STRATEGIZE YOUR ENTIRE COURSE OR MEMBERSHIP SITE IN 5 DAYS

The Content. The Marketing. The Tech.
I've Got You Covered.

NETA TALMOR

Creator of No Hassle Website and No Hassle Membership & Course Platform

Hello there! I am Neta Talmor.

If you don't know me and wondering why the hell should you even read this and listen to what I have to say, then let me tell you – because I have a super-power that gives me the ability to absorb ridiculous amount of information from multiple sources and in various formats, sift through it all, learn all the important stuff, pick out only the most valuable, relevant and important information and distill it to a simple, effective, actionable plan.

As a life-long entrepreneur and the creator of the No Hassle Website, I like to use this handy skill to make my life and the life of other solopreneurs better and easier. What you will get from this guide will save you time, headache, frustration, and money, while providing you with a simple, straightforward roadmap that will transform your membership site or online course from idea to reality.

I have spent long days reading the articles, seeing the videos and webinars, downloading the PDFs, participating in the discussions and experimenting with the technology, so you don't have to! I've got your covered and this guide is based on a 5-day challenge I have run 5 times in the past (over 1800 solopreneurs participated in my challenges) so I know what I am doing. I also happen to have created my own course recently and sold it to 97 people within a few days for a total of $11,336 (click here if you want to see my launch report).

All you have to do is spend 30-45 minutes or so a day for 5 days (or you can do it all in one day if that's how you roll!) to go through the daily exercise, and you will have a complete strategy to create, grow and maintain a membership site or online course. Sounds good? (I know it does, but I want to make sure you feel the same before you dive in!)

<u>**How to Use this Guide**</u>:

If you plan on creating a course, you will need to read only pages 4-32. If you plan on creating a membership site, you will need to read only pages 33-60 so

you can skip ahead. If you are not sure which one you want to do, just choose either one, the content and exercises are very similar and you can always come back to it when you make your final decision.

Each of the 5 Days in the guide includes a worksheet with information and some exercises you need to do. You can print it out or write your responses in a notebook or on your computer, whatever you prefer and like more for future reference.

Remember, this book is all about strategizing your course or membership site, it is not about creating the content of your course, or writing the copy for your marketing. However, I guarantee you, once you are done going through the 5 days of strategy in this guide, you will have clarity and a concrete plan on exactly how to frame your course or membership site, what it should include and what it shouldn't, how to market it, how to sustain it and what tech you need to host and sell it.

Day 1 Worksheet

Frame Your Online Course

Your Mission, Should You Choose to Accept it:

Choosing the topic, audience and type of your online course.

Why You Need to Do It:

How you structure your course site, the overall issue you will be addressing, and who your audience will be, determines everything you need to do to launch and maintain a successful online course. Poor planning (or no planning!) at the beginning, can mean your online course will flop before you even launched it, and will not create the kind of income you are hoping for, or, even worse, will make you lose money. Positioning your online course within a defined framework will make everything easier moving forward as you will not have to guess what you need to create and deliver, and your students will get what they expect and need. This does not mean, though, that your online course cannot be a dynamic product, that evolves with you and with your students, as their

own needs, and your brand and business grow, but it does mean that you will not have to invent yourself on a regular basis.

Your Daily Worksheet:

This worksheet will not tell you which topic you should build your online course around, or what course type is ideal for you, or what audience is the best audience to target. The reason it won't do it, is because there is no "best" course type, or "perfect" topic, or "ideal" audience! There is only what will work **best for you**, will be a **perfect match** for **your own ideal audience**, and will be **sustainable** for your business, so don't get all caught up in what others are doing or swearing by.

What this worksheet will help you with is exploring the available options so you can put together the strongest combination that will resonate with your specific strengths, needs, vision and goals. Remember, there is no right or wrong answer, just review each option in each section and choose and write down the ones that fit your brand, your product, your audience and your needs.

Topic and Audience of your Online Course:

I am going to assume that you already have a business or business idea, as this is not an exercise about finding your business idea. What we want to figure out now is what topic or issue, out of all the possible topics/issues in your subject matter, would be ideal to build your online course around, and match it to the right audience.

Let me start by saying that ideally you should choose a topic that is as niche and specific as possible, while still leaving your course and business a lot of room to grow, and reason for your students to stick around for more of your stuff. What this means is that your online course should address a specific issue, not a general subject matter, and provide **all** of the following: solutions, transformation, convenience and clarity on that specific subject. We will discuss this issue in more detail on Day 2, but remember that more is not better. Your students should know exactly what problem your online course is going to solve for them. If you do not offer clarity and convenience – in other words, if you are covering too much ground and creating too much overwhelm – your online

course will have no value, and no one will join or complete it (which means you won't have good case studies and raving fans).

To choose your topic start by writing down the general industry you operate in (for example, health), and then make a list of sub categories that interest you or that you are an expert in (for example, women's health, children's health, nutrition etc.) and ideally the sub-sub categories (for example, dietary supplements, food science, malnutrition, obesity, diets, eating behaviors etc.) and even niche categories within them (for example, gluten-free diet, high-fat diet, raw foodism, vegetarian diet etc.). You don't have to list every single sub category and sub-sub category in your industry, just focus on those you are passionate about and are your area of expertise.

My industry:
_____
Sub categories:
_____
Sub-sub categories:
_____
Niche categories:
_____

_____

_____

The main topic of your online course, must be at least a sub-category of the general industry, and ideally, a sub-sub category or even a niche category within a sub-sub category. A sub-category or sub-sub or a niche category can be created by the specific audience you are targeting and unique added value, for example, your course can be about "15-minute gluten-free recipes for working moms." That is a very specific offer and targeted audience (which is what you want!), as oppose to a seemingly similar course about "gluten free recipes." Got it?

Specific audiences I can target:
_____

_____
Unique added value I can offer:
_____

_____

Remember, your online course cannot overwhelm with too much information, or be too wide and general as not to be helpful at all (your members would leave and just Google what they need!). The more focused and specific the subject matter, the better, BUT, always make sure to leave enough room to grow your content within that subject matter, and give your students a reason to stick around and want more from you.

List of a few potential course ideas to consider:

_____

_____

_____

Once you have narrowed down your list to a few potential topics, you need to do some research to determine if the topic (or topics) has potential as an online course. You need to find out if your potential customers are actively searching for answers and solutions on that topic (are there forums/Facebook groups/dedicated websites and blogs on the matter?), are they buying products related to that topic or to solve their problem (are there books on Amazon on the topic? Physical or digital products offering a solution to the issue? Online courses on the subject?) and are they trying to learn more about how to become experts themselves on that matter (are there tutorials on the topic? Videos? Coaches teaching it?). If the answer to all, or almost all, of these questions is yes, then you can move on. If the answer is no to many of these questions, continue your research until you find a winner. During your research, take note of the demographic and psychographic profile of your ideal customers.

