

A Special For Marlon's Valued Customers By Subscription - \$17/mo.



AN EASY WAY TO CREATE A MEMBERSHIP SITE SUPER FAST — REVEALED!

Hello,

Marlon here.

Today I'm going to show you an easy way to create a membership site super fast.

I've been building out the membership site for the NEW Milcers site. So I figure it's a good time to talk about it.

[My Black Friday HALF OFF offer on Ockam's Razor is over in 2 1/2 hours. Get it here.](#)

Membership sites are great for customers. The reason is that most training you buy is static. But there are new changes and updates all the time.

A membership site gives you a way you can stay up-to-date. Or keep your customers up-to-date.

Plus, it gives members a way to get answers to their questions. And often involves a community such as a forum or group.

You can see some of the sales I've made from memberships here:

Members Stats		
Members	2	18,870
Members with only free/trial purchase(s)	2	184
Members with actual \$ paid/completed	2	18,706
Members with currently active subscriptions/products	2	2,567
Total Value Paid	2	\$2,383,839.37
Value per Member (all members)	2	\$126.33
Value per Member (paid members only)	2	\$127.44
All Gold Members	2	974
Currently Active Gold Members	2	5
Currently Active & In Paid Mode Gold Members	2	0
Currently Active & 3+ Payments Gold Members	2	0
Currently Active & Free Gold Members	2	0
Expired Gold Members	2	974
Expired Paid Mode Gold Members	2	773
Expired Paid Mode 3+ Gold Members	2	356
Expired Non-Paid Mode Gold Members	2	201
Total Gold Product & Membership Revenue	2	\$170,050.40
All Product Revenue By Gold Members (includes Gold payments)	2	\$327,197.88
All Product Revenue By Gold Members (not including Gold payments)	2	\$157,147.46
All Product Revenue By Non-Gold Members	2	\$2,056,641.51
Value per Gold Member (includes Gold payments)	2	\$335.93
Value per Gold Member (additional products only)	2	\$161.34
Value per Non-Gold Member	2	\$114.92
Average Duration of Expired Gold Subscription (in days)	2	195
Average Gold Revenue of Expired Gold Subscription	2	\$140.65
All Silver Members	2	579
Currently Active Silver Members	2	3
Currently Active & In Paid Mode Silver Members	2	0
Currently Active & 3+ Payments Silver Members	2	0
Currently Active & Free Silver Members	2	0
Expired Silver Members	2	579
Expired Paid Mode Silver Members	2	465
Expired Paid Mode 3+ Silver Members	2	247
Expired Non-Paid Mode Silver Members	2	114
Total Silver Product & Membership Revenue	2	\$61,884.10
All Product Revenue By Silver Members (includes Silver payments)	2	\$106,707.70
All Product Revenue By Silver Members (not including Silver payments)	2	\$44,823.60
All Product Revenue By Non-silver Members	2	\$2,277,131.67
Value per Silver Member (includes Silver payments)	2	\$184.30
Value per Silver Member (additional products only)	2	\$77.42
Value per Non-Silver Member	2	\$124.49

Those are some of my numbers. Not nearly all of them. They are not indicative of average results of customers in any way. But as good as membership sites can be, most people struggle getting a membership site up, running and profitable.

1. They never do it

This is the main reason.

It's easy to blow all the potential problems up in your mind so large that they seem insurmountable or the pain seems larger than the potential gain.

2. No idea what content to create

This is another biggie. Obviously, you won't tackle a membership site if you feel you have no content.

3. Too hard to get the site up

There are so many software programs and choices. Do you use this or that? How do you protect content? How do you get it up fast?

The 3 Steps To Getting Your Site Up Super Fast

Step 1: Stop waffling mentally and decide

That's step one.

Just decide to do it in spite of whatever obstacles you see.

The decision is half the battle.

Step 2: Let your customers tell you what content to create

Your customers will tell you what content to create. Just ask them.

I do a lot of surveys with my customers as you know. You've probably taken one or more of my surveys.

