

**Nicheology's Membership Academy**

**Lesson #3**

**FTM Quick Start 2 -  
Presentation  
(Part 4 of 4)**

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## Introduction

We are winding down in our "setup" activities for your M.E.M.B.E.R. site. One final rundown as a reminder...

- M - MAKE a domain registration.
- E - ESTABLISH web site hosting.
- M - MANAGE an autoresponder.
- B - BUILD your sales page.
- E - EQUIP the member process.
- R - RUN a test order.

The final two pieces in our puzzle are the focus of today's lesson: Equip the member process and run a test order.

### **The Two Post-Sale Pages For Your FTM Site**

When someone pays to join your membership site, there are two pages that they will encounter which we will be creating today.

- 1) The "customer capture" page.** This is the webpage where your members will be directed to immediately after their payment has been processed. It includes a web form for them to input their name and email address which will add them to your members list and trigger the autoresponder messages.
- 2) The "download" page.** This is the webpage where your members will be directed to immediately after completing the web form on your "customer capture" page. It will include a link for accessing the first lesson of your series, as well as contact information for customer support.

Both of these pages will be created in .HTML format (just like your sales page) and will be created with an HTML Editor (See note in yesterday's lesson about a WYSIWYG - "What You See Is What You Get" - software program to assist you with this.)

Very briefly (really, this requires little explanation) we will examine each of these two key post-sale pages...

**1) The "customer capture" page.** Here is a screenshot of an example "CCP" page...

**THANK YOU FOR JOINING!**  
**Your billing statement will show a charge to Clickbank or CLKBANK\*COM.**

Your initial charge will be \$27.00. You will then be charged \$27.00/month for 11 months after your initial charge has been made.

**Simply enter your name and primary email address and click the "Send First Lesson" button to get started.**

(Every week you will receive an email to this address with download instructions for the next lesson in your 12-month training.)

**Your Name:**

**Your E-mail Address:**

If you have any questions, please email me at [support@MyCustomerSupportCenter](mailto:support@MyCustomerSupportCenter)

Best regards,  
MY NAME HERE

There are several key bits of information included in this short amount of text...

- ➔ **Billing Name.** You'll always want to include what the billing name will be on their credit card statement or if it's processed through Paypal, etc.
- ➔ **Initial and Ongoing Fees.** Note how much they have already been billed (initial payment), how much they will be billed in the future (ongoing payment) and the number of future payments they will make if they don't cancel (duration).

- ➔ **Fulfillment Information.** Inform the member when (I.E. Every 7 days) and how (I.E. Link via email) they will receive the membership benefits (I.E. Lessons)
- ➔ **Opt-in Form.** You will generate the code for this form (it is for your autoresponder) in the control panel of your autoresponder account that you setup earlier (I.E. Aweber.com, etc.). The code should include an input spot for name and email address (standard) and should include a success redirect link that will take them to your "download" page. Again, this is setup through your autoresponder account. If you need assistance with this, contact the support team for whatever autoresponder service you have chosen.
- ➔ **Customer Support Contact.** Always include contact information for members to use in case of support needs.

**Note:** All of these are required by Clickbank (except for the opt-in form) in order to get your recurring billing approved for your membership site. Plus, they are just good things to have in place for the best possible operation of your sales process.

**NOTE: Your "download" page link**

As I mentioned earlier, you'll want to code your opt-in form to include a success redirect link that will take your members to the "download" page for the first lesson. What does this link look like? Here's a quick example –

If you're domain name is membershipxyz.site and the title of your download page is "membership/secret\_download\_page.html" then your redirect link would be [http://www.membershipxyz.site/membership/secret\\_download\\_page.html](http://www.membershipxyz.site/membership/secret_download_page.html)

BTW, we'll talk about protecting your download pages / content in next week's lesson on "Production" as we create your first lesson.

So, that's it for your "customer capture" page.

Next up, we have your "download" page where members will access the first lesson...