	Are people actively looking for answers/solutions to this topic?	Are people buying products related to this topic/problem?	Are people trying to learn more about how to become experts themselves?
Course Idea #1			
Course Idea #2			

Course Idea #3			

At the end of your research, you should be able to clearly state what your course is about, who it is for, what it helps with and how. This will be the foundation around which you build the course, create the content, market and grow your customer base, so don't underestimate its importance.

Use the following formula to summarize this information:

My Online Course helps _____ (=your ideal customer), who struggle with _____ (=their main pain point, where they are now) to achieve _____ (=their main goal, where they want to be) by _____ (=how it is achieved).

For example, if the topic of creating online courses was the topic I wanted to build my own course around, I could have used the formula in this way:

My Course helps committed and hard working online solopreneurs who struggle with leveraging their expertise to grow their business and bank account, to design, write, and launch their own online course by providing a step-by-step blueprint and all the necessary tools they need, from initial idea to 1000 students.

<u>Course Pricing</u>:

My recommendation here may not be the most popular approach, but I am a true believer in it and have used this principle in all of my own businesses – price your course based on your brand philosophy and on your ability to sustain this business model in the long run, and NOT based on any perceived or "real" value (which is a made up number anyway!).

Do NOT equate your course price with your own value and worth! You are not "selling" your time or a part of yourself – you are selling a product that you created once (even if it requires support and updates), and can be sold to

hundreds and thousands of people at very minimal additional costs to you. Price it in a way that maximizes your impact, that is sustainable in the long run (in other words, you can continue to sell it profitably at that price for a long time or even forever), and that resonates with your audience and your brand philosophy.

This does not mean that I am saying you should price your course very low! In some cases pricing low is very restrictive and will mean less money AND less customers! I am just saying you should look at the numbers, your audience and your life/business philosophy and use them as the basis of your pricing, instead of just a made up high number you see others in your industry are getting away with!

On a personal note: In my own No Hassle Website business, I priced my main product for only $99. By all standards, measurements and comparisons, it is "worth" thousands of dollars. One of the biggest challenges I had at the beginning was that people thought it was too good to be true and there must be a catch somewhere (there isn't of course!). The reason I priced it as $99 was very simple – I had 2 goals: the first one was to offer an amazing solution that is better and smarter than anything else out there and that ANY online entrepreneur can afford, no matter the budget, and my second goal was to impact the lives of thousands of people, not just a few dozen. In other words, I preferred to sell my product to 5000 raving fans at $99, rather than to 99 customers who each pay me $5000. So far this model is working very well for me... ☺.

Based on your preferences, your audience and your product, decide on the pricing that fits you best, taking into consideration the fowling aspects:
* Will you have different "levels" for your course (basic/premium/VIP etc.)
* Will you offer continuous support that will take up your time and possibly additional costs or will it be completely hands-off once you launch?
* How many students do you want to enroll?
* How are you going to market your course?
* How often will you offer the course?
* Will be you offering affiliate commission for referrals?

How will I price my course:

Online Course Type:

When choosing the exact type you would like for your online course, focus more on how you would like to create and deliver your content (in writing, video, PDFs, email, weekly live sessions, 1-on-1 sessions etc.) and what would serve your audience best, and less on figuring out which category type your online course falls under, since it is often a combination of two or more types.

Consider the following types and aspects of online courses and choose the ideal combination for your online course:

- All-Inclusive – all the content is available to new students immediately from the moment the course starts. More content may be added over time (updates, extras, new training) but everyone has access to it immediately and always.
- Drip – content is created and "dripped" in pre-set intervals, for example once a week, either on a specific date or based on the time the student enrolled. If all students start the course at the same time, then they all have access to the same content at the same time, but if students can enroll at any time, it means that each student is at a different stage of the dripping process, based on when they joined.
- Coaching – the online course is based on a set number of coaching sessions, private or in a group setting, and often includes other resources such as workbooks, daily assignments etc.
- Live Webinars – similar to the Coaching type, but more like online live classes.
- Master Class – usually a single class/training on a very specific issue, in video or audio format, about 2-4 hours in length.
- Mini-Course – usually a 2-4 module/part course on a specific topic, may cover a lot of information but is typically not a be-all and end-all solution.
- Comprehensive Course – unlike a Mini-Course, this type of course is usually very comprehensive, covers many aspects of a topic (theory, practical, tech, implementation etc.), and is often presented as a one-stop solution.

Typically includes 6-12 modules/parts, delivered in videos with worksheets, support and a closed group. Usually takes weeks or months to complete.

- Delivery of content – any one or combination of: video, audio, slides, PDFs, text, workbook, live webinar, skype/zoom, emails.

What type of course and delivery will I offer:

_____

_____

_____

While your online course will most likely change and evolve over time, do take the time now to consider the type and style that resonates most with you and that you believe will be the most sustainable for both you and your community. The course type you choose will have a direct impact on the creation process of your content, as well as on the marketing and the platform you will use to deliver your content, but you don't have to worry about those things now, as we will be covering all of that in the upcoming days!

Day 2 Worksheet

Plan Your Online Course Content

Your Mission, Should You Choose to Accept it:

Planning the overall content strategy of your online course.

Why you Need to Do It:

Most people have a general idea of what they want to include in their course and often have a rough draft of the course outline. However, many courses tend to cover either too much or too little, and miss that sweet spot that is ideal for their customer. Today's assignment will give you tools to plan your entire content strategy so you don't have to worry about it ever again, and have a very clear idea of what should be included (and what shouldn't!) in your course! Cool? Cool.

Here is the thing – people do NOT want to be overwhelmed by too much content and too many options. If they want that, they can simply search for info on Google or YouTube and get everything for free. What people actually want

is a clear path on how to get from point A (where they are now) to point B (where they want to be), and if you can provide that clear path to them, and make it easy and quick, they will not only be willing, but happy, to pay you for it.

Remember that more content does not equal a better course. Don't just go and take all the content you ever created on your course topic, package it nicely in a course and think that your work is done. Not only is it not done, it is going to scare your potential students away from enrolling, or prevent them from completing the course (which is not good for you in the long run!).

What you need to provide is the map to your students' destination. I like to use the train analogy – your students are at the central train station and want to get to their destination as quickly and as comfortably as possible, but they don't even know which train they should board, at what stations they should get off and switch trains, if they should pay extra for first class or stay in coach, if they should take the sleeping car, if there is a food car on the train or if they should bring some snacks, and if their luggage should be put in a special place or above their heads!

Your job is to give them answers to all those questions by drawing the shortest route to their destination, and telling them what they should do in each station, when they should switch trains and what they'll need to have. That is how you know what content you need to include in your online course! If it helps them get to their final destination faster and more conveniently – then it should be in the membership site. If it just adds more luggage that may drop on their head or slow them down, then it should NOT be in the course!

<u>Your Daily Worksheet</u>:

In Day 1 you already determined what your online course is about, who it is for, what their main struggle is and how you will help them resolve it. In this worksheet you will list all the "stations" they have to go through to resolve their problem and elevate their pain point, so they can reach their destination. These "stations" will guide your entire content strategy for the course.

1. Describe the current situation your ideal course student is in now as it relates to your topic. Focus on his/her pain points, struggles, weaknesses and fears but also on your ideal student's strengths and desires.

