THE ULTIMATE SITE-BUILDING TEAM

Give your Site the Best Foundation and Position it for Long Term Success

Build a Robust, Scalable and Automated Site

- using this Dream Team!



By

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THE ULTIMATE SITE BUILDING TEAM

You have a great idea for a product. It could be the one that takes your business to the next level. But it never sees the light of the day because the thought of putting it all together, figuring out all the technical aspects of a web site launch is so daunting that your dream project never takes off.

Has this happened to you? Have you abandoned your online business dream because you're overwhelmed with the amount of work, time, skills, cost and resources it takes to create and manage a site?



You're not alone!

It has happened to me too. Even though I'm a techie, I've developed products that are still sitting on the shelf because I didn't set a deadline and could never allocate the time required for a web site launch.

So many things are involved in a web site launch: Registering a domain name, getting a web hosting account, installing a content management system, finding the right theme, hiring the right resources to design the logo and graphics, writing the sales copy, doing the sales video, installing and setting up the right plugins/software, integrating with an autoresponder, setting up payment processor integration, writing documentation, testing everything, and not to forget - list building and marketing - it can all be a bit daunting.

Sure, you can hire individual specialists to help with each item on your launch list, but you still need to invest time to coordinate their work to ensure all the pieces come together really well, purchase the right software/plugins/tools and find the right people for the job! Make one mistake, and the whole project can go off-track again.



It was important for me to come up with a framework that allowed me to focus on content creation and made product launch a joy!

I recently completed a very successful plugin launch. And the best part about the launch was - I did it in 7 days flat! The foundation of my 7-day launch blueprint is a framework that allows all of my resources to work in harmony and bring out the best in each other.

I no longer mess around with the technical aspects of running a web site. My dream-team of tools and plugins have made web site launches a breeze for me. I

did multiple launches this year and it took me 7-10 days for each launch. In fact now I've mastered the whole process so well that building a new web site and setting up everything takes me less than a day! I spend most of my time working on the actual content rather than get bogged down by the technical details of putting everything together for a launch.



And that's how it should be for every one! Isn't it?

I'm not saying it will take you the same amount of time. The first site launch is the hardest. It might take you 14

days or even 30 days for your first site, But if you have done it once, it becomes a lot easier and faster from there on.

In this report, I'm going to share my dream-team of tools & plugins that work in tandem like a well-oiled machine and allow me to focus on the content. For a new launch, I just replicate the settings from my previous launch and update the content.

I want to mention a few things about this book:

This book is not about how-to launch a product. To launch a product, you need a web site. This book is about all the tools and resources that I use to build my web sites. I've built multiple six-figure businesses using this dream team of platforms and plugins.

This book is for YOU :

✅If you are looking to start a website to launch your product, but you are debating between fully-hosted platforms like Weebly, Wix, Squarespace versus self-hosted Wordpress web site.

✅If you are looking to start a self-hosted website to launch your product, but are not sure where to begin. You are overwhelmed with all the available options. While this is not a complete beginner's guide, it'll provide you with clarity and steer you in the right direction.

✅You know what you need but don't know what resources will best serve those needs. You know that you need a good Web-Hosting Platform, a CMS, an Email-Marketing Platform, a Wordpress Theme, a Membership Plugin etc to build a web site, but are not sure which ones will provide the best long term foundation to run a fully automated web site.

✅You are not sure if you even need a membership site because you don't sell any subscription products.

If you belong to any of the categories above, this book should bring more clarity to those areas. It will provide you with the knowledge that you need to set the right foundation for your Web site.

Hopefully my experiences and guidance on the steps and tools to use, will help you cut short the time that you spend on building your website, and allow you to focus on your actual product.

So without further ado, lets dive in...

WIX, WEEBLY, SQUARESPACE OR WORDPRESS ?

Before I get into the details of what Wordpress themes and plugins you should use to build your site, I want to first clarify a few things about Web Site Builders like Wix, Weebly, Squarespace versus self-hosted Wordpress Sites.

Weebly, Squarespace and Wix are drag-and-drop web site builders. The simplicity of drag and drop feature have made these web site builders very popular. They are all easy-to-use, customizable and offer a fully-hosted platform. Your website lives on their servers. It's a controlled environment. You can only do what they allow you to do.

If you start your web site with these platforms, you cannot move your content anywhere else. If you are not happy, you'll have to pretty much rebuild the site elsewhere.

Squarespace will let you export some of your content into an xml file but not every part of your site will export, as many features rely on their platform's custom JavaScript and *CSS*. Weebly allows a zip file backup but keep in mind that your blog pages will not be exported as they rely directly on their database. Wix allows you to duplicate your site but you can only move it to a WIX server.

So should you use the easy-to-use web site builders to build your site and live with the limitations, or should you start off with a self-hosted Wordpress web site which is a bit more complex to set up, but offers endless possibilities for your business?

