

The DSM Publishing Ultimate Fast Track Tutorials

Giving you HONEST step by step instructions
so that YOU can make money online without
falling for the scams



Membership Profits

**You Have Full Master
Resale & Giveaway
Rights To This Product!
Basically You Can Do
Whatever You Like With
It As Long As It Is Not
Altered.**

**If You Would Like
Premium Master Resale Rights On This
Product Please [Click Here](#)**

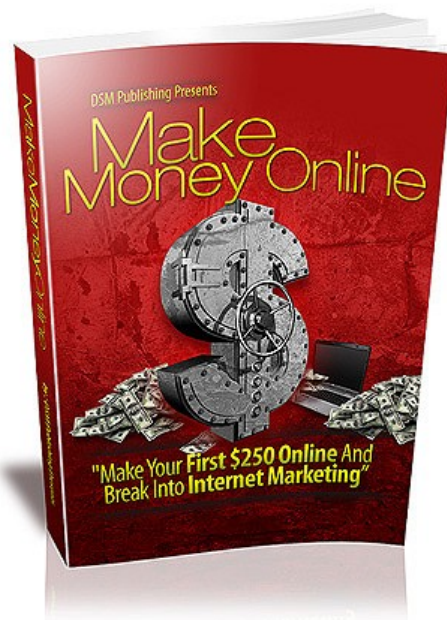
**By DSM Publishing Limited
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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 10-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

If you would like to take advantage of our Internet Marketing Superclass & discover how to make money online then [click here](#)

MEMBERSHIP PROFITS

Membership sites can be found all over the Web. From private, paying versions based on tightly focused niches, to free-flowing and free access Web 2.0 memberships, like MySpace, FaceBook, etc,

Why people join membership sites does vary considerably, but one of the most compelling reasons, beyond access to new, valuable information or resources, is the need to communicate and to belong to a group of like-minded individuals.

There are several estimates about how much money has been spent on membership websites in the last year or two. Those estimates range from several million dollars to over a billion dollars. This business model can provide the income you want. However, the reader should take note, running a membership site is definitely not a “publish and forget” process it will require some steady work on your part.

I've seen a lot of good – actually **GREAT** membership site ideas that never see the light of day because of what I perceive to be the biggest single obstacle that most marketers hit when starting a new membership site.

“THIS OBSTACLE BEING THE TECHNICAL ASPECTS BEHIND THE SITE.”

People get lost in the minefield of which script to use, well there's something I want to point out right here and now, **concentrate on the CONTENT – Don't obsess about the setting up, obsess about keeping it going!**

**Your membership site can be built around anything you like.
Pick a niche you are passionate about and take some action!
One Step At A Time.**

Before you can decide on which script you will need, you will need to decide on what kind of membership site you are going to run, let's take a look at the options.

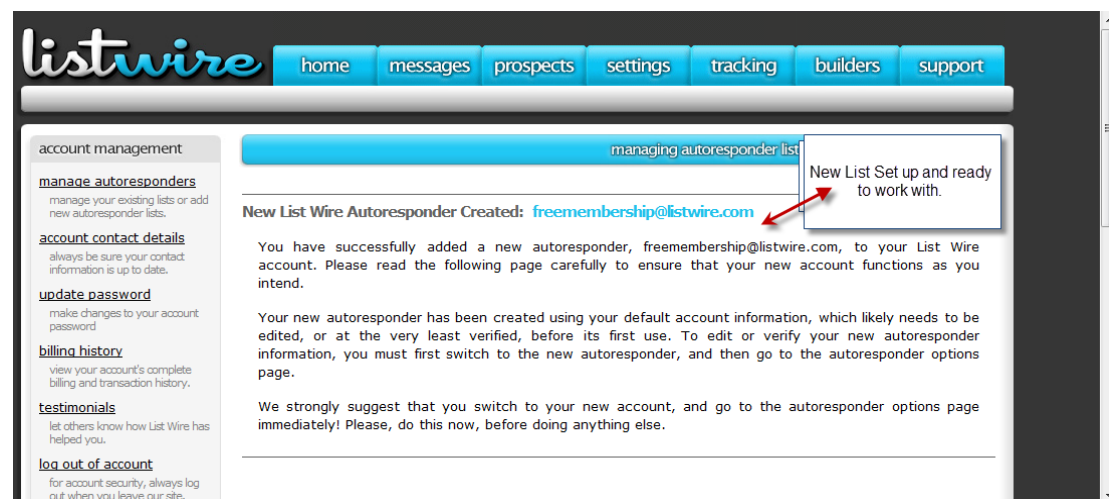
You can run a free membership site. This is where no subscription payment is required; your members only need to register on the site to become a member.