   _____

   _____

   _____

   _____

   _____

2. Describe the situation your ideal student wants to be in, their final destination, as it relates to your topic. Focus on his/her desires, goals, psychological state and feelings.

   _____

   _____

   _____

   _____

   _____

3. Now list 5-10 "stations" your ideal student must pass through to reach his/her final destination, in the most logical order (refer to the table in the next page). For example, if your course is about building a profitable blog, then your stations may be:
   a. Setting up a blog
   b. Creating content
   c. SEO
   d. Traffic
   e. Growing your email list
   f. Generating revenue
   g. Developing products

4. Under each station, list 3-6 sub-topics you need to address to cover that entire topic (think of the topic is the module, and the sub-topics as the classes within the module). Following our previous example, under the "Setting up a blog" you can list, for example:
   a. Wordpress.com vs. Wordpress.org
   b. How to set up your WordPress blog

    c. Choosing a theme for your blog

    d. Visual branding for your blog

    e. 10 best plugins for blogs

    f. Choosing a name and domain name for your blog etc....

5. Always use the original "stations" as the source from which you draw your content idea and logical structure of the course. This will keep your course clear, coherent, easy to navigate through and effective, and will help your students move forward from one station to the next. Remember that more content does not mean a better course or one that should be priced higher! Only relevant content that gives clarity and convenience rather than overwhelm and confusion, should be included in your course. Don't be tempted to include too much, as it can overwhelm and be counterproductive to your students.

Station #1:	Sub-topics of Station #1:
Station #2:	Sub-topics of Station #2:
Station #3:	Sub-topics of Station #3:
Station #4:	Sub-topics of Station #4:
Station #5:	Sub-topics of Station #5:
Station #6:	Sub-topics of Station #6:
Station #7:	Sub-topics of Station #7:

Station #8:	Sub-topics of Station #8:
Station #9:	Sub-topics of Station #9:
Station #10:	Sub-topics of Station #10:

Day 3 Worksheet

Strategize Your Online Course Marketing

<u>Your Mission, Should You Choose to Accept It</u>:

Deciding on the strategy for launching and growing your online course.

<u>Why You Need to Do It</u>:

So your online course has momentum from the day you open the doors and continues to grow steadily.

<u>Your Daily Worksheet</u>:

Now that you have your topic, audience and even content covered, it is time to strategize the marketing. I have good news and bad news...

The bad news is that if you don't have an existing audience already (an email list, engaged Facebook group, Twitter/Instagram/YouTube followers etc.), you probably shouldn't be launching your online course just yet.

The good news is that if you don't have a list yet, then you can either focus on building it for a few months and then come back to launching your course, or partner with someone who already has a list. You can also focus your efforts on a complete sold out launch strategy that will build your list during the pre-launch stage, but take into account that this will require a lot of effort, money (mainly for paid advertising), and following a brilliant and strict launch sequence such as the one covered in the course Sold Out Launch by my good friend, the one and only Bushra Azhar, http://soldoutlaunch.com/join/ (this is not an affiliate link, I am just sharing with you the best Sold Out Launch course on the market!).

If you already have a list or an engaged group or large following in social media, you are in a great position to launch an online course. This may come as a surprise to you, but this is probably exactly what your audience wants – more of you on a regular basis!

When it comes to your marketing strategy there are 3 main elements to consider:

1. The tactics you will use to grow your list/audience
2. The type of launch you will use to introduce your course to your audience
3. The availability of your online course

This is not a guide about launching products or growing lists, so I will not be going over all the elements of a successful launch and list building, but this will list the different types you should consider and choose from.

<u>Tactics to Grow your List:</u>

- Irresistible free lead magnets: checklist, swipe file, video, mini-course, webinar, a module from your course, a challenge etc.
- Giveaways
- Guest blogging
- Podcast interviews
- Drive traffic to all of the above with: Facebook ads, opt-ins on your website, blog posts, social media posts, sharing in groups, encouraging your existing audience/email list to share etc.

Tactic ideas I will be using to grow my list:

_____

_____

_____

_____

_____

Type of Launch:

- Email-based Launch: use a wait list and lead magnets to grow your list over time, tease them about your upcoming course, and launch the course through a sequence of emails.
- Trigger-based Launch: use a wait list and lead magnets to grow your list over time, partner with someone with a large community already, or invest in paid ads (Facebook ads etc.) to create hype and excitement about your upcoming course over a period of a few weeks. Then, launch it through a single triggered event (such as a final webinar in a series of webinars, or the final video in a pre-launch video series etc., or a webinar at the end of a free challenge) and promote it by email, social media posts and ads during the launch period.

Type of launch I will be doing:

_____

_____

_____

_____

_____

Availability of your Online Course:

- Doors are always open (evergreen course): from the moment you launch, the doors remain open. Scarcity is an effective strategy so to really create scarcity in this case, offer special launch bonuses and early bird pricing available for a limited time only.
- Doors are open only occasionally for short periods of time (for example, every few months for 48 hours, or once a year for a week): this strategy is used by many of the most successful online courses because it is effective, but make sure to use it when you are confident your list is big enough and engaged enough to enroll immediately after launch, or you may find yourself with very few students for a long time before you open your doors again.

Availability of my course: _____

_____

_____

_____

_____

Day 4 Worksheet

Make People Complete Your Course and Want More

Your Mission, Should You Choose to Accept It:

Understanding what makes people complete a course and then want more and making sure you do it in your own course.

Why You Need to Do It:

Simply put – your ability to make people complete and implement the course, and then want more from you will make or break your online course (and repeat and referral business).

Your Daily Worksheet:

People enrolling in your course and people completing and implementing it, are 2 different things! If you cannot get your students to complete the course and take action, then your course will die a quick death! You will have no repeat business, and your students will not rave about you or even worse, they may

share and post negative things about their experience (even if the course material is good!). Creating a group of raving fans who love your product, use it, implement it and see results is key to your long term success, so do not underestimate it and think that if you got a few dozen students to enroll during your launch, you are all set.

There are 2 crucial elements that will factor into your course long term success rate: content and community.

Content: What people want is the end result for which they signed up to your course in the first place, or at least to move forward, closer and closer to their desired destination. They don't want more information, they are tired of more information! They want to reach their goals by successfully completing the steps you've outlined for them, quickly and with as little hassle and headache as possible.

Going back to our train analogy from Day 2 – if you want people to complete, implement and have success with your course, you need to do whatever is needed to make sure they are getting results and moving forward to the next "station." Go back to your Day 2 Worksheet regularly to remind yourself not to be tempted to overload your online course with too much content, or with content that overwhelms instead of helps. This is worth repeating... do NOT be tempted to overload your online course with too much content, or with content that overwhelms instead of helps because it will lead people to give up on the course and never implement what you teach.

Community: from the get go, you need to find ways to create a sense of community for your students. This can be done through a Facebook group or a community forum, where members interact, share wins, ask questions and help each other, but it can also happen through other means, for example, a weekly group call. The idea behind it is that when people feel they are part of a community, and an important member, they are less likely to quit, and they are more likely to stay motivated. As the owner and creator of the course, you must actively develop your community, communicate with your members, showcase star students and set the tone and culture of the community. Left on their own, your students are much less likely to complete the course.