What's the Verdict?



No brainer! If *you* are serious about growing your on-line business, there is simply no match for a self-hosted platform like Wordpress. When the initial excitement about the ease-of-use dies down, and you get into the 'now let me make some money' mode, the cracks in these website builders will begin to show up. If you want something that these hosted platforms don't offer, or say you want to change the theme, you're going to be stuck.

If you want simple, cheap and quick, these web site builders are great. If you want a real money making

business for the long term, there is no comparison between self-hosted Wordpress sites and these hosted web site builders.

Wordpress is much more advanced and provides endless possibilities whether you want to blog, run an ecommerce site or a membership site. It's flexible scalable and dynamic. With thousands of available Wordpress themes and plugins, you can make your WordPress site pretty much do anything you want it to do.

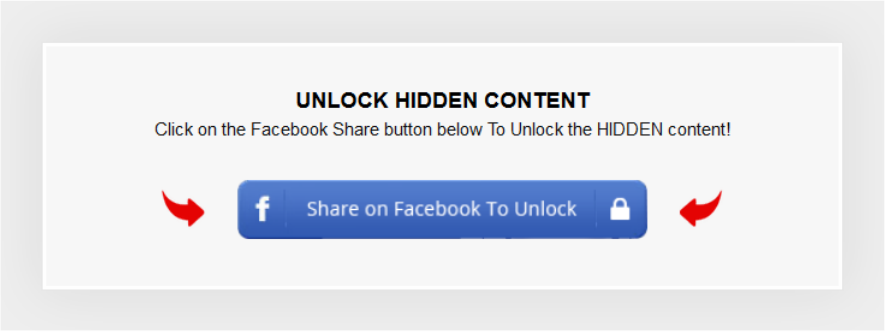
Another great benefit of WordPress is that it does not force you to rely on one company's service. If you're not satisfied with your hosting provider, you can move your Wordpress install to another provider. Many hosting companies offer 1-click installation of WordPress making it really easy to install. And there are Wordpress themes (like OptimizePress) that offer great drag and drop feature.

A hosted platform can never offer the same level of freedom to grow and expand your business like a self-hosted platform can.

The future of Wordpress is bright. It could evolve to such a point that these hosted web site builders will no longer have any edge but continue to retain most of the disadvantages.

MY 7 DAY LAUNCH

I was recently writing a blog post about different ways to grow blog subscribers. I talked about an approach where premium content is locked behind a sign up form. The content unlocks *only* after a successful sign up. As I was writing the post, I realized that if I could do the same with a Facebook Share button - have the content unlock automatically after a Facebook share, it could go viral! I knew it would be something all online marketers, who use Facebook for their businesses, could use.



The best thing about this product was that I actually completed the entire launch - from idea, to plugin development, to the actual launch - in *just 7-days*!

In the past, I would develop products quickly but never launch them because I could not allocate the time to do everything that a product launch entails. I knew I

had to fix that if I wanted to grow my business and build my brand.

I believe in two things:

1. Keep it simple. No one cares about how fancy things look. Don't worry about endless customizations. You can always get fancy later!

2. Do one thing but do it really well. Don't try to include million features in your product. It will confuse the heck out of people and do you no good.

Now, I have a simple framework that allows the entire product launch journey to be fast and easy.



My dream team of tools and plugins have made every launch quick and flawless because I'm able to build my site in no time and focus on just content creation!

The product development and launch timeline depends on the scope and complexity of the product. But you should never have to not go through with a launch because you are overwhelmed with dealing with everything that goes into building a web site. That should be the easy part.

The first website you build will take time, patience and hustle as you don't have a **blueprint** yet. You probably know - in theory - what tools and resources might work best for your needs. But the best teacher in life is *experience*. Until you actually get down in the trenches, you'll not know what truly works and what doesn't.

The good news is, once you've built a website and successfully launched a product, it becomes really easy to replicate that for your future launches.



Monitor things closely, automate all the processes that can be automated, make a list of everything that went into the launch, including the mistakes you made, so you don't repeat them in your future launches.

Don't try to do everything yourself. Hire help so you can focus on what you do best. Use the right tools and resources that will allow you to add automation and eliminate manual work as much as possible.

MY DREAM LIST OF SITE-BUILDING TOOLS & PLUGINS



The list of tools and resources that I'll be sharing here, have allowed me to build multiple robust, scalable and automated web sites.

Please note that this report just outlines the key steps, and the resources that can help you build your web site. It does not go into product development details.