**2) The "download" page.** Again, here is a screenshot illustrating the text of my own download page...

Member's Only Download Center -

Your order has been received and processed. Just as a reminder, your credit card has been billed and will appear on your statement as "Clickbank or CLKBANK\*COM". Your initial charge will be \$27.00. You will then be charged \$27.00/month for 11 months after your initial charge has been made.

If you have any problems downloading the ebooks... *Don't panic!!*

Visit <http://www.MyCustomerSupportCenter> and I will be glad to assist you.

**URGENT: Your Email Address ... Potential Delivery Problems**

There are a couple of ISPs that are spam trigger happy and unfortunately yours may be one of them. Oftentimes whitelisting my email address, [support@MyCustomerSupportCenter](mailto:support@MyCustomerSupportCenter), will remedy this. However, in some cases it is necessary to use a different email address.

**Please check your email** and if you do not receive the "welcome" email within 24 hours then I recommend you get a free Gmail email address (not Yahoo or Hotmail as they are trigger happy too!) to use for these lessons.

You can get a free Gmail email address in just a few short minutes at <http://mail.google.com/mail/signup>. Once you have done so, please email me back and I'll manually reconcile the new email address to your account so you'll properly receive the lessons.

**Instructions for Downloading:**

Below you will find the download link for the file that accompanies your order.

Click on the link with your RIGHT mouse button and you will see a menu open up. In **Internet Explorer** Choose "**Save Target As...**" and download the file to your desktop (in **Mozilla** you choose "**Save Link As..**").

Once you select the "save target as" or "save link as" entry, a download screen will appear asking you where you want to save the file to on your computer.

[Click Here](#) to download lesson #1 in .PDF format

As with your "customer capture" page, there are several key bits of information to include...

- **Sales reminder.** Once again, remind the member of how costs associated with their purchase. This is ONLY necessary on the FIRST download page.
- **Support contact information.** As before, you'll want to include information on how to contact you should the member need assistance. Place this information in a prominent spot early in the content.
- **Instructions for downloading.** Provide the member with instructions on downloading your lesson. You may copy the information that I include in my own and use it for your download page if you choose. (I.E. The "save target as" information.)
- **Download link.** This will be a working link to your actual lesson (generally, in PDF format – we'll talk about this next week) for the member to download it to their own computer for permanent archiving and personal use.

**NOTE: Your "download" link**

What does this link look like? Here's a quick example –

If you're domain name is MembershipXYZ.site and the title of your PDF lesson is "Membeshipsitexyz.site\_lesson\_numero\_uno.pdf" then your download link would be... [http://www.MembershipXYZ.site /Membership\\_lesson\\_numero\\_uno.pdf](http://www.MembershipXYZ.site /Membership_lesson_numero_uno.pdf)

Believe it or not, that's it for those pages. Very, very simple to setup.

Now, the final letter of our "M.E.M.B.E.R." acronym is "R" which stands for "Run a test order".

While this is a part of the process, we're not actually going to do it until next week after we have your first lesson completed. Once you have your first lesson completed and everything uploaded, we'll go through a "final rundown" before launching your site, which will include this "test order".

## **This Week's Assignment (Day 4 of 4)**

- 1) Create your "customer capture" page.** Follow the instructions above and create your "customer capture" page. You'll need to get your opt-in form code for your autoresponder in the control panel of your autoresponder service provider.
- 2) Create your first "download" page.** Again, referring to the instructions above, create a "download" page for your first lesson.

That's it for this week. Don't forget there is a short lesson headed your way in 24-48 hours with the subject line "a tip for the experienced".

See ya next week!

### **Coming Up Next ...**

Lesson #4: "*FTM Quick Start 3 - Production*"

In this lesson we'll take an in-depth look at planning your first several lessons for your site and actually writing that all-important first lesson. This is going to be a great lesson for both beginners and experienced internet marketers, so stay tuned! (Note: I've even got a special bonus for you: a copy of the template that I design my own fixed term membership lessons!)

Creating your download page video tutorial...

<http://www.nicheology.com/members/485.cfm>