Since we already covered the content strategy on Day 2, this worksheet will focus on the other element that is crucial to your long term success rate – community.

I am going to assume you are a member of at least one online community. If you are not a member of any online community, then think of any community (offline) that you are part of and use that community for this exercise.

1. List all the reasons you can think of that make you enjoy and come back to your favorite community/group:

   _____

   _____

   _____

   _____

2. List 3 things you don't like about your community/group and would like to see change or disappear altogether:

   _____

   _____

   _____

3. List 3 things you would improve in your favorite community/group that would make it even better and more enjoyable for you and the other members:

   _____

   _____

   _____

4. Think of one thing that is completely missing from your group and would add a lot of additional value to it:

   _____

   _____

5. Using all the answers from the above questions, create a list of everything you want to achieve in your own course community, and next to each

item, write 2-3 actions you will take to manifest it. For example, if one of the things you have listed is that you want to make your students feel special and valued, then your actions could include writing a weekly welcome post in the group with the names of all the new students, highlighting success case studies of students, and commenting on at least 10 posts a day.

_____

_____

_____

_____

Day 5 Worksheet

Pick Out a Platform to Host Your Online Course

Your Mission, Should You Choose to Accept It:

Choosing a platform to host your online course, taking into account your needs, tech skills, budget, marketing strategies and launch model.

Why You Need to Do It:

Because your course actually needs to exist somewhere, other than in your head or on your own computer! At this point of the guide you should have a clear idea of your course topic and type, a breakdown of the different stages you will take your students through and the content you will provide in each stage, a marketing and launch strategy and even a growth and retention plan.

Your Daily Worksheet:

Your are now ready to decide on which platform you will host your course's content (PDFs, videos, audio etc.) so that it is securely accessible only to

your students. The platform you choose must be easy to use and navigate through, both for you and for your members, and fit your specific needs, tech skills, budget, marketing strategies and launch model.

Here is my take on this - there is NO perfect platform that fits all needs or that is right for everyone, and even more importantly, there isn't just one platform that you MUST use, so don't stress over finding that special one. The success of your course does not depend solely on any specific platform and I assure you that your course can be successful even with a platform that doesn't have all the bells and whistles that someone else has on their online course. The key here is to try and match your needs (based on the type and model you chose), budget, tech skills and overall strategy, with the best available option on the market. When it comes to online course platforms, there have basically been only 2 categories to choose from until now:

- Self-hosted platforms (hosted on your own hosting service, on your own WordPress website)
- Cloud-based platforms (hosted externally, in the "clouds," using a paid service)

*Don't confuse the platform hosting category (self-hosted vs. cloud-based) with your domain: you can have a cloud-based service using your own domain, but it is still an external service that is not hosted on your own hosting.

Cloud-Based Platforms (a platform that is hosted outside of your own hosting service):

Pros:

- Usually easy to use and set up
- Most tech stuff is taken care of
- Advanced features
- Minimal headache

Cons:

- Expensive – recurring monthly fee (typically $37-$297/month) and/or commission based on sales/students (usually 5-50%)

- Little or limited customization options to match your brand and style
- Limited by the existing included features, cannot add or modify
- Building your business on someone else's real estate
- In some cases, not on your own domain
- If you ever want to switch to a self-hosted platform, you will have to transfer your content, your students and most challenging – your recurring payment plans etc., to the new platform
- Because of the difficulty of switching to another platform, you may find yourself "stuck" and tied to the service even if you are unhappy with it or if it is too expensive for your business

Self-Hosted Platforms (WordPress website + a course plugin hosted on your own hosting service):

Pros:

- Very affordable – typically $89-$197 either one time fee or with a yearly fee to access updates and support
- Complete customization of look and feel of your website, and can work seamlessly with your theme, depending only on the course plugin you use and your level of tech skills
- Can add additional features using other WordPress plugins
- Hosted on your own domain or subdomain
- You have 100% control and ownership of every aspect of your online course, forever

Cons:

- Usually not as easy to set up as a cloud-based platform
- Longer learning curve, especially if you are unfamiliar with WordPress
- Often have to install different plugins to achieve everything you want
- You have to keep your website theme and plugins up to date
- Because of all of the above – often a source of stress and anxiety

Now that you know the pros and cons of the two categories (cloud-based and self-hosted), I would like to introduce to another new category, that I myself created (yes, yes, I know, this is a shameless plug for my own product, but I hope

that by this point in our relationship you know me well enough to know I probably have a good reason for it!)! It is a self-hosted platform that combines all the advantages of both a cloud-based platform and a self-hosted platform, without the disadvantages of either one of them! It is the perfect combination of DIY with Done-For-You, that gives you everything you need, within your budget, tech skills and resources. I proudly and excitedly present to you... *The No Hassle Membership & Course Platform*.

Pros:

- Ridiculously easy to use and set up – this platform is completely pre-designed and set up with one of the easiest yet most powerful course plugins available (MemberPress), so everything is ready and you just have to plug in your content and you are ready to launch!

- Very affordable – regular price $99 (**one-time** fee, not monthly!) with free lifetime updates, + free exclusive early bird bonuses (you don't want to miss!) and a discount when combined with the **No Hassle Website**

- Advanced features – because it is self-hosted and built with WordPress, you are not limited by any features, and can add/modify as you need, on top of what is already built-in

- Minimal headache – the heavy lifting has been done for you (by me!) so you can relax and focus on the important stuff you are good at

- Complete customization of look and feel of your website – built with the powerful intuitive Divi Theme and Divi Builder which allows complete customization

- Unlimited and muliti-functional - Can host unlimited membership sites & online courses on the same domain!

- Self-hosted - Hosted on your own domain or subdomain

- **You have 100% control and ownership of every aspect of your online course, forever**

Cons:
- You have to keep your website theme and plugins up to date (as long as your hosting service is good, basically all you will have to do is click on a few "update" buttons in your dashboard every now and then to keep everything updated)

Factors to consider when deciding on which category of online course platform to choose (cloud-based or self-hosted):
- Your immediate budget for investment
- Your total yearly budget
- Your tech skill level
- Do you have a WordPress site already and are familiar with it?
- How customizable do you need your online course to be?
- Do you need to have a membership site and course at the same time?
- Your anxiety/stress level regarding setting up and maintaining your online course site
- Is it important to you to have full control and ownership of your online course or is it not crucial?