***DISCLAIMER**: I only recommend products and services that I absolutely love and believe in. When recommending third-party products or services, I may sometimes use my affiliate link, which means if you go on to purchase the product or service that I've recommended, I'll earn a commission from those purchases - at no extra cost to you. So if you end up purchasing something I recommend via my links, I'll receive a small percentage as commission. But I'd recommend these tools and plugins even if I didn't... ☺.*

1. WEB HOST

If you want to run a long term successful business, and don't want your site to crash during a major launch, resist temptation to sign up for a web host because they're free or cheap. Otherwise you will end up with screaming customers on one end and clueless tech support on the other! Talk about a nightmare launch! It can greatly damage your brand and reputation.

Finding the right web host can be tricky because there are so many companies offering cheap hosting solution. They all make big promises on paper.



When it comes to picking the right web host, there are two key things you need to consider - uptime and tech support.

You might not care for or appreciate tech support much when you are just starting your online business, but if you have a live site with hundreds or thousands of visitors or customers, timely support and problem resolution can make all the difference to your business. Imagine having a site with hundreds of customers and it goes down! You call your web hosting support and try explaining the problem to clueless agents - who take hours to even understand the problem, let alone fix it!

If uptime and support are both important to you, I highly recommend LiquidWeb. I've always been passionate about customer service and customer support. In my 4 years with LiquidWeb, they've never let me

down. All my major web sites are hosted with them. They offer terrific tech support. Their online chat service is great as well. I've not had any bad experiences with them.

I personally use "Storm VPS" fully managed VPS with Linux OS from LiquidWeb (with 2GB RAM) for my web sites.

I do not recommend using GoDaddy as a web host (unless you like blank screens or internal server errors to greet your customers ☺. If there is a problem, their tech support will likely blame the plugins and wash their hands off it, instead of providing any helpful answers. I've seen this happen multiple times on several customer sites. Maybe things have changed now or you've had a different experience with them, but as you can sense, I'm not a GoDaddy fan.

There are other popular web hosting companies like HostGator, Bluehost and InMotion hosting. I don't host my web sites with them but I know several of my customers do.

It will save you a ton of time and money if you sign up with the right hosting provider from the beginning. Site moves are not fun or easy.

Even if you sign up for a shared hosting account initially for cost consideration, and later want to upgrade to VPS or dedicated hosting, it's easier to do that if you are already with the right web host. Before you sign

up, make sure they provide easy upgrade options. You can always scale, add more memory and processing speed as your web site traffic grows.

2. CONENT MANAGEMENT SYSTEM (CMS)

Wordpress is the content management king! It's a free and open-source Content Management System (CMS).

Wordpress used to be just a blogging platform 10 years ago, but it has come a long way since then. Today you can use WordPress to build and run all sorts of web sites. It's easy to use, very powerful and provides a ton of options to build, customize and grow your web site.

According to Wikipedia, WordPress was used by more than 23.3% of the top 10 million web sites as of January 2015.

There are two flavors of WordPress and it's important to understand the difference between the two.



WordPress.org vs WordPress.com

1. WordPress.org

You can download the software for FREE from WordPress.org but you will have to install it on your own web host rather than have WordPress.com host your site for you. You will have to be prepared to handle all the technical stuff that goes into running and managing a self-hosted web site.

But the best thing about self-hosted WordPress is that you'll have full control over your web site. You're not renting the property. You fully own it.

2. WordPress.com

If you don't want to download software, pay for hosting services, manage your servers etc and are fine

with limited control over your site, WordPress.com is your choice.

Yes, it’s free and easy to set up and provides lots of customization options but there are constraints. You can't upload custom themes or plugins of your choice. Your domain name will include WordPress.com by default. If you want to use your own domain name, you'll have to purchase one of their premium upgrades that includes domain name registration.

You'll soon outgrow the limited functionality of Wordpress.com. As your site grows, you'll end up paying more for Wordpress.com than a self-hosted Wordpress web site.

So should you go with WordPress.com or WordPress.org?

If you are serious about growing your online business and monetizing your content, then the choice is a no-brainer: Go with WordPress.org. Many hosting providers offer very easy one-click installation of WordPress so you don't even have to worry about the installation process.

If you want to host with WordPress.com, the rest of this book may not be relevant to you because I'm going to be talking about themes and plugins that will only work on self-hosted WordPress sites.

3. WORDPRESS THEME

A theme determines the look-and-feel of your site. The beauty of WordPress is that you easily switch themes and it won't affect your actual content in any way. It'll just change the way your site looks. It does not change the way you manage WordPress. That's another reason for choosing WordPress over other platforms!

There're thousands of FREE and PAID WordPress themes.

How do you pick the right theme?



If you want to build your brand, make money online and want exposure that leads to amazing online business opportunities, then there are some things that

you just can't skimp on. Approaching your online business with a 'I want the best for my business' mindset will result in a strong foundation and presence for your business. Most free themes are not maintained and updated, don't keep up with WP version updates, can cause serious security- and compatibility issues with your plugins. You can't turn to anyone for help when things break down because most free themes don't offer support (who can blame them?)

