"The Robert Plank Show"

Episode #006

How to Setup a Membership Site Today for Recurring Passive Income

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Welcome back to the Robert Plank Show and you know what, you spoke and I listened. I have a lot of feedback of people saying they love the Robert Plank Show, but can I keep it down to 20 or 30 minutes so that you can listen to it on the way to work, on the way home from work, during a car drive, during a walk instead of the one hour format, and that is what we're going to do today. We are going to have a condensed edition, hopefully from here and now on.

Thanks for listening, thanks for tuning in, thanks for going to the Robert Plank Show and liking us on Facebook. I want to give a special shout out to George Pidiktakis, Mkpouto Usua, Syamsul Alam, Sarah Carlson and much more coming up as we talk about How To Setup a Membership Site and get some recurring passive income.

Your "Info Product" System

We're talking about setting up a membership site, and this is a really hot topic because everyone wants and loves to get paid over and over for doing the work one time. And not even doing the work but just having fun explaining to someone what it is you do, making a course, making a product, making a system and taking something that you are actually good at, that makes you money, that saves you time, that makes your life easier.

You document what it is you do, you explain your system and someone else uses your formula!

Let's say that you are a realtor and you have a special system of buying and renting out a house, you have a system of buying and flipping a house, well why not just take that exact system and put it into a simple step by step format that anyone can repeat. Now I am not just talking about it, I have actually done it many- many times.

I have created computer programming training, how to set up websites, how to create profitable sales letters and more and I am going to get into that right now in a few seconds after these messages.

I hope that makes sense so far, you have a step by step system and you have a way of improving someone else's life and now you want to sell it over and over again. When I bring up this topic about membership sites, I think that most people don't even really know what it is that they want.

They know they want a membership site, they know they want to make money from membership sites, but they don't really know what it will be and I hear a lot of things like...

"I want to make the next YouTube"...

"I want to make the next Facebook"...

"I want to setup a website where I charge someone $5 a month and they join and I can get a million people on there and I will make $5 million a month and people join, and they forget that I'm billing them." Or maybe I login and I put in about five minutes a month and I get all this money from doing nothing.

That sounds great, but what's funny is people have this idea but they don't actually set up a site and I think it's because they know deep down inside it's not going to work. Setting up the next Digg.com, the next Craigslist, the next eBay sounds good, but it's about a one in a million chance. It takes years, and for every Craigslist you hear about or every eBay or every really successful site, there are hundreds and hundreds of sites that have started up and failed that you've never heard about.

I think that a much better course of action, instead of trying to set up the viral site, or the next best site ever made, is to create a training site. A how-to tutorial site where someone is coming to you with a problem, they are stuck at Point A you want to get them to Point B.

We mentioned real estate a few minutes ago where maybe someone has heard that you can buy a property, buy an apartment, buy a home and then rent it out and have passive recurring income with

tenants, but then they are worried about what's the exact system, what do I charge, how do I figure it out, how do I figure out how to buy a rental property, how do I deal with tenants, should I hire a property management company. A million billion questions.

I deal with that as well when I'm showing someone how to setup an Affiliate Program. Lance Tamashiro, who is my business partner, is really-really great at this, but the only problem is it's a technical issue and you have to set up this special plug in, this special script, you have to change these settings and then once that's setup then you have to market things in a certain way, set things up in a certain way. There are so many ways to go wrong that it makes you want to cry.

How to Create a REAL Training Course

We created a training course that takes people who maybe they already have something for sale, maybe you have what's called an e-book or a port, maybe they have already bought this thing called resale rights and they want a bigger list, they want more traffic and they want to just move more volume, make more sales with their products, so we show them how to setup an Affiliate Program every step of the way.

I am just going to open up the web page for this because I want to explain how this works. I have opened up a web page called SetupAnAffiliateProgram.com and we have our training course, and I am scrolling through and we have Module 1, is to install the affiliate program, Module 2 is how to integrate the affiliate program with a membership site and sell multiple products, Module 3 is how to submit it to multiple affiliate directories and systems, and Module 4 is different launch case studies.

Whenever I'm thinking about how do I show someone my system, as soon as you break your system down into four parts, it almost writes itself. That is what I want you to think about right now today is, whether you don't have a product yet or you don't have a system yet or you do, can you explain it to someone in about four steps, because if you can then those are the four Modules of your membership site.

You might be thinking, why is four, why is it only four, because I want to have a site where I charge $10 a month. My advice to you is to not go for that model, because everyone loves the idea of it, because it sounds like if I charge $10 a month it's okay for my site to suck, to be crappy.

For $10 a month, I'll throw in some interviews, I'll throw in one video, a 10 minute video a month, I'll throw in a few tips here and there. Here's the problem with that, you can make money from a site filled with tips with interviews, but that is a luxury site. A luxury purchase.

That's the kind of site where if you share tips about, let's say Time Management, if that's your membership site, then who's going to buy into a website that has tips about Time Management? I think the answer is someone who is pretty much completely mastered Time Management and wants that little tiny bit of an edge. That's going to be a very small population in comparison to the newbies, to someone new coming in and they want to know how to get their life in order.