Comparison Chart – Course Platforms

	Category #1: **Cloud-Based Platform**	**Category #2:** **Self-Hosted Platform**	**Category #3:** **No Hassle Membership & Course Platform**
List of course platforms to consider	Kajabi Clickfunnels Rainmaker Teachable Teachery	Whishlist MemberPress OptimizePress S2Member Learn Dash	No Hassle Membership & Course Platform

	and more...	Sensei and more...	
Price range	Expensive: typically $37-$297/month and/or commission based (5%-50%)	Affordable: typically $89-$197 either one time fee or with a yearly fee	One time fee $99 + FREE early bird exclusive bonuses + discount when bought with No Hassle Website + lifetime updates for Divi & MembersPress
Ease of set-up/use	Varies – some platforms (like Kajabi) offer a complete solution with other features and are not that easy to set up, while others (like Teachery) are easier and more intuitive	Varies and depends on how familiar you are already with WordPress. OptimizePress, for example is complicated and time consuming to set up, while MemberPress is easy and very straightforward	One of the easiest, if not the easiest, set-ups available on the market, just upload your content and launch your membership site, everything you need is already pre-set for you!
Maintenance	All maintenance of cloud-based platforms (updated etc.) are taken care of by the platform provider	You are responsible for keeping your website and plugins up to date. Once your site is set up and ready, most updates will require nothing more than clicking the update button when prompted	You are responsible for keeping your website and plugins up to date. Once your site is set up and ready, most updates will require nothing more than clicking the update button when prompted

Functionality & features	Varies – depending on the platform and your needs, but generally, offer many advanced features	Varies – depending on the specific platform and your needs, but since it is hosted on WordPress, your options for add-on plugins are practically unlimited	Built with MemberPress which is extremely robust and already includes all the features most solopreneurs will ever need, but since it is hosted on WordPress, your options for add-on plugins are practically unlimited
Customization	Limited	Unlimited	Unlimited and easy to implement, since it is pre-designed using Divi Theme and Divi Builder (considered one of the best WordPress themes ever created)
Control & ownership	Minimal, as you depend on whatever your platform provider decides (raises monthly prices, decides to stop the service etc.), and if you want to change platforms, you need to move your content,	Full control & ownership of your membership site, forever, including content and students' login & payment information	Full control & ownership of your membership site, forever, including content and students' login & payment information

	students and recurring payment plans to new platform, so in effect it is difficult to migrate and you are tied to the platform and associated monthly costs		

Before you make any decision... [Click here](#) to take a look at a live demo I did recently of the [No Hassle Membership & Course Platform](#) where you can see the backend and frontend of it, and how easy, intuitive, customizable and powerful it is.

Epilogue

I hope that you enjoyed this guide and found it beneficial and effective. I do not take it lightly or for granted that you put your trust in me in this way, thank you.
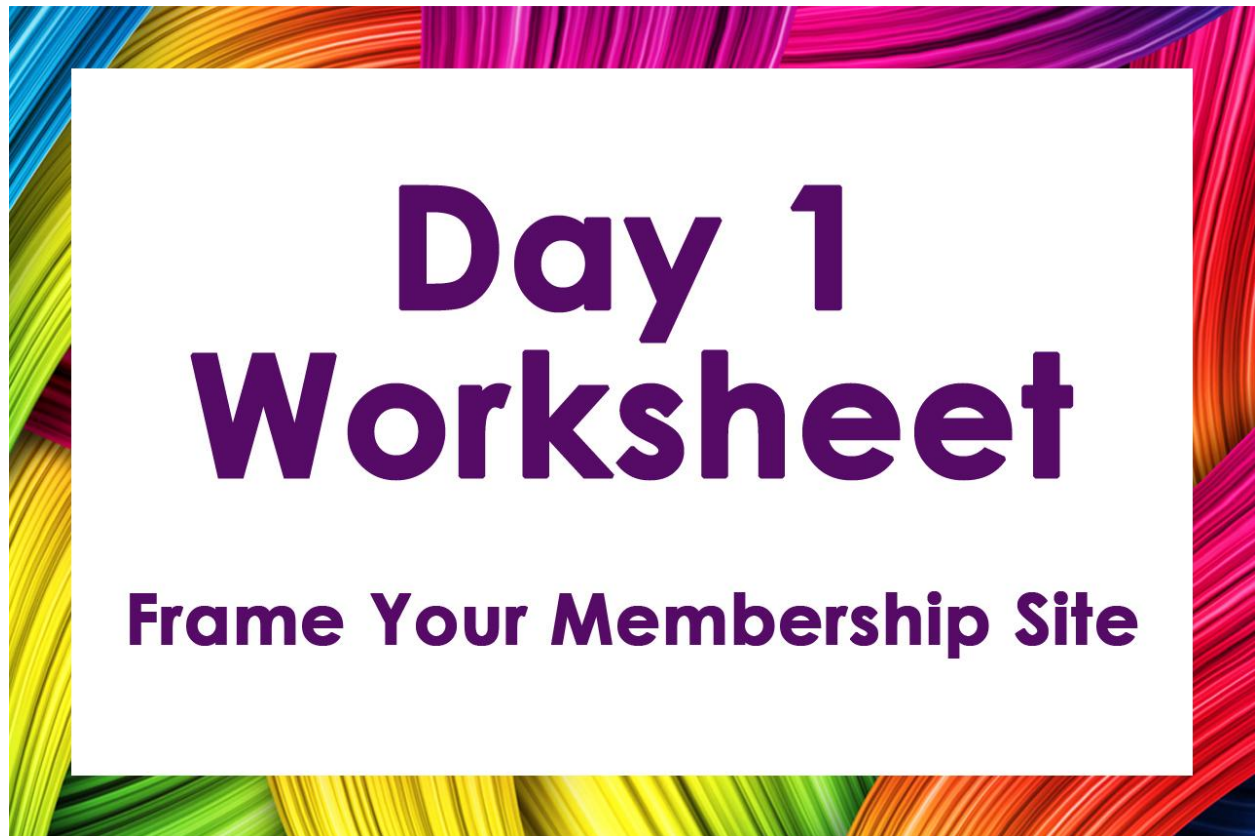
I especially hope that I delivered on the promise I made to you at the beginning of the guide and that you now have clarity and a concrete plan on exactly how to frame your course or membership site, what it should include and what it shouldn't, how to market it, how to sustain it and what tech you need to host and sell it. If I have done that, then you made me a very happy person and you have given me more than I have given you.

Cheers,
Neta
https://nohasslewebsite.com – No Hassle Website
https://nohassleplatform.com – No Hassle Membership & Course Platform

Day 1 Worksheet

Frame Your Membership Site

Your Mission, Should You Choose to Accept it:

Choosing the topic, audience and type of your membership site.

Why You Need to Do It:

How you structure your membership site, the overall issue you will be addressing, and who your audience will be, determines everything you need to do to launch and maintain a successful membership site. Poor planning (or no planning!) at the beginning, can mean your membership site will flop from the get go, or will stagnate quickly, or will be unsustainable and therefore you will not be able to count on it as a source of long term recurring income. Positioning your membership site within a defined framework will make everything easier moving forward as you will not have to guess what you need to create and deliver, and your members will get what they expect and need. This does not mean, though, that your membership site cannot be a dynamic product, that evolves with you and with your members, as their own needs, and your brand

and business grow, but it does mean that you will not have to invent yourself on a regular basis.