Rule # 1: If you're serious about making money online, eliminate FREE themes from your list!

Appearance and first-impressions matter. A premium theme will help you build a professional online presence.

My favorite theme is OptimizePress. It allows you to create beautiful member areas. There might be better themes for a typical "blog" type look & feel site, but if your site is much more than just a blog, OptimizePress is a great option.

I've pretty much used OptimizePress on all my sites. I've gotten so familiar with it now that it's hard to find a theme that offers as much flexibility, drag-and-drop, and customization options. And you don't have to be a techie to use it. Whether it's the sales page, landing page, upsell page or member page - there are several ready-made templates that you can pick from and customize to fit your site's needs.

OptimizePress (theme) and DAP (membership plugin) work really well together.

Picking the right theme is more than just picking out the one that looks pretty. Few things to keep in mind when you're selecting a theme for your site:

1. Mobile Responsiveness

If want a great user experience for your members that access your site on their mobile devices, it's important to pick a theme that's fully mobile responsive.

2. Customization

If you don't pick a theme that offers easy customization options, you'll likely end up asking for a refund. Can you easily change colors and fonts? Pick a theme that makes customizations easy. Some themes may require technical expertise and fiddling with the css files to change the look and feel to your liking. Be sure to keep this in mind when you research a theme.

3. Flexibility and Functionality

Don't pick a theme just because it looks good on the outside. Is it easy to modify? Can you easily change the page layout? Does it allow you to use a variety of layouts on different areas of your site? Can you create different sections within a page to present different types of content? Can you easily add and remove sidebars and change the number of columns? Does it come with a sufficient number of built-in templates?

4. Easy Navigation

Ease of navigation will result in great user experience. Otherwise it'll frustrate the visitors and result in site abandonment. Make sure your theme allows you to organize things in a way that it makes sense for the user. Your members should be able to find things quickly and easily.

Be sure to pick a theme that offers a full money back guarantee. Test it as much as you can in the refund period so you can return it if you don't like it.

Here're some other themes that I recommend:

1. Studio Press themes

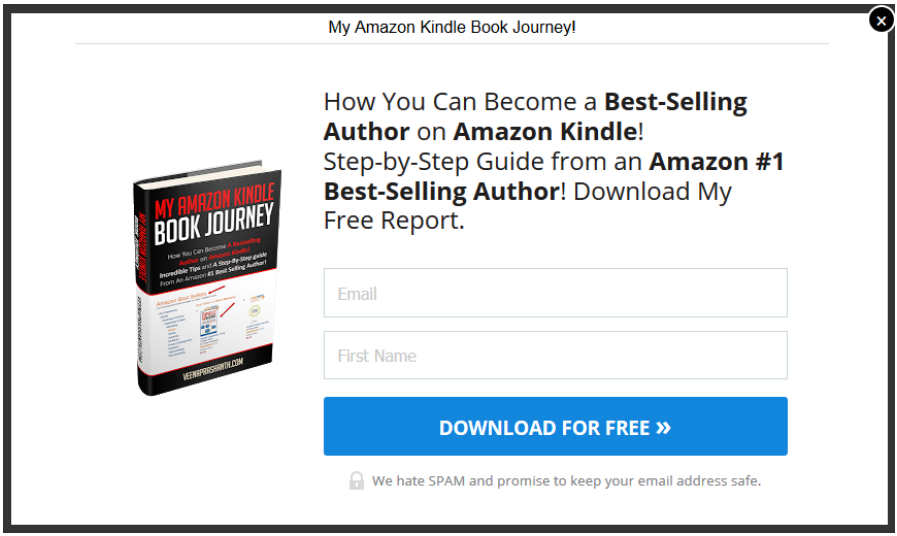
2. Woo Themes

3. ThemeForest

4. Elegant Themes

You'll probably never find a theme that meets all of your needs, so make a list of everything you can't live without as it will help you finalize the one closest to you wish list.

4. OPT-IN FORM



If you're an internet marketer, you've most likely heard this phrase several times: "The Money is in the List". An email list will allow you to build your following and your influence, grow your business, sell more products, and increase your income. With an email list of followers that believe in you and your products, you can create a sustainable and profitable online business that brings in consistent revenue.

You can launch a web site just for list building even if you don't have any other products yet.

Here's an example of an opt-in page that I built using OptimizePress. On this page, I'm offering my eBook for *free* in exchange for the email address of the prospect. When you click on the download button, it will open up a lead box (from LeadPages).

A LeadBox™ is a pop-up window that appears when your potential subscribers click on a designated link, image, button or text. You can connect it to your email platform (for ex- AWeber) or to your membership site. Of course LeadPages is not cheap. It has a big yearly fee attached to it. The other option is to simply use the opt-in form directly on your squeeze page as you can see here on my site.