You can run a paid for membership fixed term course, you charge your members either a one off fee or monthly installments and deliver their content to them on a weekly or monthly schedule for a fixed term.

You can run a paid for membership site where your members continue to pay you on a monthly basis. You can offer different levels of membership at different prices, you've seen these sites, they offer Bronze, Silver or Gold memberships, all priced differently, some sites even have a "lifetime" one off fee.

Whichever method you choose, there is one essential tool that you are going to need and that is an auto-responder, this is the one thing you cannot do without. As we are looking to set up our membership site for free, we are going to use a free auto-responder called [List Wire](#)

Once you have created your account at listwire. Create a new auto-responder list specifically for your membership site.



Simply follow the instructions on the screen and your list will be set up in under 5 minutes. You can have up to 12 free auto responders.

All the menu items you need are located on the dashboard once you have logged in. The messages tab opens up the widow for you to add, edit, delete and test your messages.

Autoresponder Options and Settings

Your From Name:

Your From Email:

Account Description:

Postal Address:

Account Replication:

Replication Password:

Confirm Redirect URL:

Remove Redirect URL:

Connect with Twitter:

Pause My Account:

You can click on any of the sub tabs to check your follow up messages, your broadcast messages etc. If you are going to be asking your subscribers to pay you once a month, then make sure the messages are set to be sent at 30 day intervals.

This is a very extensive free list building site and offers a variety of features and I recommend that you have a good look around.

Now you've got your free auto-responder, you could actually set up your membership site with that alone. YES! That's right, just an auto-responder, no complicated web script needed, just your sales page and your auto-responder.

Whilst this sounds really easy, it takes a lot of work to set up the system before you can actually start taking in paying members.

This type of membership site is referred to as the "fixed term" membership site.

Here's how it works. You build your exciting sales page, and decide how often you are going to deliver the content to your members. Let's say that you are offering a 12 month course on "The Art of Calligraphy", you are going to send your members one lesson each month, it is advisable to have at least 50% of the course material already written, there is nothing worse than having to scabble something together two days before it is supposed to go out to your members.

Get smart here, save yourself some stress, and get your auto responder loaded with 6 months of lessons, before you promote your membership offer.

To create your lessons use OpenOffice which is a free word processor with an inbuilt pdf maker. You can download Open Office from [here](#).

Good, so now we have 6 messages in our auto responder waiting to deliver the lessons to the members. On your hosting space, create a download folder to deliver the actual lessons to your members. Make this folder hard to guess don't name it lessons! Make sure that this folder also has an index page inside it, this is really important to stop the outside world from viewing the contents. Fire up Kompozer (free) and create a simple file add this line to it. Place it just after the <title></title> tag, and inside of the head tag.

```
<meta name="robots" content="noindex,nofollow">
```

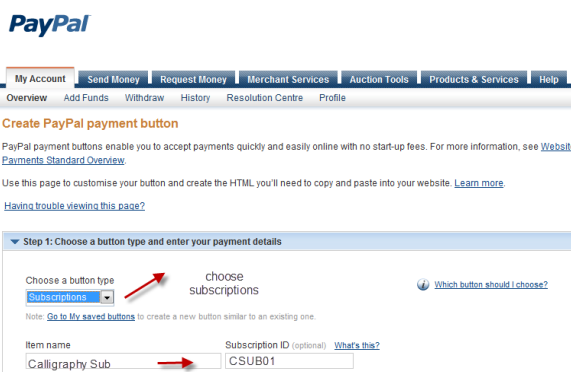
```
Then close off the head tag </head>
```

Our fixed term membership site is nearly ready to promote, so let's put it together.

