

# SEM Coaching - 30

# How To Start A Membership Site

# Introduction to Membership Sites

- ❖ Definition: Paid monthly membership in exchange for exclusive content in a password-protected area
- ❖ A well thought out membership site model allows you to generate long-term residual income
- ❖ Core system and training is created once, with incremental effort for updates
- ❖ Info products, exclusive content, training, software works best
- ❖ Can be content-based or serviced-based

# Membership Site Components

- ❖ Niche Evaluation: Determine Commercial Interest
  - Existence of Google ads suggest commercial interest
- ❖ Competition Assessment
- ❖ Price Point Assessment
- ❖ Salespage Platform
- ❖ Membership Platform
- ❖ Payment Merchant
- ❖ E-mail Marketing Platform
- ❖ Support System
- ❖ Affiliate System
- ❖ Conversion Tracking

# SharesXPert Membership Components

- ❖ Niche Selection: Stock Trading
- ❖ Competition Assessment: Several online competitors, but none with comprehensive offering & multi-language focus
- ❖ Price Point Assessment: \$1 30-day trial & \$99/month
- ❖ Salespage Platform: WordPress
- ❖ Membership Platform: WordPress (OptimizePress Theme w/ WishListMember Plugin)
- ❖ Payment Merchant: Authorize.net
- ❖ E-mail Marketing Platform: Infusionsoft.com

# SharesXPert Membership Components

- ❖ Support System: Desk.com
- ❖ Affiliate System: Nanacast.com
- ❖ Community Forum: vBulletin.com
- ❖ Live Chat System: LiveChatInc.com
- ❖ Conversion Tracking: MYeMetrics.com
- ❖ Video Streaming Components:
  - EasyVideoPlayer.com
  - Amazon S3 & CloudFront

# WordPress Membership Platform

- ❖ Theme: OptimizePress WordPress Theme
- ❖ Plugins:
  - All-In-One-SEO Pack (for SEO)
  - WishListMember (for Content Protection)
  - VaultPress (for Real-Time Backup)
  - WishList API (to connect to Nanacast)
  - WP-EVP (EasyVideoPlayer plugin)

# SharesXPert Member Login Page



WELCOME TO THE SHARESXPERT MEMBERS AREA

## Members Only Access

This area is for members only. If you are already a member please login using the form on the right.



