about it this way... if you send them to one of your blog posts, a Youtube video or anywhere else online, they're only one click away from leaving **“planet you”**. There's a whole sea of other people online trying to grab their attention.

You should be where everyone else is not. It makes your job much, much easier.

Before I wrap this thing up... I want to hit on a few more things. Throw in a few surprise bonuses for your members. Something that will allow you to say, “this is worth more than the

price of your membership”. Get creative, use your head.

Always over-deliver. If you plan on creating a four month course, throw in an extra two lessons or even an extra month's worth of lessons as a bonus.

People will stay for valuable content. If you provide them with value, they will stay. Please remember that. If you take nothing else from this guide, take that. **Valuable content will keep people paying.**

Lastly, don't be afraid to make yourself available for support. Is it really that hard to respond to an email? Really? Be different. Do things others won't. But be yourself.

• • •

I hope you've enjoyed reading this guide. I had a blast writing it. I really hope you take what you've learned and put it into action. I'd love to hear about any success you have!

Thank you for being you!

Dream big. Take action.

-Duston