Your Daily Worksheet:

This worksheet will not tell you which topic you should build your membership site around, or what site type is ideal for you, or what audience is the best audience to target. The reason it won't do it, is because there is no "best" site type, or "perfect" topic, or "ideal" audience! There is only what will work **best for you**, will be a **perfect match** for **your own ideal audience**, and will be **sustainable** for your business, so don't get all caught up in what others are doing or swearing by.

What this worksheet will help you with is exploring the available options so you can put together the strongest combination that will resonate with your specific strengths, needs, vision and goals. Remember, there is no right or wrong answer, just review each option in each section and choose and write down the ones that fit your brand, your product, your audience and your needs.

Topic and Audience of your Membership Site:

I am going to assume that you already have a business or business idea, as this is not an exercise about finding your business idea. What we want to figure out now is what topic or issue, out of all the possible topics/issues in your subject matter, would be ideal to build your membership site around, and match it to the right audience.

Let me start by saying that ideally you should choose a topic that is as niche and specific as possible, while still leaving your membership site a lot of room to grow, and reason for your members to stick around. What this means is that your membership site should address a specific issue, not a general subject matter, and provide **all** of the following: solutions, transformation, convenience and clarity on that specific subject. We will discuss this issue in more detail on Day 2, but remember that more is not better. Your members should know exactly what problem your membership site is going to solve for them. If you do not offer clarity and convenience – in other words, if you are covering too much ground and creating too much overwhelm – your membership site will have no value, and no one will join or stay for long.

To choose your topic start by writing down the general industry you operate in (for example, health), and then make a list of sub categories that interest you or that you are an expert in (for example, women's health, children's health, nutrition etc.) and ideally the sub-sub categories (for example, dietary supplements, food science, malnutrition, obesity, diets, eating behaviors etc.) and even niche categories within them (for example, gluten free diet, high-fat diet, raw foodism, vegetarian diet etc.). You don't have to list every single sub category and sub-sub category in your industry, just focus on those you are passionate about and are your area of expertise.

My industry:
_____

Sub categories:
_____

Sub-sub categories:
_____

Niche categories:
_____

_____

_____

The main topic of your membership site, must be at least a sub-category of the general industry, and ideally, a sub-sub category or even a niche category within a sub-sub category. A sub-category or sub-sub or a niche category can be created by the specific audience you are targeting and unique added value, for example, your membership site can be about "15-minute gluten-free recipes for working moms." That is a very specific offer and targeted audience (which is what you want!), as oppose to a seemingly similar membership site about "gluten free recipes." Got it?

Specific audiences I can target:
_____

_____

Unique added value I can offer:
_____

_____

Remember, your membership site cannot overwhelm with too much information, or be too wide and general as not to be helpful at all (your members would leave and just Google what they need!). The more focused

and specific the subject matter, the better, BUT, always make sure to leave enough room to grow your content within that subject matter, and give your members a reason to stick around.

List of a few potential membership site ideas to consider:

_____

_____

_____

Once you have narrowed down your list to a few potential topics, you need to do some research to determine if the topic (or topics) has potential as a membership site. You need to find out if your potential customers are actively searching for answers and solutions on that topic (are there forums/Facebook groups/dedicated websites and blogs on the matter?), are they buying products related to that topic or to solve their problem (are there books on Amazon on the topic? Physical or digital products offering a solution to the issue? Online courses on the subject?) and are they trying to learn more about how to become experts themselves on that matter (are there tutorials on the topic? Videos? Coaches teaching it?). If the answer to all, or almost all, of these questions is yes, then you can move on. If the answer is no to many of these questions, continue your research until you find a winner. During your research, take note of the demographic and psychographic profile of your ideal customers.

	Are people actively looking for answers/solutions to this topic?	Are people buying products related to this topic/problem?	Are people trying to learn more about how to become experts themselves?
Membership site Idea #1			
Membership site Idea #2			

Membership site Idea #3			

At the end of your research, you should be able to clearly state what your membership site is about, who it is for, what it helps with and how. This will be the foundation around which you build the site, create the content, market and grow your membership site, so don't underestimate its importance.

Use the following formula to summarize this information:

My Membership Site helps _____ (=your ideal customer), who struggle with _____ (=their main pain point, where they are now) to achieve _____ (=their main goal, where they want to be) by _____ (=how it is achieved).

For example, if the topic of creating membership sites was the topic I wanted to build my own membership site around, I could have used the formula in this way:

My Membership Site helps committed and hard working online solopreneurs who struggle with leveraging their expertise to create recurring revenue, to design, write, and launch their own membership site by providing a step-by-step blueprint and all the necessary tools they need, from initial idea to 1000 members.

<u>Membership Site Pricing Type</u>:

Based on your preference, your audience and your product, decide on the pricing type that fits you best:
- Monthly
- Annual (often as a discounted option combined with monthly option)
- One-time sign-up fee with ongoing monthly (ideal when you include a program or programs that are more expensive on their own than the cost of one month, and you do not want people to sign up and cancel after a month just to get access to those programs)
- One-time lifetime access

How will I price my membership site:

_____

_____

_____

Membership Site Type:

When choosing the exact type you would like for your membership site, focus more on how you would like to create and deliver your content (daily/weekly/monthly etc.) and what would serve your audience best, and less on figuring out which category type your membership site falls under, since it is often a combination of two or more types.

Consider one of the following types or a combination of any of them:
- All-Inclusive – all the content is available to new members from the moment they join. More content may be added over time (occasionally or in set intervals, like once a month for example) but everyone has access to it immediately and always.
- Drip – content is created and "dripped" in pre-set intervals, for example once a week. That means that each member is at a different stage of the dripping process, based on when they joined.
- Coaching – the membership is based on a set number of coaching sessions per month (for example), private or in a group setting, and often include other resources such as workbooks, daily assignments etc.
- Service – similar to the Coaching type, but for other services, for example, tech support, design services etc.
- Community – this membership type is usually built around a specific topic and members join to be part of a community of other like-minded people.
- Hybrid – a hybrid of any of the above types. There is no right or wrong type, you can mix and match or create a completely new type!

What type of membership site will I offer:

_____

_____

_____

_____

While your membership site will most likely change and evolve over time, do take the time now to consider the type that resonates most with you and that you believe will be the most sustainable for both you and your community, for years to come. The membership site model you choose will have a direct impact on the frequency, type and creation process of your content, but you don't have to worry about it now, as we will be covering all of that in the upcoming days!

Day 2 Worksheet

Plan Your Membership Site Content

Your Mission, Should You Choose to Accept it:

Planning the overall content strategy of your membership site.

Why you Need to Do It:

Are you worried about not being able to continuously create valuable content for your members? Is this fear what's holding you back from launching a membership site? If so, then today is a great day since today I am going to give you the tools to plan your entire content strategy so you don't have to worry about it ever again! Cool? Cool.

Here is the thing – people do NOT want to be overwhelmed by too much content and too many options. If they want that, they can simply search for info on Google or YouTube and get everything for free. What people actually want is a clear path on how to get from point A (where they are now) to point B

(where they want to be), and if you can provide that clear path to them, and make it easy and quick, they will not only be willing, but happy, to pay you for it.