Step 3: Choose your membership platform

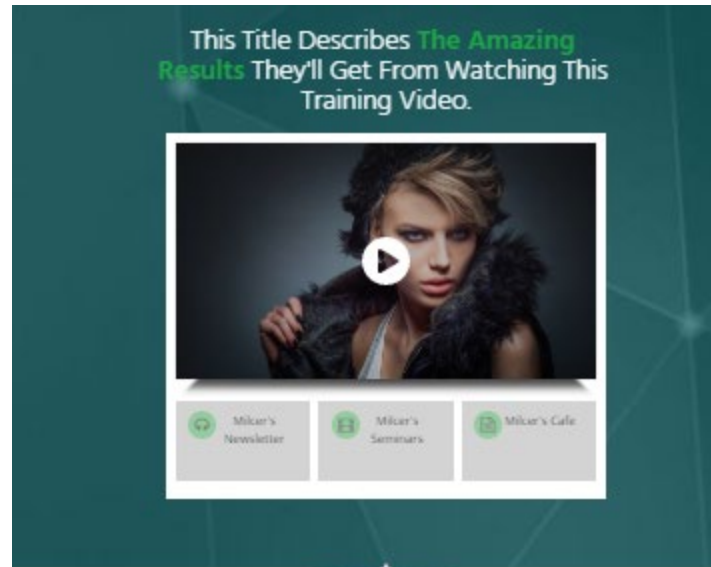
This step doesn't need to take a long time.

I'm going to give you a super simple way here page builders.

There are many choices available. But Thrive Architect combined with a membership plugin such as Wishlist Member or another one will do the trick.

Fast Method One: Use the templates that come with your page builder

Most page builders have pre-made templates for membership areas. For example, in Thrive Architect here's a template:



Course Summary: Explain the key elements of the training video

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Downloads/Resources (Click to view or right click to download)

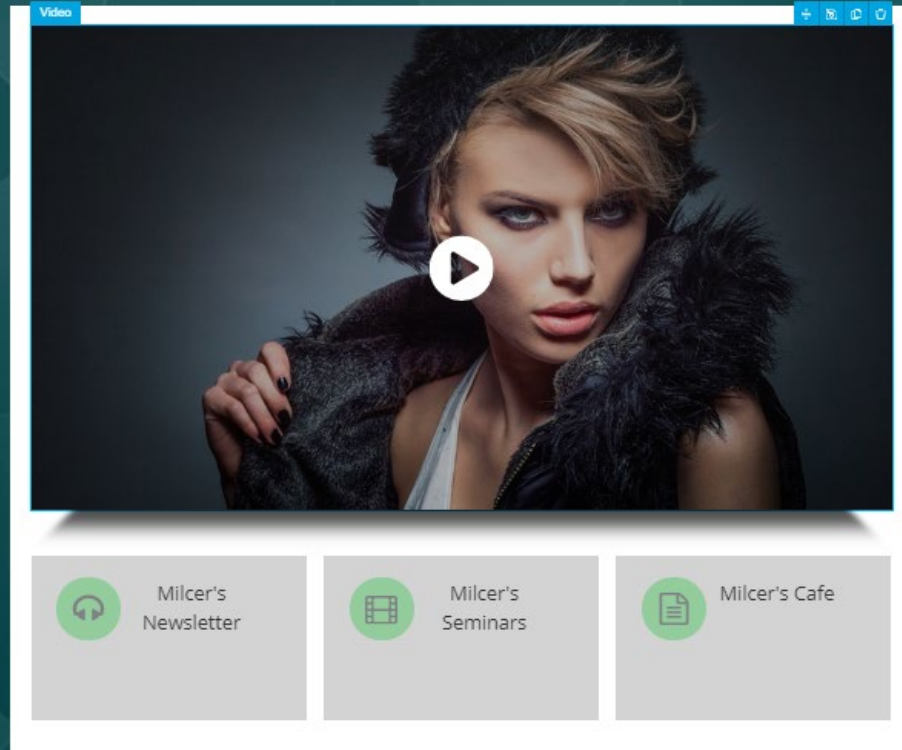
	Checklists, Cheat sheets,...	DOWNLOAD
	This extra content should help to get results.	DOWNLOAD
	This can be a link to an (online) resource	COOL TOOL
	Homework assignment	DOWNLOAD

← Previous Module

Next Module →

I'll blow that up bigger so you can see it:

This Title Describes **The Amazing Results** They'll Get From Watching This Training Video.