5. EMAIL MARKETING PLATFORM



Your lead is an incredible asset. But no one is going to simply hand you their email Id. You have to be generous with providing value, be willing to part with some of your best work for free. Make consistent effort to build and nurture the relationship with your subscribers. Lead nurturing will allow you to convert leads into new sales opportunities. It'll allow you to build strong brand loyalty before a prospect is ready to buy.

Ongoing communication with your list is key to lead nurturing and generating sales. This is why a good email marketing platform is critical to your business. It'll allow you to build your mailing list, manage your subscribers, drip emails (automated emails at predetermined intervals), send out email broadcasts, track your messages and optimize for even better results.

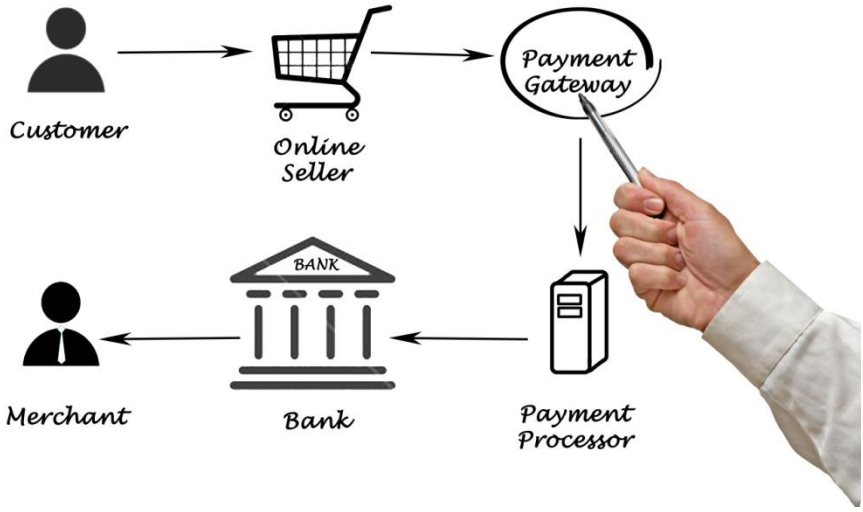
You can have the best email templates and the best email content, but what good is that if the email does not reach the intended recipient's mailbox?

AWeber is one of the oldest and one of the most popular email marketing platforms. Very solid platform. I've always used AWeber for my businesses. I'm a happy and satisfied AWeber customer. Another reason I like using AWeber is because DigitalAccessPass (my membership software) integrates really well with it, resulting in great user experience. You can completely automate the entire flow from a member signing up or purchasing your product, to the delivery of your content and the follow-up emails - using DAP and AWeber.

There are other email marketing platforms with great reputation like Mailchimp, GetResponse, ActiveCampaign etc that get the job done but I've not used them in my businesses. I integrated ActiveCampaign with DAP because I had heard great things about their platform from my customers, but I've not yet used it.

Email deliverability plays a key role in determining your open rates, clicks rates, and engagement. Test your emails before sending them out to make sure they are formatted correctly and reach the subscriber's inbox.

6. PAYMENT PROCESSOR



If you want to sell your products or services online, you'll have to provide a way for your customers to pay for the products that they wish to purchase. You'll also have to let the customer know the status of their payment and how they can access their purchased product.

Your will need a payment provider to handle payments from your web site. Additionally, your shopping

cart or ecommerce platform should integrate with your payment provider.

There are several payment gateway options but which one should you choose? It could be a daunting task as there're many important things to consider - monthly fees, transaction fees, other hidden fees, customer service, availability in your country, integration with your shopping cart etc. Understanding all the components involved in payment processing, and the pros and cons of all the major players in this industry will allow you to make an educated decision on what will best serve the needs of your business, while keeping costs low.

It's good to have multiple payment options while selling online rather than be fully dependent on just one payment gateway and run the risk of shutting down your business if your account gets shut down.

There are 3 industry leading payment processors: Paypal, Authorize.net and Stripe. You will find a lot of shopping cart platforms & plugins that integrate with these providers. I've also developed a shopping cart plugin (DAP Shopping Cart) that integrates with *all of these* payment providers and also supports 1-click upsells.

Here's my recommendation:

Provide Paypal as a payment option to your customers otherwise you'll be leaving a lot of money on the table.

A large number of customers prefer paying using Paypal, and they may abandon your cart if Paypal is not a payment option. But don't limit yourself to just Paypal. You don't want to place all the risk with one payment provider. In addition, you don't want to lose the customers that don't want to use Paypal.

Also provide a way for your customers to pay using their credit card. If you don't want to deal with the paper work involved in setting up a merchant account or negotiating custom rates, just signup with Stripe.com, and you can start accepting credit card payments and selling online in no time.

If you want to start off with Paypal while you work on getting a merchant account and shopping cart setup, that's fine too. You can always add additional payment options later.