Remember that more content does not equal a better membership site. Don't just go and take all the content you ever created, package it nicely in a membership site, and think that your work is done. Not only is it not done, it is going to drive people out or scare them to even join in the first place.

What you need to provide is the map to your members' destination. I like to use the train analogy – your members are at the central train station and want to get to their destination as quickly and as comfortably as possible, but they don't even know which train they should board, at what stations they should get off and switch trains, if they should pay extra for first class or stay in coach, if they should take the sleeping car, if there is a food car on the train or if they should bring some snacks, and if their luggage should be put in a special place or above their heads!

Your job is to give them answers to all those questions by drawing the shortest route to their destination, and telling them what they should do in each station, when they should switch trains and what they'll need to have. That is how you know what content you need to include in your membership site! If it helps them get to their final destination faster and more conveniently – then it should be in the membership site. If it just adds more luggage that may drop on their head or slow them down, then it should NOT be in the membership site!

<u>Your Daily Worksheet</u>:

In Day 1 you already determined what your membership site is about, who it is for, what their main struggle is and how you will help them resolve it. In this worksheet you will list all the "stations" they have to go through to resolve their problem and elevate their pain point, so they can reach their destination. These "stations" will guide your entire content strategy.

1. Describe the current situation your ideal member is in now as it relates to your topic. Focus on his/her pain points, struggles, weaknesses and fears but also on your ideal member's strengths and desires.

_____

_____

_____

_____

_____

2. Describe the situation your ideal member wants to be in, their final destination, as it relates to your topic. Focus on his/her desires, goals, psychological state and feelings.

_____

_____

_____

_____

3. Now list 5-10 "stations" your ideal member must pass through to reach his/her final destination, in the most logical order (refer to the table in the next page). For example, if your membership site is about building a profitable blog, then your stations may be:
    a. Setting up a blog
    b. Creating content
    c. SEO
    d. Traffic
    e. Growing your email list
    f. Generating revenue
    g. Developing products
4. Under each station, list 5-10 content ideas. Following our previous example, under the "Setting up a blog" you can list, for example:
    a. Wordpress.com vs. Wordpress.org
    b. How to set up your WordPress blog in a day
    c. Choosing a theme for your blog
    d. Visual branding for your blog
    e. 10 best plugins for blogs
    f. How to choose the topic for your blog
    g. Choosing a name and domain name for your blog etc....

5. Keep this list handy and refer to it whenever you need/want to create more content. Always use the "stations" as the source from which you draw your content ideas, and not vice versa. This will keep your membership site clear, coherent, easy to navigate and effective, and will help your members move forward from one station to the next. Make sure there is some content in each of the stations when you launch your website, but don't be tempted to include too much at first, as it can overwhelm and be counterproductive to your members. You can batch-create enough content for several months, or even a full year using this system, but you don't have to release all of it at once of course.

Station #1:	Sub-topics of Station #1:
Station #2:	Sub-topics of Station #2:
Station #3:	Sub-topics of Station #3:
Station #4:	Sub-topics of Station #4:
Station #5:	Sub-topics of Station #5:
Station #6:	Sub-topics of Station #6:
Station #7:	Sub-topics of Station #7:

Station #8:	Sub-topics of Station #8:
Station #9:	Sub-topics of Station #9:
Station #10:	Sub-topics of Station #10:

Day 3 Worksheet

Strategize Your Membership Site Marketing

Your Mission, Should You Choose to Accept It:

Deciding on the strategy for launching and growing your membership site.

Why You Need to Do It:

So your membership site has momentum from the day you open the doors and continues to grow steadily.

Your Daily Worksheet:

Now that you have your topic, audience and even content covered, it is time to strategize the marketing. I have good news and bad news...

The bad news is that if you don't have an existing audience already (an email list, engaged Facebook group, Twitter/Instagram/YouTube followers etc.), you probably shouldn't be launching your membership site just yet.

The good news is that if you don't have a list yet, then you can either focus on building it for a few months and then come back to launching your membership site, or partner with someone who already has a list. You can also focus your efforts on a complete sold out launch strategy that will build your list during the pre-launch stage, but take into account that this will require a lot of effort, money (mainly for paid advertising), and following a brilliant and strict launch sequence such as the one covered in the course Sold Out Launch by my good friend, the one and only Bushra Azhar, http://soldoutlaunch.com/join/ (this is not an affiliate link, I am just sharing with you the best Sold Out Launch course on the market!).

If you already have a list or an engaged group or large following in social media, you are in a great position to launch a membership site. This may come as a surprise to you, but this is probably exactly what your audience wants – more of you on a regular basis!

When it comes to your marketing strategy there are 3 main elements to consider:

4. The tactics you will use to grow your list/audience
5. The type of launch you will use to introduce your membership site to your audience
6. The availability of your membership site

This is not a guide about launching products or growing lists, so I will not be going over all the elements of a successful launch and list building, but this will list the different types you should consider and choose from.

Tactics to Grow your List:

- Irresistible free lead magnets: checklist, swipe file, video, mini-course, webinar, a module from your membership site, a challenge etc.
- Giveaways
- Guest blogging
- Podcast interviews

- Drive traffic to all of the above with: Facebook ads, opt-ins on your website, blog posts, social media posts, sharing in groups, encouraging your existing audience/email list to share etc.

Tactic ideas I will be using to grow my list:

_____

_____

_____

_____

_____

Type of Launch:

- Email-based Launch: use a wait list and lead magnets to grow your list over time, tease them about your upcoming membership site, and launch the membership site through a sequence of emails.
- Trigger-based Launch: use a wait list and lead magnets to grow your list over time, partner with someone with a large community already, or invest in paid ads (Facebook ads etc.) to create hype and excitement about your upcoming membership site over a period of a few weeks. Then, launch it through a single triggered event (such as a final webinar in a series of webinars, or the final video in a pre-launch video series etc., or a webinar at the end of a free challenge) and promote it by email, social media posts and ads during the launch period.

Type of launch I will be doing:

_____

_____

_____

_____

_____

<u>Availability of your Online Membership Site:</u>

- Doors are always open (evergreen): from the moment you launch, the doors remain open. Scarcity is an effective strategy so to really create scarcity in this case, offer special launch bonuses and early bird pricing available for a limited time only.
- Doors are open only occasionally for short periods of time (for example, every few months for 48 hours, or once a year for a week): this strategy is used by many of the most successful membership sites because it is effective, but make sure to use it when you are confident your list is big enough and engaged enough to join immediately after launch, or you may find yourself with very few members for a long time before you open your doors again.

Availability of my membership site: _____

_____

_____

_____

_____

Day 4 Worksheet

Make People Never Want to Leave Your Membership Site

Your Mission, Should You Choose to Accept It:

Understanding what makes people stay and making sure you do it in your own membership site.

Why You Need to Do It:

Simply put – your ability to make people want to stick around month after month, will make or break your membership site.

