MemberWing X

Wordpress Plugin Manual

plus

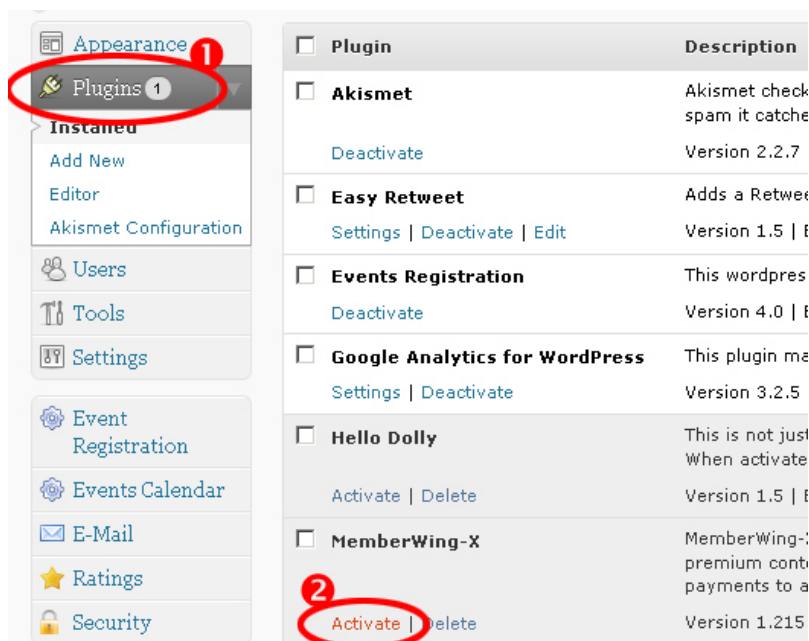# How to Get Your Business Selling Online

fast, easy, and affordably

Upload MemberWing-X to your host server

> Download MemberWing-X.zip to your computer. Click here to get it.

> Unzip the file

   (WinRAR is a free compression program that can be downloaded here: http://www.win-rar.com).

> FTP the folder "MemberWing-X" to your wp-content/plugins folder on your host server

> Log-in to your Wordpress administrative back-end.

Activate the MemberWing-X plugin

> Click on Plugins > Click "activate" under MemberWing-X

You are ready to use MemberWing-X

MemberWing-X comes pre-set to get you up and running fast.

To set an article to be available free to any subscriber, paste this code anywhere in the article
(after the text you want to appear free, as a teaser):

{{{*}}}

To charge visitors for content access, e.g.:

"Company-X Platinum Lifetime Membership"   one time payment $97
"Company-X Gold Monthly Membership"   recurring subscription $47 year
"Company-X Silver Membership"   cheaper recurring subscription $27 year

Use your key words to control who sees what material.
To set an article to be available only to lifetime subscribers, use:

{{{lifetime}}}   "lifetime" is the key word (case in-sensitive, lower/upper case does not matter)

To set an article to be available only to lifetime and gold subscribers but not silver:

{{{lifetime|gold}}}   (case in-sensitive, lower/upper case does not matter)

To set an article to be available to all subscribers:

{{{membership}}}   (case in-sensitive, lower/upper case does not matter)

To set an article to be available to all subscribers and also buyable for 4.95:

{{{membership|4.95}}} - matches the key word "membership" in product names

To set an article to be available to all subscribers and also buyable for 4.95:

{{{Company-X|4.95}}} - matches the key word "Company-X" in product names

When you provide a key word name for content access, MemberWing-X will display only the teaser (first part) of the article, it will display the article cut short, and below this teaser text it will add:

The rest of this article is available to Member Subscribers only.
Subscribe or Buy this article: **$4.95** *Buy Now*

 (if you wish to call this page join or Membership instead, then change the setting in MemberWing-X.)

Write-down the products you want to create, the type of payment, and the price, e.g.:

_____   _____   _____

_____   _____   _____
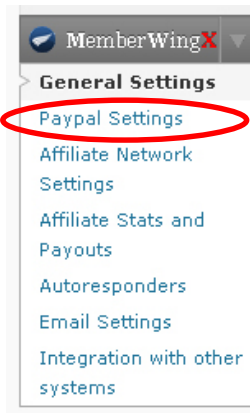
_____   _____   _____

Modify MemberWing-X settings

Click on Plugins > Click "activate" under MemberWing-X

Change Premium Content Warnings

To Customize the message given at the bottom of a page or post (after the "teaser" lead into the content),

> MemberWing-X > General Settings > change the content beside the free or premium codes:

({PROMO_MSG_FREE} or {PROMO_MSG_PREMIUM}) then > Save Settings

To have all Paypal buy buttons automatically linked and included in the affiliate network

Create your buttons as normal in Paypal and MemberWing will take care of the rest.