Point A to Point B!

When you present your membership site in this format, in this four-part format, where you're getting them from Point A to Point B, then it's much easier to sell it. Let's say I give you in a membership site, an interview a month, ten tips a month, ten articles a month - how do I even present that to you? I say, join this and what ends up happening is you end up falling in that crutch of - well you're only going to pay $1.25 a day for these tips, for this training, and there is nothing you can really say. You can't really emphasize one part of the site over the other, and in order to sell it you end up having to say, well you get this big pile of crap.

You're going to join this site and you're going to pay month to month and you're going to get all this content and maybe you'll use some of it, maybe you'll use 10% of the site, but the rests, well it's there if you need it.

I think that's really weak, I think it's much easier to say - if your problem right now is that you're always overwhelmed, you're always stressed out, you don't have enough time, you can't get anything completed. You can't get your projects finished, you're always running behind on your deadlines. You can't make any money, and once you do make money, you can't stay consistent, you're stuck, you're in a really bad place. But I want to introduce to you the Time Management on Crack system, where I am going to show you the four steps that you need to take in order to get your life back on track, to stay productive, to get happy, to get all that motivation and inertia, and actually wake up out of bed every day excited. You step on over to the computer and all your tasks are done in an hour or two and then it's completely finished.

Then I can say, the first step in this is to get in a better head-space. I am going to share with you how I went from thinking like an employee or thinking like a college student into being an adult into being an entrepreneur, a self-employed business owner.

These are the ways I am going to reframe your schedule and reframe the way that you think, and reframe the way that you do things, and remove distractions and that's going to be Module 1.

Module 2 is I'm going to be, I am going to introduce to you the 23 different systems that I can plug into my business, and if I need to create an article I plug in this system. If I need to create a blog post, I plug in that system, if I want to create a video, I plug in that system, but now instead of always having your email open and always having notes scattered all over the place, and always trying to reinvent the wheel, I am going to say you know what, you're going to do these in your business - do this one thing, plug it in and now you're done.

I am thinking of this off the top of my head, but then I might think of Module 3, and Module 4 and that might have to do with some hypnosis, or deal with a "fear of success" type of situation. What we will end up seeing is, as you break your system down into four steps, what it's usually going to end up being is that first module is going to be how to get started as fast as possible. How to go from nothingness to being a Time Management site. How to get something accomplished.

In an Affiliate Program membership site, how do you get the affiliate program online - and then what happens? We solved the basic problems and then we make some progress, and now that opens up the door for other - I think problems is kind of misleading, but other questions, right? We fix this one thing and now that my affiliate program is set up, now maybe I need to find a way to get people to sign up to my affiliate program. Maybe we need to get more traffic that way, but that's the way it always works is that you solve one thing and then that opens the door for Module 2, Module 3.

What ends up happening is by the time you get around to Module 4, now we're going to...I am always thinking in terms of how do we prevent people from falling back into old habits? We have a course on webinars, if you know what a webinar is, it's where you live stream your screen, people hear your voice, you can create a product that way, you can pitch your product that way.

We have a membership site training course for that, and near the end of that course in Module 4, I am saying now that you've used webinars to write a product pitch, to create a product, to create a live class, now we want you to actually run a full blown launch every single month. That way you're not back in the same situation you were before you joined this course. We are giving you - I don't want to say extended training or higher-education, but we're setting you up for a long term success.

This four-part system is really-really important and what this ends up doing is you end up charging one single payment for this membership site, and this is a huge mental barrier for many people, because for some reason when people hear membership site the first thing they think is a magazine subscription or a gym membership. That means that someone has to pay month after month, that's a really hard sell.

Can you make money that way? Well yes, but like we said that's only a small percentage of your people. That's only a small percentage of your audience, of your subscribers, of your traffic, only a small number of people are actually looking for something they pay monthly.

Single Payment, Payment Plan, Continuity

If you think about most things you pay monthly, you pay not because you want to, because you have to. Rent and mortgage, insurance, utility bills, power, cell phone bills, internet, different services you use - these are all things where you don't really want to pay for them, you have to pay for them and then there are things like physical items like supplements, food, things like that where there is something you actually consume physically month after month, and information doesn't work that way.

If you try to charge someone monthly for an interview kind of site, well then people are going to be - it's like you fall behind a week or a month, now there is too much content for you to consume, you have to go back and use it and you're behind or you have to go back and use it all. It's no fun. What I would recommend is figure out, go crazy and what can you charge $1,000 for?

What kind of value could you demonstrate to someone for $1,000 you can show them how to do all kinds of things, what if you could show someone how to write a book in a week for $1,000? What if you could show a small business how to get their whole online presence established this month? Show them how to set up a Facebook Fan Page, get a website, get an auto-responder, get paid traffic that would be

a kick-ass course, especially if you set this up for a real business on the fly and walked people through your unique proprietary system as you did it.

What you do is you have these four steps, you have these four Modules, and your goal is to present each module in about an hour. For me, I target an hour, but if you know me I know I always go a little bit over, so you end up going about an hour and a half. We will call it a four-week course, and we'll present it live.