Our site is going to sell our calligraphy course in 12 monthly lessons, so we need to create a method for our members to pay in 12 monthly installments.

Whilst it is not completely free, PayPal here is our best option. There is no charge to join and set up an account, fees are only charged on any sales you make. Once you've signed up, the next step is to create a payment button to add to your sales page.

Log in to your PayPal account and select "Merchant Services" from the top menu. A new page will open, on the left hand side of the page look for "start accepting payments and click the "sell subscriptions" text.



Use the drop down menu and choose “Subscriptions”

Give your subscription a name, this is what is shown on your order form when your member goes to subscribe at PayPal. Then give your SUB an ID that will help you remember what that member has signed up to with you.

Currency: USD choose your currency

you can if you wish use your own order button graphic

Customise button

- Add a dropdown menu with prices and options [Example](#)
- Add a dropdown menu [Example](#)
- Add text field [Example](#)
- [Customise text or appearance](#) (optional)

Your customer's view

Have PayPal create user names and passwords for customers [What's this?](#) Leave this unticked.
Notes: [PII and server modifications required](#).
Auto Return is not compatible with this feature.

Billing amount each cycle: 19.00 USD enter the amount here

Billing cycle: 1 month(s)

After how many cycles should billing stop? 12

I want to offer a trial period

Billing cycle: 1 month(s) Choose how often you wish them to pay you

After how many cycles should billing stop? 12 we are setting up a One Year Course so the number of payments is 12

I want to offer a trial period Leave Unchecked

Merchant account IDs [Learn more](#)

- Use my secure merchant account ID
- Use my primary email address

Select either of these two options

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customise advanced features (optional) Go to step 3 click the tab.

Create Button

Just simply select the options that you want to set and then click on the blue tab that says “Step 3” Fill in the required details.

Step 1: Choose a button type and enter your payment details

Step 2: Track inventory, profit & loss (optional)

Step 3: Customise advanced features (optional)

Customise checkout pages

If you are an advanced user, you can customise checkout pages for your customers, streamline checkout and more in this section.

Need your customer's postal address?

Yes
 No

Take customers to this URL when they cancel their checkout
Example: <https://www.mystore.com/cancel>

Take customers to this URL when they finish checkout
Example: <https://www.mystore.com/success>

Select Yes if you want to collect a postal address

Enter your main website URL here
Make sure the box is checked.

Check the box that says Take customers to this URL when they finish checkout and input the full web address of your sign up page.

Need your customer's postal address?

Yes
 No

Take customers to this URL when they cancel their checkout
<http://www.website.com/cancel.htm>
Example: <https://www.mystore.com/cancel>

Take customers to this URL when they finish checkout
<http://www.website.com/member/signup.htm>
Example: <https://www.mystore.com/success>

There is nothing more to fill in on this page, so we now click the create button at the bottom of the page. The next page that opens up has the code we need to copy and paste into our sales page.

You are viewing your button code

- Click **Select Code** to select all the button code.
- Copy the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
- Paste the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

