

DIGITAL  PROSPERITY

MEMBERS AREA CHECKLIST



BY JAMES FRANCIS

Introduction

If you're setting up a new website to sell digital products or services, you need to make sure it has a dedicated area to deliver your paid products in a way that provides a positive experience to the customer. I call this a *members area*.

All of the steps within this checklist are covered extensively in the *Ignition* book, but it's fairly easy to forget things before you launch it to the world!

That's why I created this checklist – to save you a ton of research and confusion about which pages are actually important and profitable in the long-term. Just be sure to follow the steps before your competitors do.

Oh, and this is by no means a list of ALL the things you can have on your website. It's just a small selection of the most important elements that have worked well for me and my coaching clients.

The Members Area Checklist

- ☑ **Home Page** – Welcome your customers to their secure area to access your products, instructing them where they can find their purchased products (usually “by using the navigation menu at the top of the page”).
- ☑ **Product Delivery Pages** – Create pages to actually deliver your products! These should be set up in WordPress as “Pages” and not “Posts”. I usually have one page as the overall welcome page for the product I’m delivering, then one additional page per video/resource. So if my course has 21 videos, I would have 21 pages for the videos (one page per video), then one page for the welcome page for the product. I would then link to the welcome page in the top navigation menu.
- ☑ **Navigation Menu** – This gives people a choice of which product they’d like to view, so it’s easily found by the customer.
- ☑ **Content Protection** – As people will have access to every product within the top navigation menu, we need to ensure that only customers who have paid for the products can access them. For example, if they’ve paid for your front-end product but *not* any of your upsells, they’ll be able to access the pages for the front-end product, but as soon as they try to access the pages for the upsells (usually out of curiosity), it gives them an error message saying they haven’t purchased that product yet, along with a link to purchase it. This can

be accomplished by ActiveMember360 if you're using ActiveCampaign for your email list service, or alternatively OptimizeMember (comes free with OptimizePress) or Wishlist Member. But ActiveMember360 connecting with ActiveCampaign gives you a huge number of possibilities when it comes to upselling people into other programs they haven't purchased yet.

☑ **Login Form** – As each product section within the members area is restricted to paying customers only, the customer will need their own account which is linked to their previous purchases. So using the tools mentioned above, add a login form to your members area's home page, along with on each product's welcome page within the members area too (in case they go there directly from a follow-up email or similar). This way, they can log into their account that was generated for them by your membership software (e.g. ActiveMember360, OptimizeMember or Wishlist) after purchasing your product(s).

☑ **Testimonials / "Success Stories" Section (*optional*)** – It's always motivating to have success stories right there in the members area while they're going through your product. It's further reinforcement that your products are worth sticking with. Of course, only add this section if you have testimonials or case studies to go in there.

☑ **Support / FAQs Section** – Like the other steps above, this is covered in more detail in the *Ignition* book, but as a reminder, you should have an FAQs section presented to people before they can visit your support desk and submit a support ticket. This cuts down on your support queries in a huge way because people get their question answered right away, which is a win/win for both you and the customer.

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Once you have these basic elements in place, you're ready to launch your new website!

## **“So How Do You Create These Elements And Make A Huge Profit In ANY Niche?”**

Although you'll now know which pages to put in your members area, your next steps are to **use a *proven system* which automatically converts your prospects into customers and sales, and then drive high-quality targeted traffic to it.**

Because after all, it's not enough to simply know WHAT you need to do, but you also need to know HOW to create these elements in the correct way to start making sales.

To learn more about being coached by me personally to build a six figure online business in any niche *without* feeling overwhelmed or frustrated, simply click the big button below now...

**CLICK HERE NOW TO LEARN MORE**

See you there!



James Francis.

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