



Membership Site Set Up and Sales Process Checklist

This checklist will help you make sure you have everything in place, ready to launch your membership site. From setting up your membership site to getting your sales page and email follow up ready, here is what you need to put into place.

Basic Website Set Up:

- **Get a Domain:**
 - Choose something that is memorable, professional, descriptive, authoritative, polarizing.
 - Use research tools like: <http://www.dotomator.com>, <http://www.leandomainsearch.com> and <https://godaddy.com/domains/bulk-domain-search.aspx> for bulk search.
 - We recommend: www.EliteWritersLab.com/name-cheap for your domain purchases.
 - **If you purchased the site set up service**, we can purchase your domain on your behalf if you prefer.

- **Set Up Your Hosting**
 - Choose from reseller, VPS (Virtual Private Server) or Dedicated Server with the latter two being used for high traffic sites.
 - You can get a basic hosting account, but we do recommend a “reseller” account, so you can add more websites later. In most cases, you can upgrade later.
 - Look for hosting that offers cpanel and has responsive phone support
 - We recommend <http://elitewriterslab.com/bluehost> which will give you flexible options for upgrading later.

- **Install WordPress**
 - Most cpanel web hosts have one-click installation of WordPress. Check your cpanel or ask your web host about it.
 - Walk through all the settings and update them as needed.
 - Install plugins like JetPack and activate Akismet

- Try a page builder like <https://instabuilder.com> to make great landing pages, well-organized member pages, etc.
- **Add Theme to WordPress**
 - Even if you're using Instabuilder, you will need a general theme for your error pages and other automated pages.
 - You can choose the WordPress-provided themes or search through theme directory. You can also search sites like themeforest.net for options.

Membership Set Up:

- **Install a Membership Site Script**
 - You have a lot of options for membership sites like Amember, Wishlist Member and a variety of others.
 - We are keeping it simple for this training and have given you all the tutorials for Wishlist Member. Those tutorials are here. <https://www.elitewriterslab.com/msl-session-2/714>
- **Set Up Your Integrations**
 - Your membership site script will integrate with WordPress, a payment processor, autoresponder service and affiliate program. Walk through those integrations to ensure proper set up.
 - For a payment processor, we recommend PayPal at a minimum and it will be sufficient for collecting online payments.
 - For an autoresponder, we recommend <http://elitewriterslab.com/aweber> - you can start a \$1 trial there.
- **Add Your Product for Sale**
 - Set up your product in your membership site script, according to the instructions. Have ready:
 - Product name
 - Price and billing information
 - Will you offer a free or low-cost trial?
 - Payment processor options
 - A customer list in your autoresponder, so you can automatically add your customers to that list
 - Link customers should be redirected to after they make their payment.
 - **If you purchased the site set up service**, we will set up your product for you.

Set Up Your Members Area

- **Set Up Your Members Area Page(s)**
 - You can make this a simple single download page if you just offer a few downloads each month or create a whole members area if your offerings are more complex.

- Set up your members area navigation. Instabuilder makes it easy to create unique navigation menus through WordPress that your non-members cannot see.
- **Upload Your Files**
 - Save server space and bandwidth by uploading your large files to Amazon S3.
 - Set up your free Amazon S3 account at: <http://docs.aws.amazon.com/AmazonS3/latest/gsg/SigningUpforS3.html> (you just pay for usage)
 - Use CloudBerry to upload your files: <http://www.cloudberrylab.com/free-amazon-s3-explorer-cloudfront-IAM.aspx>
 - **If you purchased the site set up service**, we will upload the first month's files for you.
- **Protect Your Content:**
 - How you protect content will vary from membership site script to membership site script, but if you're using Wishlist, there is protection included and we've provided you videos on how to do this in lesson 2.

Set Up Your Sales and Promotion Pages

- **Design Your Logo and Graphics**
 - You can hire from sites like Fiverr.com, 99Designs.com or LogoNerd.com
 - You can create your own product graphics using software Boxshot King or Pixel Studio FX.
- **Set Up Your Sales Page**
 - Use the copywriting guide, swipe file and sales page template to guide you in creating your sales page.
 - Instabuilder make it easy to create high-converting sales page with all the elements you need to make a professional-looking page.
 - Insert your order button from the Wishlist or the payment system you are using.
 - If you're going to use a video sales letter (VSL), use the script template provided.
- **Free Offer Page:**
 - Having a free offer or sample is a great way to warm people up to trying your membership.
 - Use the opt-in page template to help you create your opt-in page. The copywriting guide and swipe file will also prove useful for this task.
 - Create a new list in your autoresponder, so you can follow up with those who request the free offer.
- **Free Offer Thank You Page**
 - Make sure to create a new page your new subscribers will see as soon as

- they subscribe to your list.
- Include their download and make an offer for signing up for your membership.
- Use the opt-in thank you page template to help you create your page. The copywriting guide and swipe file will also be helpful.

Review the DFY Templates Site Examples:

Some of these pages are still work in progress, but here is where you can view the DFY Templates membership we're building right alongside you as you set up your membership site too.

- **Sales Page:** <http://dfytemplates.com/join/>
- **Affiliate Sign Up:** <http://dfytemplates.com/affiliates/>
- **Affiliate Tools:** <http://dfytemplates.com/affiliate-tools/>
- **Members Download Page:** <http://dfytemplates.com/personal-download/>
- **Opt-in Page:** <http://dfytemplates.com/free-package/>
- **Opt-in thanks:** <http://dfytemplates.com/template-samples/>