[Integration tips](#)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="s-xclick">
<input type="hidden" name="hosted_button_id" value="2BFELK44FT62">
<input type="image" src="https://www.paypal.com/en_US/GB/i/btn/btn_subscribeCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay."/>
```

Select Code [Go back to edit this button](#)

Buyer's View

Create more buttons

[Create similar button](#) | [Create a new button](#)

Similar: Use the button you just created as a template for another button.
New: Create a completely new button from a blank form.

[Create an Unsubscribe button](#)

Give your customers the option of cancelling their subscriptions.

Select code will highlight the whole code.

Copy and paste this into your sales page where you want the button to be displayed. So we have set up the sales page with payment button, and we have told PayPal where to deliver our customers to once they have subscribed. Remember it was the URL you input at PayPal when you made that subscription button. This is the page where we now need to add our listwire “in line” subscription form to deliver the lessons to them.

This page can be a simple page thanking them for signing up to your course, reminding them that they just paid you through PayPal and that they will be billed every month for the next 12 months.

Explain that in order to receive the course, they need to sign up to your list so that your auto responder can immediately send them their first lesson.

Add the code to the page for your opt in list. Your form should be the inline form for adding to your web page. You have the choice of using a javascript code or the html code. Bearing in mind that some people don't have javascript enabled in their browsers, it is better to use the html code. Just simply copy and paste it like you did for the PayPal button. It looks like a lot of code, but it is vital that you copy and paste your code just as it is.

And that's it; you now have a complete membership site set up for FREE. When PayPal notifies you that someone has cancelled their subscription, you simply log into your auto responder account and remove them from the list.

What other software can we use to create a free membership site?

Forum Software can make a great membership site. Cpanel includes two forum programs that you can use for free. One is Phpbb and the other is SMF (Simple Machines Forum) I've been using the later SMF for over 6 years and no one has managed to crack their way in yet. 😊

Log into your hosting Cpanel and look for the smiley blue faced icon, this is called fantastico, it is usually located in the software/services menu/



Double Click on the icon Fantastico De Luxe

When the next page opens, look down the menu to the left look for the title Discussion Boards, you will see both Phpbbs and SMF listed there. Click on the SMF link and scroll down to where it says New Installation.

You will need one spare Mysql database for this installation, and 57.79 mb of free hosting space to install it to.

The image shows a screenshot of the SMF website. On the left side, there is a navigation menu with categories like Navigation, Blogs, Classifieds, Content Management, and Customer Relationship. The main content area features the SMF logo, a short description of the software, a link to the support forum, and a 'New Installation' section. The 'New Installation' section includes the version number (1.1.11), disk space requirements (57.79 MB), and available disk space (198.5 MB). A red arrow points to the 'New Installation' section, and a text box says 'We are going to choose new installation'.

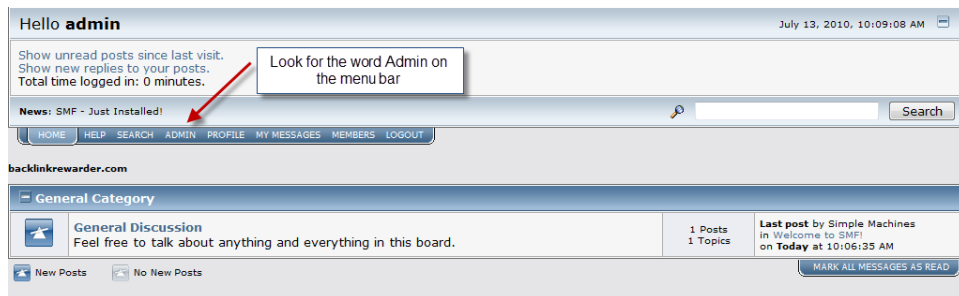