1) Click on MemberWing-X > Paypal Settings

2) Check the box (as illustrated below):

Automatic Integration Code Insertion for Paypal buttons?	☑	Enabled: MemberWing-X will automatically insert above code into every Paypal button on your site. This will make every Paypal button on your site integrated with MemberWing-X and it's affiliate system Disabled: You have to manually insert Paypal Button Integration Code (above) into HTML code of every Paypal button to make sure it is integrated with MemberWing-X and it's affiliate system.

If you DO NOT want global, automatic integration of all your existing paypal buttons, then do not use this option. Then each existing Paypal Button that you do want included in the affiliate program will have to be created and manually linked separately.

To manually link individual Paypal buy buttons to the affiliate network

Create your buttons as normal in Paypal and add the code found here:
1) MemberWing-X > Paypal Settings
2) Highlight and copy the code

Paypal buttons integration code	`<input type="hidden" name="notify_url" value="http://www.gobeyond.ca/wp-content/plugins/memberwing-x/mwx-notify-paypal.php">` `<input type="hidden" name="custom" value="MWX_AFFILIATE_TRACKING_DATA">`	Paypal code to be us... Paypal 'Buy' and 'Sub... added right before cl... HTML code. This code... Paypal button with Me... **Note:** please make s... already have 'ipn_not...

3) In wordpress, view the HTML of the Paypal button you wish to integrate and
4) Paste the MemberWing code in front of the </form> tag, as is highlighted in yellow below.

Affiliate Network Settings

Name	Value
MWX Integrated Affiliate Network Enabled?	☑

You can activate or de-activate MemberWing-X Affiliate Network with this one setting. Checked=ON

You can pay affiliates instantly, delayed, or promote them to be paid instantly once they have established themselves as referring loyal paying customers who do not cancel sales or request refunds.

Paying Affiliates Instantly - configure these settings:

Name	Value
MWX Integrated Affiliate Network Enabled?	☑
First affiliate wins?	☐
Cookie lifetime in days:	30
Minimal payout threshold:	$
Enable promotion to zero minimal payouts?	☑
Approve each affiliate sale manually?	☐
Manual payouts to affiliates?	☐
Auto-approve affiliate sale in days:	0
Affiliate payout value (percents of total sale):	15 %
Auto approve new affiliates?	☑

1) Minimal payout threshold=0

2) Approve each sale manually=OFF

3) Manual payouts to Affiliates=OFF

4) Auto-approve in days = 0

5) Auto approve new affiliates= ON

Customers could request refunds after sale, so this may not the safest way to do business.

Affiliate Network Settings

There will always be a percentage of sales for which you will give refunds for. This is part of doing business. For this reason, you may want to delay paying affiliates.

Delaying Affiliates Payment - configure these settings:

Name	Value
MWX Integrated Affiliate Network Enabled?	☑
First affiliate wins?	☐
Cookie lifetime in days:	30
Minimal payout threshold:	$ 25
Enable promotion to zero minimal payouts?	☑
Approve each affiliate sale manually?	☑
Manual payouts to affiliates?	☑
Auto-approve affiliate sale in days:	0
Affiliate payout value (percents of total sale):	15 %
Auto approve new affiliates?	☑

If checked, you will manually approve to process payments in the affiliate's profile

If checked, you will manually pay affiliate on their profile

If checked, MemberWing-X will automatically approve the sale in "x" days.

Alternatively, once established as known to refer loyal, paying customers, an affiliate can be promoted automatically to get instant payments (see next page).

Affiliate Network Settings

Affiliate Payment Promotion - configure these settings:

Name	Value
MWX Integrated Affiliate Network Enabled?	☑
First affiliate wins?	☐
Cookie lifetime in days:	30
Minimal payout threshold:	$ 25
Enable promotion to zero minimal payouts?	☑
Approve each affiliate sale manually?	☐
Manual payouts to affiliates?	☐
Auto-approve affiliate sale in days:	0
Affiliate payout value (percents of total sale):	15 %
Auto approve new affiliates?	☑

Set the minimum affiliate commission required for payout. (if zero, all will be paid instantly).