And here's the second part:

Course Summary: Explain the key elements of the training video

Lorem ipsum dolor sit amet. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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Downloads/Resources (Click to view or right click to download)

 Checklists, Cheat sheets,...

 This extra content should help to get results.

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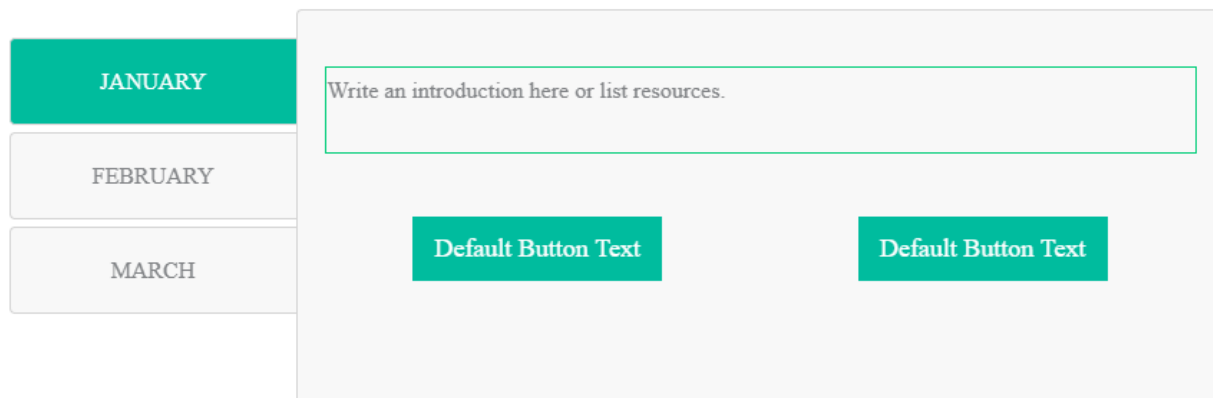
That's almost full-size. So you can get a feel for it.

All you do is type in your content or link to it. Very simple. Looks great.

Fast Method Two: Use Tabs

Most page builders have tabs built in.

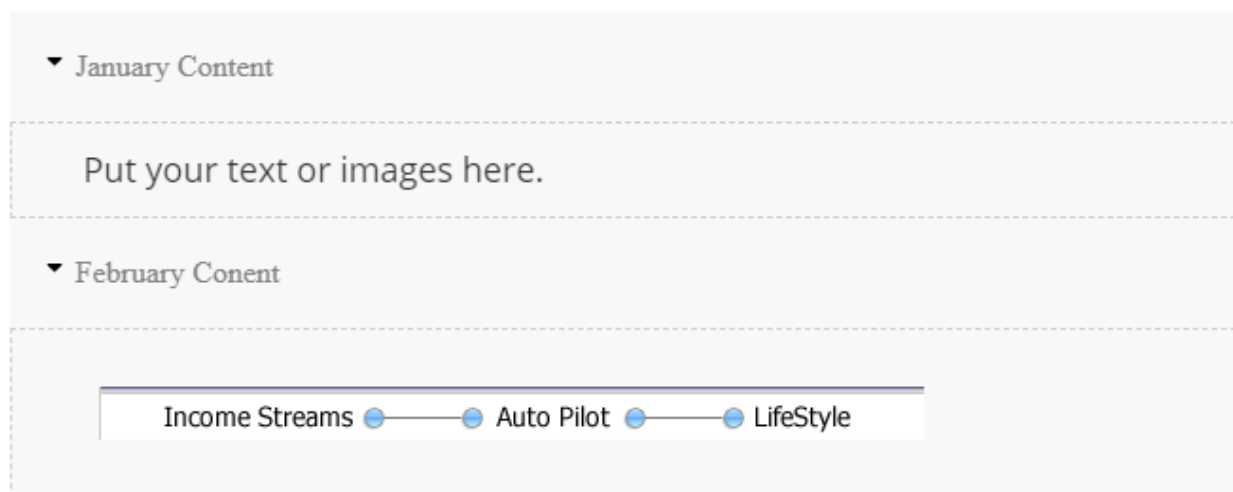
All you do is add 12 vertical tabs, one for each month:



You have a tab for each month. Then on the tab, you can put any content you want. You can add columns, buttons, links, text, images or video.