You don't have to present it live, if you're on that point then I highly recommend you go over to MembershipCube.com and we'll show you how to get your membership site set up using WordPress, using Wishlist Member, which we actually don't create but we buy a copy of that out of our own pocket for you, and what you end up doing is you set up a WordPress blog, you set up the Wishlist Member plug in onto of WordPress and what this allows you to do is create a membership level - that's the term.

What someone does is they buy access to this level and when they buy they end up creating a user in that WordPress blog, they create a membership account, is what we call it, and now someone can log into your site over and over again.

Question, is Facebook a membership site? Yes, it's free, but you can become a member of that site. What I recommend you do is starting right off the bat is you charge one single payment for someone to become a member of that site, you deliver them training, onetime training, and now they can login over and over again. With Membership Cube we show you how to set up WordPress, Wishlist Member, all of our special little plug ins, how to then integrate Wishlist Member with a payment processor called PayPal. You create a payment button, you put it in what's called a sales letter.

Now what someone does is they hear about your membership site, they go to your website, they go to your sales letter, where you basically sell your training course - your four Modules. Then if they want to buy it they click on the button, pay you money, check out, it creates an account in the membership site and now they can login over and over again.

We like to create videos, why? Because it's quick to create videos and if you're in a situation where you can show your screen, show something on a web browser, a software, PowerPoint presentation, it's much easier to show it in a video and talk. Then you can get the video transcribed, and now someone has access to the video, the audio, and the transcript. You put it all inside of this membership site and you can build it up and improve it as you go along, and your members can just login later on and get the updated version.

You have this four-week course, and if you want you can just record a video, we show you how to do that using a tool called Camtasia Studio, and on top of that what we do is we sell basically tickets to a course, class that has not been created yet. We use these things called webinars, someone will pay $1,000 and if $1,000 is too much then fine, bring it down to $500, $200, but you're selling them a four-module, four-week course.

Once a week you meet on a webinar, you teach them what you were going to teach them, if they ask questions live then you can work them in or ignore the questions if they're not appropriate right then. Post the recordings in your membership site and now you have a course.

Now here's where the fun begins, because let's say you have these four modules, now Module 3, you could give that away for free and give people free access to that module. Maybe then you could sell the course again, this time it's no longer live, but you're selling access for one payment to a membership site to get the videos. You could sell it again and split up the payments, so you now have a payment plan going on.

Case Study: Speed Copy (5 Payment Plan)

This is cool because I have a copywriting membership site called SpeedCopy.com. When I presented this live, it was a four-week course for $500, once it was recorded now I charge $99 a month for five months. If someone goes for three months and cancels, they're cut off, if they go for all five months now they have access to the entire training course for life with no further payments.

I have now financed them, and it works great for everybody because it's an easier sell for me and they feel more comfortable because they are not adding something to their budget every single month. They are paying something off, they are making a set number of payments and now they completely own it.

Because it's in a membership site, I can update the training and in fact, I do add new videos all the time, this is a course on copywriting, creating sales letters, creating web pages, and whenever I have a new web page that I improve or I critique, I add it into the members area because it costs me nothing, I was going to be doing that anyway so why not record yourself, put it in that membership site and it makes a nice little bonus.

I hope those things have kind of changed your way of thinking as far as membership sites go, is that you don't have to necessarily charge a monthly fee, it's better if you don't, it's better if you have a four-week course that takes people from Point A to Point B, and what I want you to do right now if you're near a computer or you have a piece of paper, go to MembershipCube.com.

We will give you Wishlist Member, we will give you my Drip plugin, my Import plugin, my Notepad plugin, my Video Player plugin. We will show you what you need exactly to set up this four-week course of your very own and create a product that you'll be able to make money from. For years from now people will buy into and use and maybe talk amongst one another, add comments, and they will help you make a better product.

Keep making sites these or keep marketing sites like these, and it's up to you what you do with it.

Make sure to go to MembershipCube.com, and of course RobertPlankShow.com to like us on Facebook.

I want to thank Orokunle Iyanuoluwa for liking our page, Feron Absalon, Mark D. Reinert, Deborah Bateman, Art Manalo, Nazbir Ahmed, Lizet Palpa Raya, Greg Smithhisler, Dan Loewen, Mandy Rhodes, Raj Bapna, Dane Morgan, Dave Gale, Ien Nivens, Heather Page, Avani Misra, William Harrell, Tracy

Robinson, Bart Rutherford, Barbara Whiteley, Tommy Afrialdi, Samuel Ng, Jane Rapin, Diane Chesson, Ruzanne Contenttogo, Betty Much, and of course Greg Weir.

That was the Robert Plank Show, make sure to tune in next time, we're going to be talking about "How To Run a Webinar to Multiply Your Income and Profits." Really exciting, but for now, if you don't have that membership site set up, what are you waiting for, figure out what it is you do, what's your process, what's your system, what are your four modules, how you can present an exciting way?

Go ahead, set it up, get Wishlist Member, install it and run your four-week class and get paid over and over again from doing it one time.

I hope you enjoyed the show, I'm Robert Plank and I'll check in with you next time.