If checked, affiliates will not be paid until they reach the minimal payout threshold (above, e.g. $25).

Ensure this is not checked.

Ensure this is not checked.

Ensure this is set to zero.

If "Enable promotion to zero minimal payouts" is checked, then once an affiliate has met the minimum $25 payout one time, then the affiliate will no longer need to meet this minimal payout. The affiliate will automatically be promoted to immune to this requirement in his individual profile.

To protect yourself against refunds, do any one of these:

- check "Manual Payouts to affiliates", or
- check "Approve each affiliate manually", or
- or set Auto-approve affiliate sales in "x" days (to any thing but zero)

This way, affiliates will never be automatically paid.

Getting Affiliates

Invite potential members to join your web site using this link (modified with your web address):

http://www.YOUR-WEBSITE.com/wp-login.php?action=register

Once they have joined, their profile will contain instructions and their own private affiliate link (see below).
They will also see their purchases and sales.

Affiliate links

Your affiliate ID is: **3**. Use it to build your affiliate links to any page of this site, such as:
http://1.c.gg/**?aff=3**
or deep links (links to any page of your choice). Just append to any URL your affiliate tracking code: **?aff=3** to be credited for every sale you refer like this:
http://1.c.gg/any-page/**?aff=3**

Affiliate account information

Affiliate account status	Immune to minimal payout limit?	Payout % - off total sale	Payout adjustment	Notes
active ▾	☐	20 %	$ 10.00	Sandbox

Sales referred

Txn Date	Txn ID	Full Sale Amt	Aff Payout	Buyer/Customer	Aff Sale Status	Paid?	
2010-01-16 20:48:51 UTC	AP-1L137183U3688241J	$ 2.95	$ 0.59	per@mensk.com	approved ▾	Yes	☐

Managing Affiliate Payouts

Click on Users > Select a User
Scroll down > To manually pay an Affiliate, click on "Pay".

Show all affiliates

Affiliates due for payouts

Affiliate	Affiliate account status	Immune to minimal payout limit?	Payout % - off total sale	Payout adjustment	Payout Due	Affiliate Network Fee	Pay
info@	active	Yes	25%	$ 10.00	$ 10	$ 1	Pay
				Total Payouts Due:	$ 10	$ 1	---

MemberWing-X

- Free Version (advertising link, transaction fee of 10% of Affiliate's commission)
- Pro comes with tech support, without advertising, and there's no transaction fee.
- Use either in an unlimited number of domains
- When you buy the older version of MemberWing, you also get the new version.

Get it here now!

Gradual Content Delivery

Gradual content delivery, also known as content dripping (as well as bleeding of content) takes your online membership site business to the next level.

1. Protects you from content leechers - people who subscribe, steal all your content and then unsubscribe (even requesting a refund).
2. Ability to have your paying members stay with your recurring membership site business longer.
3. Ability to automatically "evolve" your membership site's content for premium members without your day to day involvement in the content delivery process. This opens doors for you to launch multiple automated membership site portals; multiple membership sites could be launched with preloaded content prescheduled for gradual delivery.
4. Fine control of delivery schedule on a per post / per article basis.
5. Works with other membership site software, such as WP Wishlist and others.

Your members will benefit from it as well. If your site is educational by nature – it will allow them not to get overwhlemed by lots of complex stuff and process and absorb information in a proper gradual step by step order.
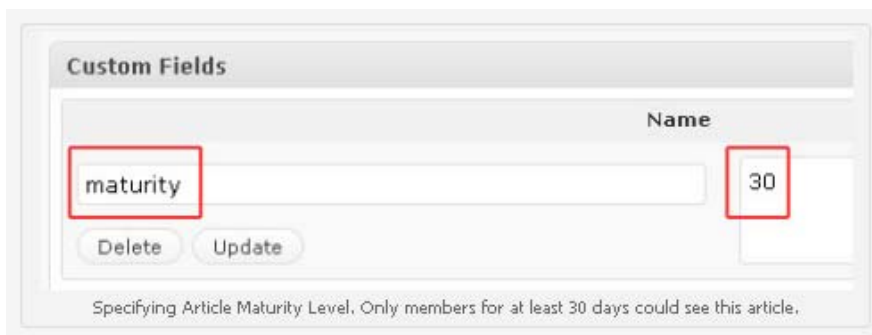
All above benefits will translate into more money for your online membership business as well as happier and longer lasting relationship with your audience and customers.