When you click on New Installation, a menu page appears asking you to input the directory name for where you would like to install SMF for this example we are going to use members2. Most of the boxes are pre filled by the program, just edit and alter to suit your site. Once all the information is completed hit the button at the bottom that says install SMF.

The program will then automatically install itself into the chosen directory and will automatically install its own database information too. The whole installation usually only takes around 6 seconds! When the next screen appears, click finish installation.

The screenshot shows the SMF installation configuration page. On the left is a sidebar with a list of content management systems and support services, each with a radio button. The main content area is titled 'SMF' and 'Install SMF (1/3)'. It is divided into three sections: 'Installation location', 'Admin access data', and 'Base configuration'. The 'Installation location' section has a dropdown for 'Install on domain' (set to '.r.com') and a text input for 'Install in directory' (set to 'members2'). Below this is a note: 'Leave empty to install in the root directory of the domain (access example: http://domain/). Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!'. The 'Admin access data' section has a text input for 'Administrator-username' (set to 'admin') and a password input (set to '*****'). The 'Base configuration' section has text inputs for 'Site name', 'Admin full name', and 'Admin e-mail (your email address)' (set to 'admin@'), and a dropdown for 'Preferred Language' (set to 'English'). At the bottom right is a button labeled 'Install SMF'.

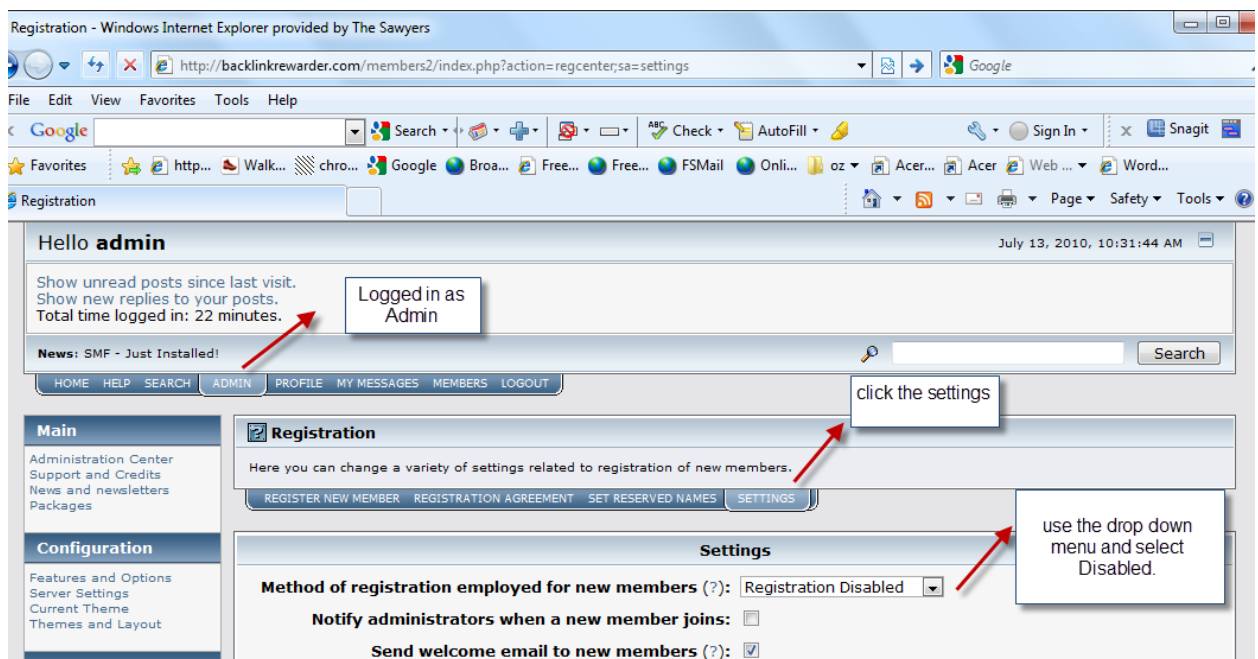
When you finish the installation, make use of the email offer to send you the details of the installation, you never know when you might need it. You are now ready to log into the SMF forum and configure your

settings. Log in as admin with the username and password you set during configuration.

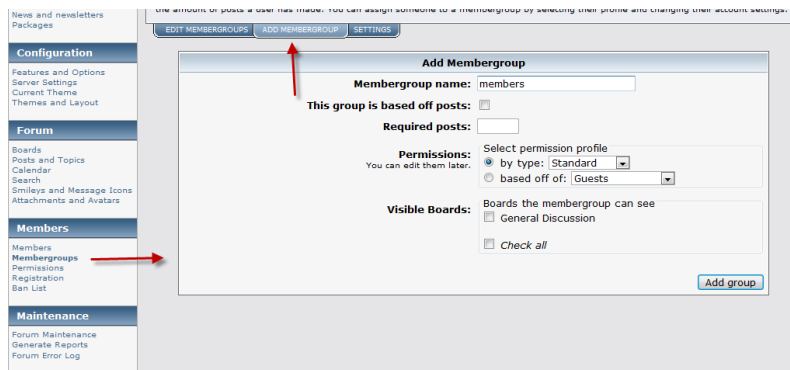


Inside the Admin Panel, the first thing to do is to disable registration. This means that anyone who tries to register without your permission will not be able to do so.

From the admin menu, look for the members section and choose the registration link, then select settings.



Save your settings. This has now stopped all registrations to the forum that are not approved by you.



The next step is to add a new member group, so click on membergroups from within the admin menu, then choose Add Member group. Give your new membergroup a name. You do not want this group to be based on post count so leave the next two boxes empty.

Set the permissions of this group to standard so that they can view all the posts of others and the admin posts too. Visible boards, select all that you are willing to allow them to see. As your forum grows, so will the number of boards, you can always come back to the admin panel and change any settings you want to.

Take some time to set some boards and some posts up in your forum, no member likes to be rattling around in an empty forum. Think about its layout, what are the members paying you for anyway? Can you get other experts in your field to be involved?

So we'll assume you have set your forum up, and it is full to the brim with different boards/topics and lots of helpful admin/experts posts. How do you get the members registered?

Set up your sales page, sell them your forum, add your PayPal subscription button and take their payment. When you set this subscription button up at PayPal make sure the page you taken them to when they have paid explains quite clearly that all accounts are activated manually and there may be a delay of a couple of hours before their account is activated. When PayPal notifies you of a new subscriber log into the forum as admin and add the new subscriber manually.

