

Three easy ways to get your membership site up and running



Hi, I'm Helen!

What we'll be covering

What is a membership site?

Things to consider before you begin

The tools you could use

A background image of a bright blue sky with scattered white, fluffy clouds. A white rectangular box with a thin black border is centered on the right side of the image.

What is a membership site?

Types of membership site

Community (e.g. a forum or Facebook group)

Paid newsletter

Monthly training (live, recorded or both)

Software subscription

A combination

Features of a membership site

Open-ended or with an end date

Drip feed content (or not)

Content replaced every month or keep adding it

Interaction included (or not)


Tutor support (or not)

A quick note...

I'll be covering your options for starting a membership site easily and on a fairly small budget.

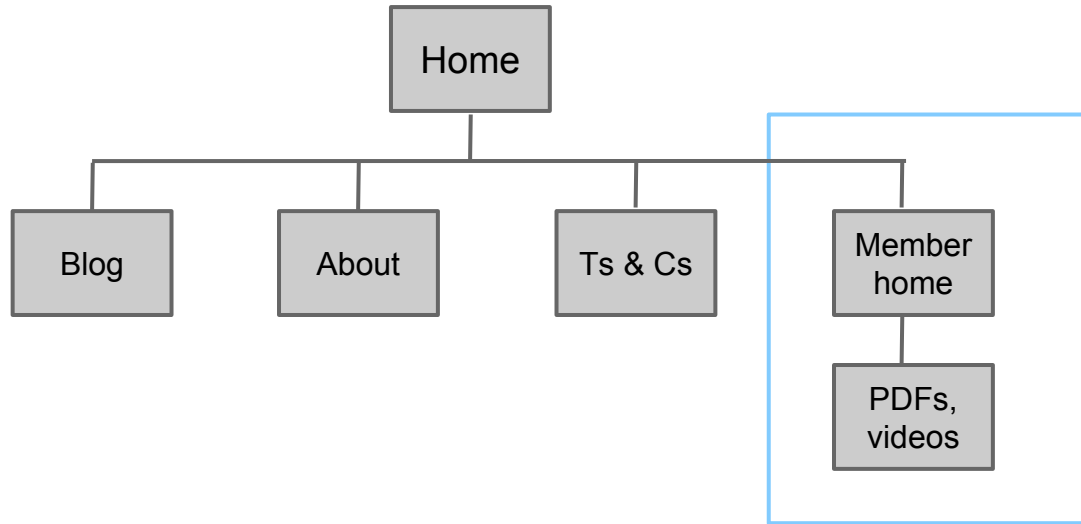
Top tip: Beware of getting bogged down by the tools...

Method 1: The low-tech one

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- The background of the slide is a dense, overlapping pattern of white rectangular papers. Each paper has a single, large, red cursive letter printed on it. The letters are scattered across the entire frame, creating a textured, chaotic effect. The papers appear to be slightly offset from each other, giving a sense of depth.
1. You charge members to join your mailing list
 2. You email out links to the content each month

Method 2: Wordpress site & plugins

Wordpress site and plugins



Benefits of Wordpress & Plugin

You own the platform

Can be inexpensive and running costs are low

Challenges of Wordpress & Plugin

Several moving parts e.g. Wordpress site, plugins, shopping cart, web hosting, video hosting, mailing list provider.

Challenges of Wordpress & Plugin

You're 100% responsible for support

Performance issues if you get a lot of students

EU VAT situation has made this more difficult

It has to look good on devices of all sizes



online
business
club

Membership plugins

WP eMember

Wishlist Member

OptimizePress 2

Zippy Courses

S2Member (free)

Method 3: 3rd party platform

3rd party platforms

Not all will accept subscription payments

Zenler ✓

Fedora ✓

Udemy ✗

Benefits of 3rd Party platform

Very easy to set up

Looks good

Can usually use your own branding

Performance issues taken care of by someone else

Some collect and pay EU VAT for you (check)

Disadvantages of 3rd Party platform

Costs

Slightly less flexibility than your own site

The background of the image is a repeating pattern of black question marks on a white background. The question marks are arranged in a grid-like fashion, with some appearing larger and more prominent than others, creating a sense of depth and repetition. A white rectangular box with a thin black border is centered in the lower half of the image, containing the text.

My verdict?
Zenler.

Thank you!

Any questions?