## Please Login To Continue

Username

Password

Login Now

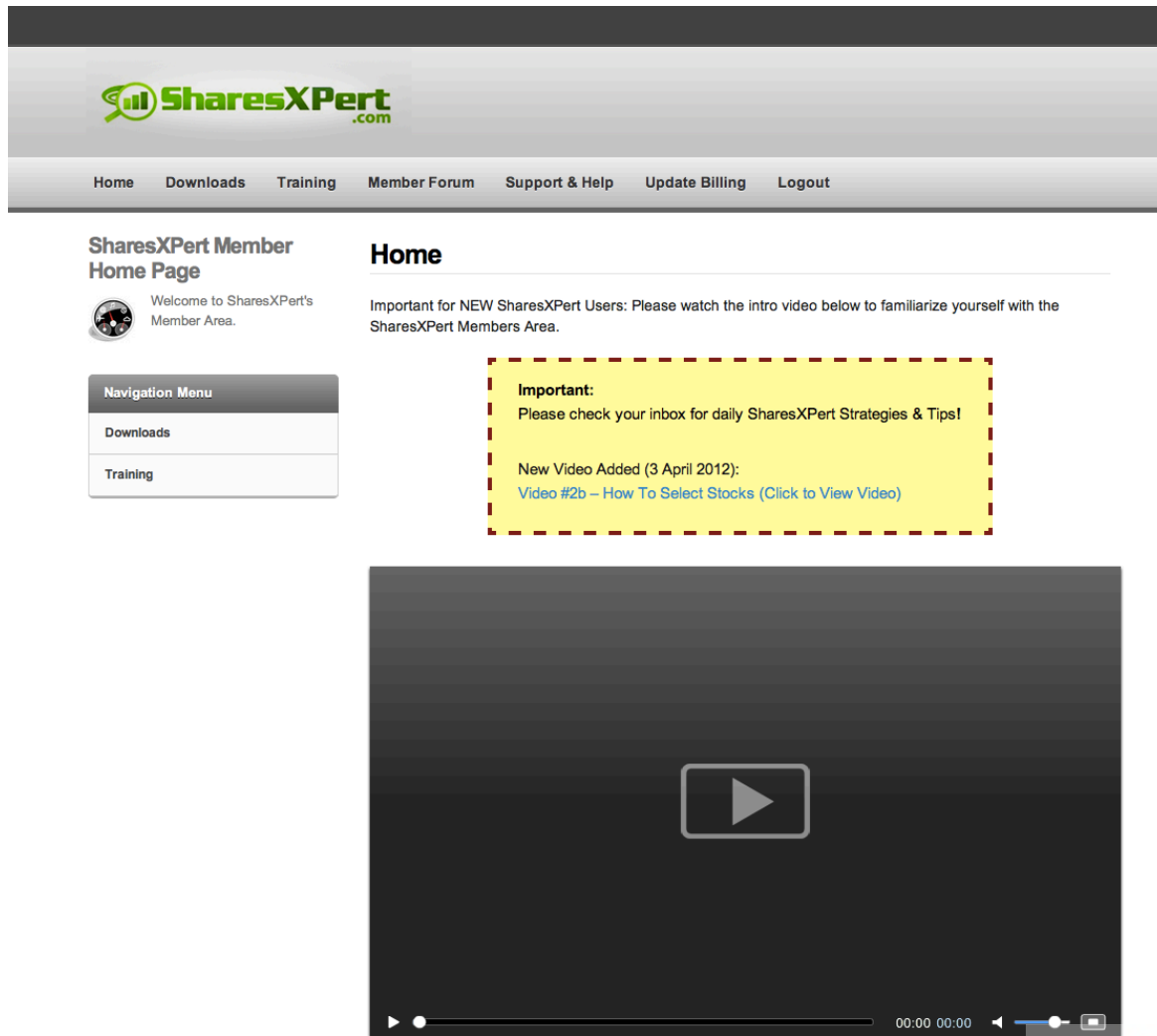
☐ Remember me

[Recover password](#)

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# SharesXPert Member Home Page



The screenshot shows the SharesXPert Member Home Page. At the top is a navigation bar with links: Home, Downloads, Training, Member Forum, Support & Help, Update Billing, and Logout. Below this is a sidebar on the left with a 'SharesXPert Member Home Page' section containing a welcome message and a 'Navigation Menu' with links to Downloads and Training. The main content area is titled 'Home' and contains an important notice for new users to check their inbox for daily strategies and tips, followed by a link to a new video added on April 3, 2012, titled 'Video #2b - How To Select Stocks'. Below the notice is a large video player with a play button and a progress bar at the bottom.

**SharesXPert Member Home Page**

Welcome to SharesXPert's Member Area.

**Navigation Menu**

- Downloads
- Training

**Home**

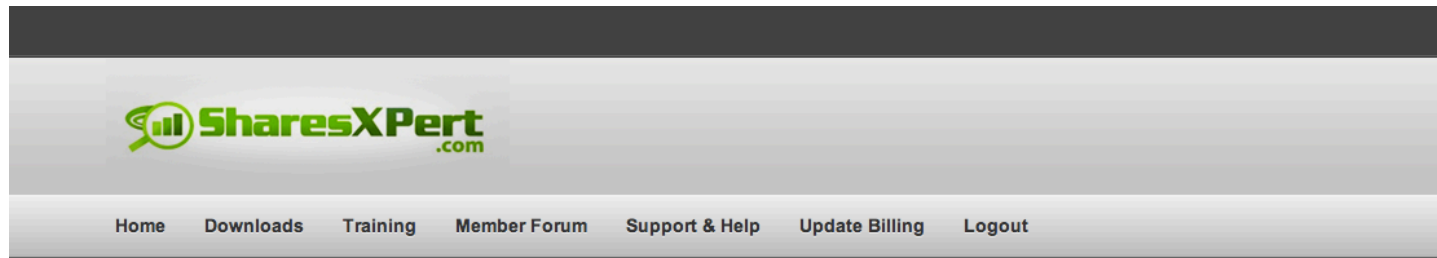
Important for NEW SharesXPert Users: Please watch the intro video below to familiarize yourself with the SharesXPert Members Area.

**Important:**  
Please check your inbox for daily SharesXPert Strategies & Tips!

New Video Added (3 April 2012):  
[Video #2b - How To Select Stocks \(Click to View Video\)](#)

00:00 00:00

# SharesXPert Member Download Area



## Navigation Menu

[Back To Home](#)

## Downloads

In this section, you'll find download links to download the SharesXPert software.



### YOUR DOWNLOADS

You need to right-click the following links and select Save Link As to download the file to your computer

### SharesXPert Software Download & Installation (One-Time Setup)

Step #1: Before installing SharesXPert on your computer, ensure that you have JAVA installed on your computer. You can download and install [JAVA for FREE](#).