You can use their PayPal details, their name and email address to set their account up and send them an email from the forum when their account is ready. This is easy and quick to do and will not take up much of your time, unless you have 1,000's of members joining every day!

Simply fill in all the new member details and then save them.

HOME HELP SEARCH ADMIN PROFILE MY MESSAGES MEMBERS LOGOUT

Main
Administration Center
Support and Credits
News and newsletters
Packages

Configuration
Features and Options
Server Settings
Current Theme
Themes and Layout

Forum
Boards
Posts and Topics
Calendar
Search
Smileys and Message Icons
Attachments and Avatars

Members
Members
Membergroups
Permissions
Registration
Ban List

Registration
From here you can register new members into the forum, and if desired, email them their details.

REGISTER NEW MEMBER REGISTRATION AGREEMENT SET RESERVED NAMES SETTINGS

Register new member

New Username: Allen Says
Username for the new member

Email Address: admin@hisemailaddress.com
Email address of the member

Password:
Password for new member

Primary Membergroup: members
Primary membergroup new member will belong to

Email new password to user:
Email address required even if unchecked

Require user to activate the account:

Register

Members can edit their profiles once they have received their registration details. They simply log in and amend their profile. Whilst they can't change their username, they can change the name that is displayed to other members as long as you have allowed this in the admin settings.

When a non paying member finds the forum and tries to register, all they will see is this screen.

July 13, 2010, 11:13:09 AM

Welcome, **Guest**. Please login or register.

Forever Login

Login with username, password and session length

News: SMF - Just Installed!

HOME HELP SEARCH LOGIN REGISTER

An Error Has Occurred!

Sorry, registration is currently disabled.

Back

Powered by SMF 1.1.11 | SMF © 2006-2009, Simple Machines LLC

W3C XHTML 1.0 W3C CSS

And even if they try to search the forum, they will not be allowed access to anything, the whole forum and its member list remains concealed. There are just one or two more tweaks and your private members forum will be ready to go.

Hello **admin** July 13, 2010, 11:18:38 AM

Show unread posts since last visit.
Show new replies to your posts.
Total time logged in: 41 minutes.

News: SMF - Just Installed!

HOME HELP SEARCH ADMIN PROFILE MY MESSAGES MEMBERS LOGOUT

Main

- Administration Center
- Support and Credits
- News and newsletters
- Packages

Configuration

- Features and Options
- Server Settings
- Current Theme
- Themes and Layout

Forum

- Boards
- Posts and Topics
- Calendar
- Search
- Smileys and Message Icons
- Attachments and Avatars

Members

- Members
- Membergroups
- Permissions
- Registration
- Ban List

Maintenance

- Forum Maintenance
- Generate Reports
- Forum Error Log

Features and Options

This page allows you to change the settings of features, mods, and basic options in your forum. Please see the theme settings for more options. Click the help icons for more information about a setting.

BASIC FEATURES LAYOUT AND OPTIONS KARMA

Basic Features

Poll mode Disable polls

Allow guests to browse the forum

Enable user-selectable language support

Allow users to edit their displayed name?

Allow non-administrators to hide their online status?

Allow users to hide their email from everyone except admins?

Do not reveal contact details of members to guests