Stripe has a few limitations. For instance, it does not support limited-duration recurring payments. It supports one-time payments and unlimited recurring payments (forever-recurring until cancellation). If you want to use Stripe but want to limit the number of recurring payments, then use a shopping cart software (like WooCommerce or 1SiteAutomation or Samcart) that does not rely on Stripe for initiating the recurring charge.

If you sign up for a dedicated merchant account, you will have more headache initially but a lot more control in the long run. It all depends on your sales volume.

It's fine to use Paypal or Stripe when sales volume is low, but switch over to a dedicated merchant account if you are generating say over $10,000 a month, for much greater control and reduced risks.

If you want your members to automatically receive an online account after their purchase, you can use a membership software like DAP to do so. You can automate account creation, management, content protection, content delivery etc using a membership software - even if you sell a one-time product. You don't have to sell a subscription product to use a membership site. You can use any shopping cart software that supports these payment providers and integrates with your membership plugin.

I use DAP to manage the members on my site and the DAP Shopping Cart to sell my core product and to upsell other products. To process payments, I use Paypal and Authorize.net.

Here's a chart that tells the story in terms of service/cost and how these payment providers compare to one another:

Service	Paypal Standard	Paypal Payments PRO	Stripe	Authorize.net
Monthly Fees	NONE	$30/month	NONE	$25*
Setup Fees	NONE	NONE	NONE	$49*

Transaction Fees $0 - $3000 $3,000.01 - $10,000 >$10,000.01	2.9% + 30c 2.5% + 30c 2.2% + 30c International : 3.9% + fixed fee per transaction	2.9% + 30c 2.9% + 30c 2.9% + 30c International : 3.9% + fixed fee per transaction	2.9% + 30c 2.9% + 30c 2.9% + 30c	10c + merchant fee* 10c + merchant fee* 10c + merchant fee*
Chargebacks	$20**	$20**	$15 No fees for successfully-challenged dispute.	$25*
Recurring Payments FEE	NONE	$10/month**	NONE	NONE
Merchant Account Needed?	NO	NO	NO	YES
Customer stays on your web site (host checkout page on your site)	NO	YES	YES	YES
Countries	Available in several countries. Check their web site for more details.	US, UK, and Canada	Available in several countries. Check their web site for more details.	USA, Canada, UK, Europe, Australia
Non-US Payments	Additional 1% fee for any international transactions.	Additional 1% fee for any international transactions.	NONE	NONE
Ease of use/setup	You can setup Paypal buttons in just a few minutes and start accepting payments online.	You will have to hire a developer to create your checkout page and integrate with PPP OR Use a shopping	You will have to hire a developer to create your checkout page and integrate with Stripe OR	You will have to hire a developer to create your checkout page and integrate with Authnet OR

	Very easy to setup.	cart / ecom-merce platform that integrates with PPP	Use a shopping cart / ecom-merce platform (like DAP) that integrates with Stripe.	Use a shopping cart / ecom-merce platform (like DAP) that integrates with Authnet.

*Authorize.net is just a payment gateway. You will need a mer-chant account to process the payments. The fees above only apply to using authorize.net as a payment gateway. Does not include merchant fees. If you sell globally, add a 1.5% assess-ment for international transactions. Authorize.Net is typically sold through their reseller network, which can affect prices and terms a fair amount. In addition your per-transaction fees can vary significantly between resellers, and depends on several factors.

** International Sales: This comparison chart above primarily applies to domestic payments in US dollars. There's an addi-tional charge for any currency conversion and a 1% charge to receive payments from another country.

7. STORE AND PROTECT FILES



The problem with storing and protecting large files directly on your web host server is that it will eat up a lot of server bandwidth. You'll end up using a ton of processor resources, memory resources, bandwidth, and ultimately that might crash your server. This is why video sites like Vimeo.com and Wistia.com charge hundreds of dollars a year, because you cannot host large files like videos and audio on your own server. Same is true for other types of files (for ex - .pdf, .zip) as well.

If you've a lot of people viewing and downloading the files from your site, it'll use up a lot of resources on your server and directly affect site load time, memory, server bandwidth, etc. Plus, on top of that, there are also bandwidth charges that your host will charge you

with for all of those downloads, which are usually not very cheap.

Instead, if the files are stored on Amazon S3, then you don't have to worry about your site slowing down, or you using up too much bandwidth, because the files are being served from Amazon's huge S3 servers which have tons more resources and speed compared to your web host.

I use Amazon S3 to store and deliver files, and I use S3MediaVault (S3MV) plugin to protect the S3 content. This way no one can just pass around the S3 link and get free access to the content. You can embed the S3MV shortcode in a WordPress page, and then protect that page in DAP. This way only valid and eligible members can get access to the S3 content.