You may want to also use an autoresponder, like AWeber, to email your members notices that their next chapter or program unit is available.

How to use it

For each article containing content to be gradually delivered, use Wordpress custom fields to specify the 'maturity' of each article in days. If you set the article 'maturity' at '30' then only users who have been members for at least 30 days will be able to see the content of the article.
'Custom fields' are small extra information areas available at the same screen where you editing your post/article – see picture below.

Custom Fields

	Name
maturity	30

Delete   Update

Specifying Article Maturity Level. Only members for at least 30 days could see this article.

NOTE:
Users cannot even see pages marked with maturity=15 (cannot even see free teasers!) until they:
- are logged on, and
- have been a member min. 15 days

Example Membership Site Set-up

1) Create an on-line program, e.g. called:

> "Learn Photography 101"
> which is an 8-week course, with a series of two chapters a week, selling for $59
> So, a total of 16 Chapters/Articles/Posts.

2) Add {{{photo101}}} after the teaser text in all these Chapters/Articles/Posts.

3) Create a Custom Field in each Article Post called "maturity" with different number of days to deliver.

4) Create a page in your blog for Subscriptions or Memberships. Copy the URL of this page into memory.

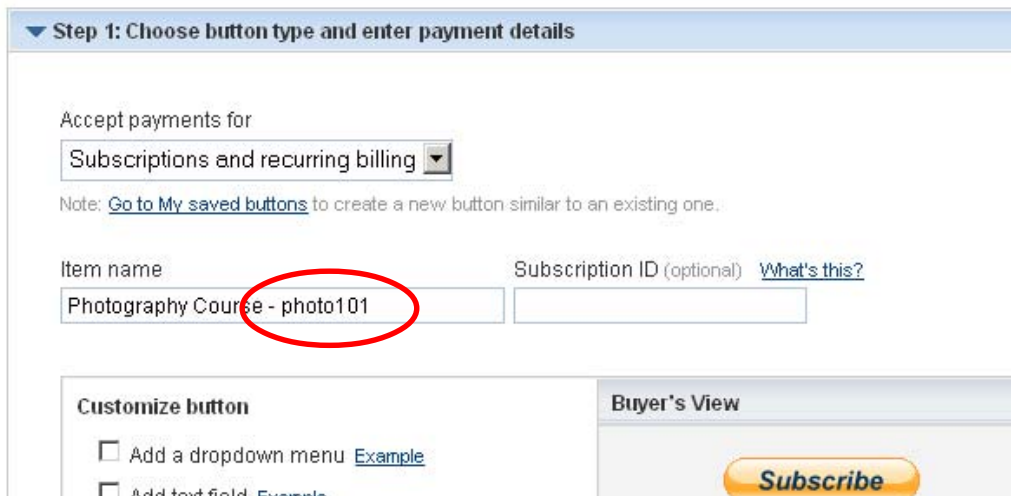5) Past it here > Under MemberWing-X > General Settings > {SUBSCRIBE_URL_PREMIUM}:
> http://www.YOUR-SITE.com/your_page/   > and Save

6) Create a $59 PayPal Subscription Buy Button with "photo101" somewhere in the Item Name.
> Place the button onto you page for Subscriptions or Memberships (as created above).
> Describe the course there.

When users buy the subscription or membership, they will have access to all Chapters/Articles/Posts that have the {{{photo101}}} code, *as they mature and become available over time.*

TIPS: If you do not give the first three of the Articles a maturity date, then the teasers for these articles will be available for everyone to see. If you also want to sell the Article individually, add the price like this: {{{photo101|$2.95}}}

How to Get Your Business Selling On-line

fast, easy, affordably

Suggested Steps

1) Buy a URL (keyword analysis highly suggested first)
2) Get a host
3) Select a template
4) Install wordpress, security, anti-spam (you, or professionally)
5) Install template (you, or professionally)
6) Tweak template design (you, or professionally)
7) Install MemberWing-X (if you want a membership site)
8) Configure MemberWing-X
9) Add content, products
10) Add PayPal buy buttons, if using them
11) Integrate AWeber or other autoresponder
12) Market, market, market!

The following are the services that GoBeyond uses and recommends for accomplishing the above. Since we use and know them, we can help you to start making money fast.