Enable custom titles

Enable buddy lists

Default personal text

Maximum allowed characters in signatures

Default time format

Default number format

Overall time offset (added to the member specific option.)

Failed login threshold

User online time threshold

Track daily statistics

Track daily page views (must have stats enabled)

Enable error logging

Disable administration security

Require reactivation after email change

Require admin approval when member deletes account

Allow users to disable announcements

Don't allow post text in notifications?

Log moderation actions

Search engine friendly URLs
Apache only!

Max width of posted pictures (0 = disable)

Max height of posted pictures (0 = disable)

Enable reporting of personal messages

Maximum number of recipients allowed in a personal message. (0 for no limit, admins are exempt)

Post count under which users must enter code when sending personal messages. (0 for no limit, admins are exempt)

Number of personal messages a user may send in an hour. (0 for no limit, moderators are exempt)

You can enable or disable Polls.

Uncheck Allow guests to browse the forum. Make sure that Do not reveal contact details of members to guests is checked. Select the other options to suit your needs. remember to save your settings..

That's it, hit save and your new private members forum is ready to go.

So now you have learnt 3 different ways to set up your membership site for free. There is a lot of money to be earned with a good membership site. Never ever become complacent always make your site under promise and over deliver.

I am not going to throw some magic math numbers at you here, I'm sure you have your own calculator crunching the numbers right now. Besides

the methods mentioned here, there are also free scripts that can be used too. Alas though, some of them are pure rubbish, and most of them are just a free giveaway to entice you to purchase their upgraded version.

I know that a lot of you may be using Wordpress as your main site; it was very disappointing to find that there were not a lot of free membership script plugins available for Wordpress. Perhaps that might change in the future. One plugin that I could recommend for Wordpress is the s2Member plugin.

This integrates with PayPal via IPN, whilst it does look very, very robust and extremely promising it is not something a newbie could really cut their teeth on.

For the sake of repetition, I'm going to remind you of what I warned you about right on the first page.

I've seen a lot of good – actually GREAT membership site ideas that never see the light of day because of what I perceive to be the biggest single obstacle that most marketers hit when starting a new membership site.

This month's tutorial is all available with full unrestricted private label rights on the following link:

<http://www.ebooks-land.com/products/premium/ultimatemembershipsite.html>



You will receive:

- Your full ebook (this is a mini version)
- All the designs including full minisite
- Along with your own sales page

Then all you would need to do is upload it on to the internet and you have your product.

PUT INTO PRACTICE

1. Decide on the membership site you wish to do and then grow it from there.
2. Plan how your membership site is going to be delivered and start planning the weekly or monthly downloads. Decide which download link you are going to use to get the content to your customers.
3. Plan the membership site you are going to use that will help you deliver content and get people buying your products.
4. Start your membership site and watch your income grow!

And last but not least.....

5. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.