If you feel overwhelmed by the technology, you can hire people to help with the setup. Yes, you'll have to invest a little bit more on your first site because a lot goes into building and launching a site. But if you've done it once, it gets really easy from there on. You can just clone the settings. I speak from my own personal experience. I'm able to zip through launches now without spending thousands on site setup. I still outsource work like graphics, formatting, text alignment, image alignment etc because I'm neither skilled at that nor is it a good use of my time.

As you launch more sites, you'll find a lot of things are just repetitive. You can simply clone the setup and

update the content, without having to fiddle much with the technology or the tools.

8. MEMBERSHIP PLUGIN

A membership site, when done right, could be a passive income generating machine!

A membership site is a password-protected site that will allow you to securely deliver different types of content. Your content is locked and users have to register to gain access.



The access could be granted in exchange for their email address or after a payment. Users register to get in and you deliver the goods.

Due to the word "membership", a lot of people assume that membership sites are always subscription-income generating sites - where members continue to pay every month or every payment cycle - to retain

access to existing content and gain access to new content. Not true. You can do a lot more with membership sites than just launch a subscription based product.

There are several membership site models: Free membership, one-time payment, fixed-term recurring payment and ongoing recurring. There are many different ways in which you can use a membership site. You can launch a membership site even if it is just to secure- and deliver content to the buyers of your one-time payment products.

Say you have a simple PDF report that users can download for free in exchange for their email address. You can use a membership plugin to protect and deliver the download, and also to manage the subscribers. The subscribers can log in to their members area on your site to download the content.

You can also use a membership plugin to deliver course content that's not downloadable. The users can access the content only on your membership site. They cannot download it. This will prevent users from signing up, downloading all the content and then asking for a refund.

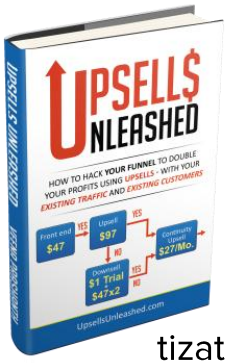
A membership site will allow you to deliver all products and content under a single login - even if a user purchases multiple products (core product, upsells etc) on your site.

It requires time, effort and a lot of patience and dedication to run a membership site. As the co-founder and co-developer of a membership plugin - DigitalAccessPass.com (DAP) - having worked with thousands of membership site clients, I have first-hand experience in what it takes to manage a membership site. It's not pretty. But the rewards are too great to bypass the opportunity. Membership sites provide you with a steady source of income that will give you financial security, and you can use that as a foundation to expand and diversify your business in other areas.

I launched several products this year and while I managed the signups, sales and the subscribers using DAP as my membership platform, none of my products were subscription products. They were either FREE products or ONE-TIME payment products. Of course I would love for you to experience the power of DAP, but it does not matter which membership plugin you use on your site. All I'm trying to say here is that you don't need a subscription product to launch a membership site.

Here are a few examples of web sites where I'm not selling any subscription products but I'm using a membership plugin to completely automate everything - from sign up to content delivery.

1. Upsells Unleashed (Amazon Best Selling Book) - ***One-Time Payment***



In this book, I've shared actionable upsell tips and strategies that online marketers could easily implement in their businesses to maximize their earnings. I launched it on Amazon Kindle first and later also launched it through my own site for better monetization opportunities.

The reason I bring it up is because this is not a subscription product. I'm selling it for a one-time fee but I use a membership plugin to power the site. It allows me to take advantage of upsells and other profit multipliers to maximize my earnings from existing customers.

I sell a PDF (downloadable) version of my book through My Site. This is a one-time product. Users get instant access to the PDF after their purchase. I'm using DAP to protect my book (PDF version) and also to deliver it instantly after purchase. I have connected DAP with multiple systems to make everything automated - from email delivery, payment processor integration, upsells to affiliate management. I have also added 1-click upsells using the DAP shopping cart to maximize profits.

This site is a passive-income generating machine. Of course it would not have been possible without a great product. But once you have a quality product, don't let it sit on the shelf. I've literally spent less than

15 minutes in the last one month on this site, but the site continues to generate money month after month - from the sale of the book itself as well as my upsell offers.

2. My Amazon Kindle Book Journey - FREE



My first book - *Upsells Unleashed* - made it to Amazon category best selling list in just a couple of days after launch. I knew that a lot of book authors could benefit from my experience and launch their own best seller. So I wrote an eBook that chronicles my entire book-launch journey, from start to finish, to help other authors achieve publishing success.

I'm offering this book for free on my site in exchange for email address of the prospect. This is not a paid product but I use a membership plugin to protect and deliver the book.

3. Facebook Share To Unlock Plugin - *One-Time Payment*

As a techie marketer, I'm constantly looking for ways to create tools that will bring in new leads. I launched a WordPress plugin in December 2015 that allows marketers to generate Facebook Leads without spending a dime on paid ads.