Step #2: Download SharesXPert by clicking on ONE of the download links below:




[Download SharesXPert for Windows \(File Size: 536KB\)](#)



[Download SharesXPert for Mac \(File Size KB: 153KB\)](#)

# SharesXPert Member Training Area



Home Downloads Training Member Forum Support & Help Update Billing Logout

**Navigation Menu**













- Back To Home
- Download SharesXPert User Manual
- Installation & Setup
- Introduction To Trend Trading
- SharesXPert Quick Start Video
- Step #1 – SharesXPert Optimizer
- Step #2 – SharesXPert Screener
- Step #2b – How To Select Stocks
- Step #3 – Capital Allocation & Trade Plan (Money Mgt)
- Step #4 – Portfolio & Stop Loss Management (Money Mgt)
- Step #5 – Trade Journal (Money Mgt)
- Trade Orders #1 – Order Placement Strategies
- Trade Orders #2 – How To Place A Trade

**Training**

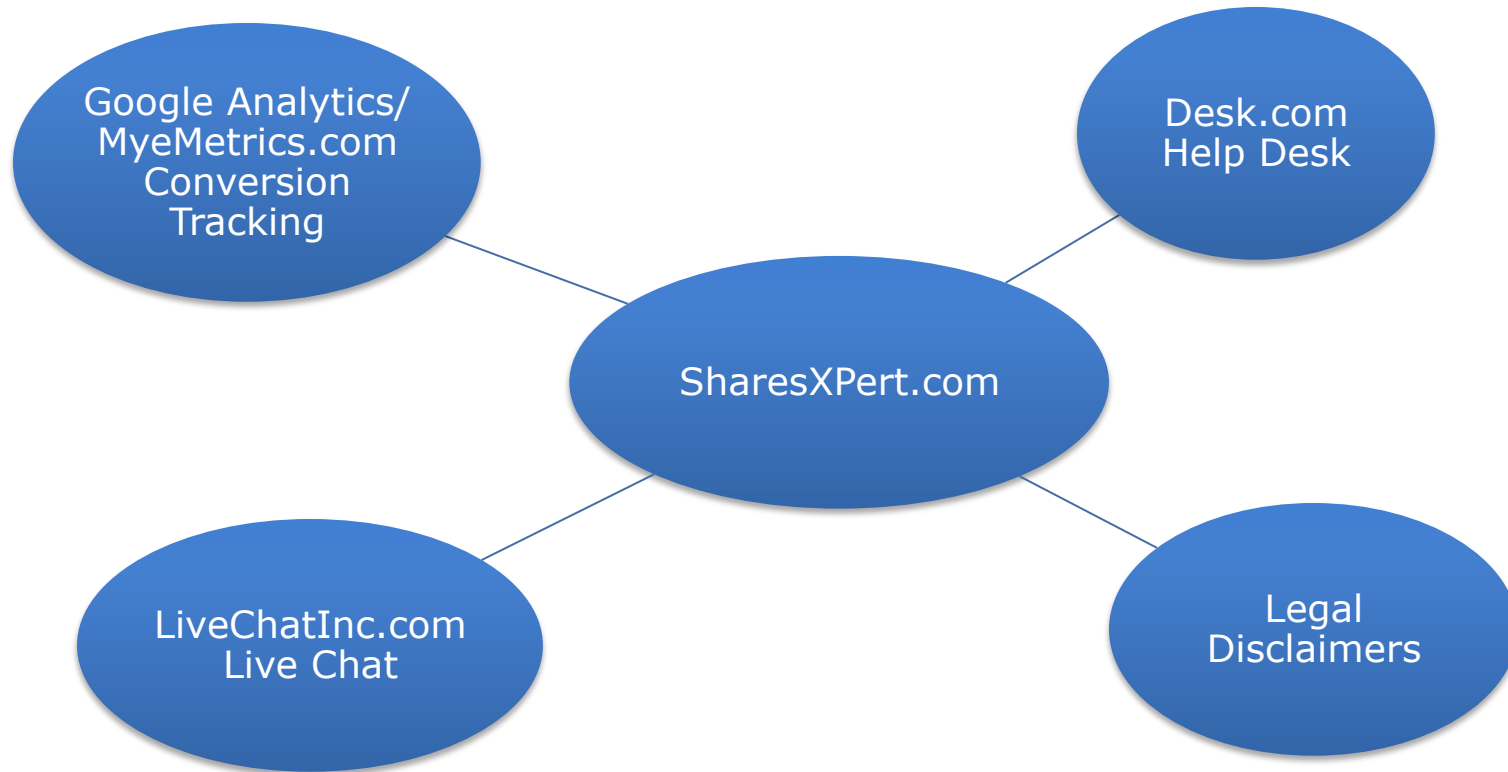
Welcome to the SharesXPert Training Area.

To begin your SharesXPert training, click on one of the sections below:

Note: Videos in the training area have been encoded in streaming format. This means you are able to drag the video marker to any location on the timeline and the video will begin streaming at that location.