Super Fast Method Three: Drop Downs

Another feature Thrive and most other page builders have are drop down menus:



You just insert the drop down and then add text, video or images. Very fast and easy.

Here Are The Action Steps

1. Choose your niche or audience

I teach 8 methods for this. The first one that usually does the trick is called Sullivan Circles. In Fast Track, it's the first thing I turn people onto.

2. Find out what they're already spending money on

All you need to do is divert some of that cash to you. Look at the ads that appear over and over in your newsfeed, and the products that sell well on Amazon, Clickbank or other sites.

3. Get your membership topic

Decide on what your overall theme will be. It's hard to lose solving the biggest complaints or problems in the market.

4. Let your customers tell you the topics they want

Start with their complaints. Solving those big pains always scores points.

5. Choose your software

There are a lot of choices. But that's a good problem to have. My advice is to start with a simple, actionable solution. Keep it simply silly.

6. Create your content

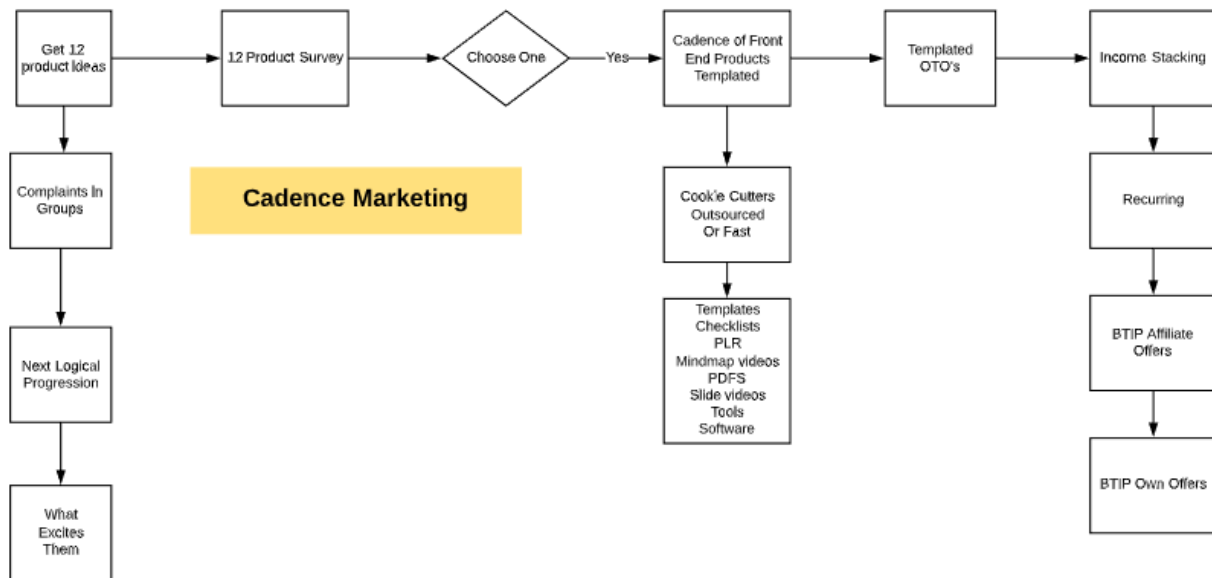
Writing, videos, audio and images are all possibilities.

7. Create your pitch and sell the thing!

That's the FUN step as it's where the money comes from. Plan to spend more time doing this than creating the content.

Where This Fits In The Big Picture

I have a total marketing system:



You can see on the right hand side it says “INCOME STACKING.” And below that it says RECURRING.

That’s where today’s membership method fits in.

Cadence marketing is one of the [core things I teach here.](#)

So while I’ve taught you some basic steps of creating membership sites, to succeed you’ll want to implement the other steps on the chart above.

Best wishes,

Marlon