I used my membership software (DAP) to sell and deliver this product. The buyers pay a one-time fee to purchase it. No subscription payments.

These are just a few examples of the ways in which you can use membership plugins to manage your content and subscribers.

The two great byproducts of a product launch:

=> Every product you launch will give you ideas for your next product.

=> Nothing teaches like experience. Even if you fail, it'll give you a unique perspective that no how-to courses can teach. If you're down in the trenches and have figured out everything once, every new launch from there on, will be a breeze. It'll give you the best blueprint for your next launch.

So to summarize, here's my site launch dream team:

=> Web hosting Service - LiquidWeb

=> Content Management System - WordPress.org

=> Theme - OptimizePress

=> List Building - LeadBox from LeadPages.net

=> Email Marketing Platform - AWeber.com

=> Payment Processor - Paypal + Stripe.com OR Paypal + Authorize.net

=> Store Files - Amazon S3

=> Membership Plugin - DigitalAccessPass

It's amazing how much you can do with these tools, and how many different types of sites you can launch with this dream-team. Don't worry about the initial investment because if you have a quality product, and you use these tools and plugins correctly, your site will generate enough to quickly pay off whatever you invest in those tools.

USER EXPERIENCE

I'll give you two different examples to demonstrate the user experience when a site is built using these tools:

1. FREE Product Launch

Say you have a FREE eBook or a video course and you want to do the following:

* Capture your prospect's email address and add to your email list.

* Give the prospect instant access to your free content.

* Create a membership account for the subscriber so you can offer them other products and services in future.

* You also want to connect your membership plugin to your email marketing platform to track, manage your

lists and manage all emails from one centralized place.

* You want to send out a welcome email instantly.

* You also want to pre-schedule follow-up emails that will get sent automatically per schedule.

You can do all of the above using my Dream-Team.

Here's the user experience:

=> Prospect arrives at your site.

=> Prospect registers to receive the FREE content. The prospect becomes a subscriber.

=> The prospect is sent to the download page. In the meantime, your membership plugin does the following behind the scenes:

– automatically creates a membership account.

– automatically logs in the user to their members area and sends them to their download page where the free content can be downloaded.

– automatically sends out a welcome email with their download credentials.

=> User continues receives any follow-up emails that you've setup in your email marketing platform.

2. PAID Product Launch

Say you have a Product that you want to sell for a one-time fee or a subscription fee. You want to automate everything from purchase, to membership account creation, to content and email delivery.

Here's the user experience:

* Prospect arrives at your site.

* Prospect reads the sales copy, is impressed and ready to buy.

* Prospect clicks on the Payment button (say it's integrated with Paypal).

* Prospect is taken to the Paypal page.

* Prospect completes the payment successfully and becomes a customer.

* The customer is transferred back to your site where your membership plugin does the following :
– automatically creates a membership account.

– automatically logs in the user and sends them to the download page.

– automatically sends out a welcome email with their download credentials.

* Customer receives any follow-up emails that you've setup in your email marketing platform.

The dream team will allow you to create a seamless experience for your web site visitors - whether they

sign up for your free product or purchase your paid product.

SITE LAUNCH CHECKLIST



Your content could be a WordPress Page / Post, or it could be a file (PDF, ZIP, audio, video etc). Continue to work on your content but set aside some time to build your site and setup your online presence.

1. Register a domain name for your site.

2. Find a web hosting service to host your web site.

2. Install WordPress.

3. Install a WordPress theme. Continue to work on your content.

4. Install a membership plugin to manage your members, and to secure and deliver your content.

5. Install a WordPress Security plugin. WordPress is lot more secure out-of-the-box compared to using anything else - like your own homegrown HTML or PHP. And there are a lot of great security plugins for Wordpress that can completely lock things down like "Login Lockdown", "WordFence", "Bulletproof Security".

I personally use the Wordfence Security Plugin to secure my WordPress sites.

6. Setup an opt-in page to collect email addresses from prospects in exchange for premium content.

7. Integrate your membership plugin with an email platform like AWeber to send follow-up emails to your subscribers.

8. Integrate your membership plugin with a shopping cart software like the DAP Shopping Cart and a payment processor like Paypal and Stripe/Authorize.net.

9. Reach out to a few of your trusted subscribers for testimonials. Give them a free copy of your product so they can test drive it before giving you a glowing testimonial.

10. Setup your Sales page. You can start working on the sales copy from the very beginning. Don't wait until the product is ready for launch.

11. Test user experience. Test everything from your free sign-up form to payment processor integration to

email- and content delivery. Make sure everything flows smoothly and everything is automated.

12. Time to launch!

ASK VEENA!

If you've any questions, comments, concerns, feedback about any of the topics I've covered in this book or any of my other products or services, you are welcome to join my **FREE Facebook Group**!

Feel free to send your questions my way!

Click HERE to Join!

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