-  [Download SharesXPert User Manual](#)
-  [Installation & Setup](#)
-  [Introduction To Trend Trading](#)
-  [SharesXPert Quick Start Video](#)
-  [Step #1 – SharesXPert Optimizer](#)
-  [Step #2 – SharesXPert Screener](#)
-  [Step #2b – How To Select Stocks](#)
-  [Step #3 – Capital Allocation & Trade Plan \(Money Mgt\)](#)
-  [Step #4 – Portfolio & Stop Loss Management \(Money Mgt\)](#)
-  [Step #5 – Trade Journal \(Money Mgt\)](#)
-  [Trade Orders #1 – Order Placement Strategies](#)
-  [Trade Orders #2 – How To Place A Trade](#)

# SharesXPert.com Website Components



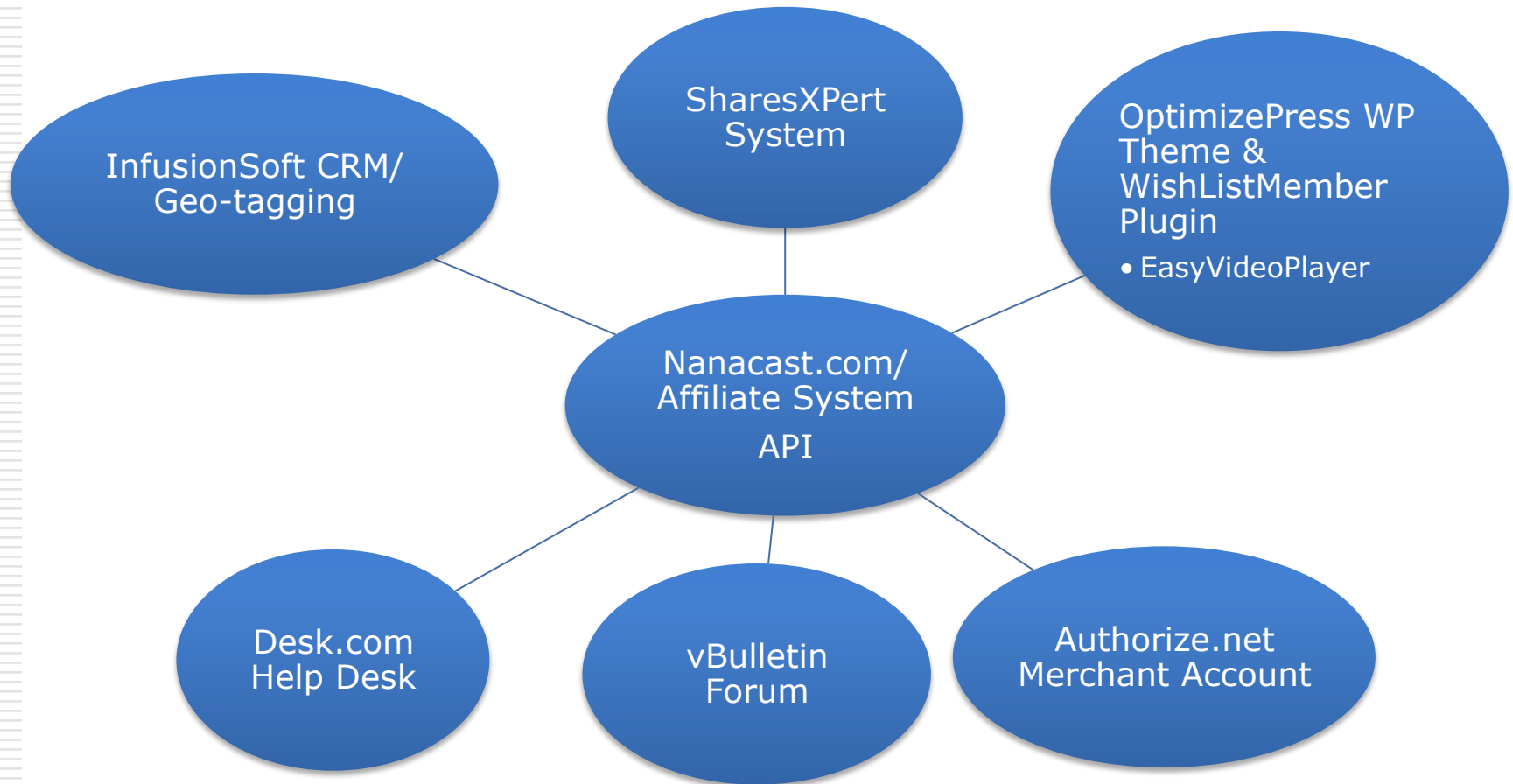
EST.

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# SharesXPert Membership Components



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# Questions?