Buy a Domain Name – URL address

For your website to be found on the internet, you need a domain name, otherwise known as a URL address. Think carefully about this address, it should be

- short
- descriptive
- memorable, and
- ideally include the keywords you anticipate people will use to search for your products or services

You may also want a URL that has your company or key product name in it. (You can have multiple URLs pointing to the same website). Avoid using dashes or underscores, they are tricky to remember. We can offer assistance in selecting your keywords using search engine intelligence which knows what people search on compared to the competition (number of web sites) out there that are designed for those keywords. The keywords may seem right but if millions of web sites are optimized for them, your chances of being found are slim. Keyword analysis can help you find an under-used keyword niche, and traffic. There are many places you can buy your URL from. We suggest HostGator, who we also suggest for your website hosting (below).

Get a Web Site Host

The next thing you need is a place to put your website. If you are going to have a Wordpress website, then you need a host with certain, specific technologies. GoBeyond uses and recommend HostGator for Wordpress. After you have opened an account there, forward the technical emails they send you to us if you want professional installation. Click here to open a HostGator account.

- Unlimited Domains
- Unlimited Disk Space
- Unlimited Bandwidth
- 99.9% Uptime Guarantee
- 45 Day Money Back Guarantee
- 24/7/365 Technical Support

Wordpress

Wordpress has these features and benefits:

- anyone can add or edit pages without html programming skill
- multiple people can have access to make changes
- hundreds of available plugins provide powerful features like calendars, event registration, etc.
- thousands of people know and use Wordpress – lots of help is available
- you can make it a PAID MEMBERSHIP site (see membership/affiliate software below)

While Wordpress is free to use and some Internet Service Providers (ISPs, or Hosts) provide a one-button installation feature, there are important factors you will miss if you are not familiar with Wordpress and the internet. The one-button software is not usually the most recent version (which is important for security), it may not install in the directory you should have it in, it will install the database with a name that is a security risk, etc. If you cannot easily and without error install your own Wordpress, you should get it professionally installed. This will save you many hours of work and frustration, and potentially lost data and money if you are hacked into.

Wordpress Installation $47

Prevent hackers and spammers from damaging your Wordpress site, be sure it is search engine friendly. Be sure you get the latest version of Wordpress installed in the right directory, with basic security and anti-spam functions. Click here to order Wordpress installation.

- The latest version installed
- Basic Security Plugins and alterations
- SEO friendly URLs (page names)
- Template of your choice installed, or a free sample

Wordpress Templates

While there are tens of thousands of free wordpress templates out there, most of the free ones have either technical issues, do not work as they should, are plain ugly, have a multitude of other issues, or have zero support in the way of someone you can call, a forum, or even no manual or instructions. This makes working with them time consuming to impossible. In my opinion, it is well worth the investment to find a professional template you love–they are very reasonably priced. Be aware first of the features you want, then visit only the paid, or "premium" sites to find one. We have used Solostream templates, which are highly professional and reasonably priced. Click here to view Solostream Wordpress Templates.

Wordpress Customization

You need to know HTML, FTP, and perhaps some graphic design program to do this yourself.

- Modify templates to use your logo and to match your business colours and image
- Additional plugins installation, customization and configuration
- Email for details and an estimate cindy@gobeyond.ca

MemberWing-X – Wordpress Membership Site Plugin

A cutting-edge new plugin for Wordpress that will transform your site into a membership site and enable you to make money with subscription to articles, content, by selling electronic products and services. It also has a built-in, fully managed, automatic affiliate system so that others can easily sell for you through their web sites. Click here to download MemberWing-X.

- Free to install! Fast, easy to use
- Tracks all your affiliate sales, commissions
- Powerful
- Simple to manage

GoBeyond can download it and install it for you. MemberWing-X integrates with AWeber autoresponder.

MemberWing-X Installation $37

We know the MemberWing-X plugin and can get it installed and configured fast for you to begin making money now. Click here to get MemberWing-X installed.

Autoresponder – Email Marketing – AWeber

Easily design, format, send, and track your newsletters. AWeber is an easy to use email opt-in list service. Conforms to Can-Spam laws, AWeber is one of the top autoresponders. This is the one we use, and so we can help you with it. Click here to get an AWeber account. We can help you integrate it.

Questions? Need help?
Contact Cindy@GoBeyond.ca