Your Daily Worksheet:

People joining your membership site and people staying and paying month after month, are 2 different things! If you are going to lose one member for every new member who joins, then your membership site will stagnate. And even worse, if you lose people at a faster rate than you are able to bring in new members, then your membership site will lose momentum and die, and we don't

want that... Retention is key to your long term success, so do not underestimate it and think that if you got a few dozen or even a few hundred people to join during your launch, you are all set.

There are 2 crucial elements that will factor into your retention rate: content and community.

Content: What people want is the end result for which they signed up to your membership site in the first place, or at least to move forward, closer and closer to their desired destination. They don't want more information, they are tired of more information! They want to reach their goals by successfully completing the steps you've outlined for them, quickly and with as little hassle and headache as possible.

Going back to our train analogy from Day 2 – if you want people to remain loyal members of your membership site, you need to do whatever is needed to make sure they are getting results and moving forward to the next "station." Go back to your Day 2 Worksheet regularly to remind yourself not to be tempted to overload your membership site with too much content, or with content that overwhelms instead of helps. This is worth repeating... do NOT be tempted to overload your membership site with too much content, or with content that overwhelms instead of helps because it will lead people to leave your membership site.

Community: from the get go, you need to find ways to create a sense of community for your members. This can be done through a Facebook group or a community forum, where members interact, share wins, ask questions and help each other, but it can also happen through other means, for example, a weekly group call. The idea behind it is that when people feel they are part of a community, and an important member, they are less likely to leave, and they are more likely to stay motivated. As the owner of the membership site, you must actively develop your community, communicate with your members, showcase star students and set the tone and culture of the community.

Since we already covered the content strategy on Day 2, this worksheet will focus on the other element that is crucial to your retention rate – community.

I am going to assume you are a member of at least one online community. If you are not a member of any online community, then think of any community (offline) that you are part of and use that community for this exercise.

1. List all the reasons you can think of that make you enjoy and come back to your favorite community/group:

    _____

    _____

    _____

    _____

2. List 3 things you don't like about your community/group and would like to see change or disappear altogether:

    _____

    _____

    _____

3. List 3 things you would improve in your favorite community/group that would make it even better and more enjoyable for you and the other members:

    _____

    _____

    _____

4. Think of one thing that is completely missing from your group and would add a lot of additional value to it:

    _____

    _____

5. Using all the answers from the above questions, create a list of everything you want to achieve in your own membership site community, and next to each item, write 2-3 actions you will take to manifest it. For example, if one of the things you have listed is that you want to make members feel special and valued, then your actions could include writing a weekly welcome post in the group with the names of all the new members,

highlighting member's success stories, and commenting on at least 10 posts a day.

_____

_____

_____

_____

_____

_____

_____

Day 5 Worksheet

Pick Out a Platform to Host Your Membership Site

Your Mission, Should You Choose to Accept It:

Choosing a platform to host your membership site, taking into account your needs, tech skills, budget, marketing strategies and launch model.

Why You Need to Do It:

Because your membership site actually needs to exist somewhere, other than in your head or on your own computer! At this point of the guide you should have a clear idea of your membership site topic and type, a breakdown of the different stages you will take your members through and the content you will provide in each stage, a marketing and launch strategy and even a growth and retention plan.

Your Daily Worksheet:

When it comes to membership site platforms, there have basically been only 2 categories to choose from until now:

- Self-hosted platforms (hosted on your own hosting service, on your own WordPress website)
- Cloud-based platforms (hosted externally, in the "clouds," using a paid service)

*Don't confuse the platform hosting category (self-hosted vs. cloud-based) with your domain: you can have a cloud-based service using your own domain, but it is still an external service that is not hosted on your own hosting.

Cloud-Based Platforms (a platform that is hosted outside of you own hosting service):

Pros:

- Usually easy to use and set up
- Most tech stuff is taken care of
- Advanced features
- Minimal headache

Cons:

- Expensive – recurring monthly fee (typically $97-$297/month) and/or commission based on sales/members (usually 5-50%)
- Little or limited customization options to match your brand and style
- Limited by the existing included features, cannot add or modify
- Building your business on someone else's real estate
- In some cases, not on your own domain
- If you ever want to switch to a self-hosted platform, you will have to transfer your content, your students and most challenging – your recurring payments etc., to the new platform
- Because of the difficulty of switching to another platform, you may find yourself "stuck" and tied to the service even if you are unhappy with it or if it is too expensive for your business

Self-Hosted Platforms (WordPress website + a membership plugin hosted on your own hosting service):

Pros:

- Very affordable – typically $89-$197 either one time fee or with a yearly fee to access updates and support
- Complete customization of look and feel of your website, and can work seamlessly with your theme, depending only on the membership plugin you use and your level of tech skills
- Can add additional features using other WordPress plugins
- Hosted on your own domain or subdomain
- You have 100% control and ownership of every aspect of your membership site, forever

Cons:

- Usually not as easy to set up as a cloud-based platform
- Longer learning curve, especially if you are unfamiliar with WordPress
- Often have to install different plugins to achieve everything you want
- You have to keep your website theme and plugins up to date
- Because of all of the above – often a source of stress and anxiety

Now that you know the pros and cons of the two categories (cloud-based and self-hosted), I would like to introduce to another new category, that I myself created (yes, yes, I know, this is a shameless plug for my own product, but I hope that by this point in our relationship you know me well enough to know I probably have a good reason for it!)! It is a self-hosted platform that combines all the advantages of both a cloud-based platform and a self-hosted platform, without the disadvantages of either one of them! It is the perfect combination of DIY with Done-For-You, that gives you everything you need, within your budget, tech skills and resources. I proudly and excitedly present to you... *The No Hassle Membership & Course Platform*.

No Hassle MEMBERSHIP & COURSE Platform

Pros:

- Ridiculously easy to use and set up – this platform is completely pre-designed and set up with one of the easiest yet most powerful membership plugins available (MemberPress), so everything is ready and you just have to plug in your content and you are ready to launch!
- Very affordable – regular price $99 (**one-time** fee, not monthly!) with free lifetime updates, + free exclusive early bird bonuses (you don't want to miss!) and a discount when combined with the **No Hassle Website**
- Advanced features – because it is self-hosted and built with WordPress, you are not limited by any features, and can add/modify as you need, on top of what is already built-in
- Minimal headache – the heavy lifting has been done for you so you can relax and focus on the important stuff you are good at
- Complete customization of look and feel of your website – built with the powerful intuitive Divi Theme and Divi Builder which allows complete customization
- Unlimited and muliti-functional - Can host unlimited membership sites & online courses on the same domain!
- Self-hosted - Hosted on your own domain or subdomain
- **You have 100% control and ownership of every aspect of your membership site, forever**

Cons:

- You have to keep your website theme and plugins up to date (as long as your hosting service is good, basically all you will have to do is click on a few "update" buttons in your dashboard every now and then to keep everything updated)

Factors to consider when deciding on which category of membership site platform to choose (cloud-based or self-hosted):

- Your immediate budget for investment
- Your total yearly budget
- Your tech skill level
- Do you have a WordPress site already and are familiar with it?
- How customizable do you need your membership site to be?
- Do you need to have a membership site and course at the same time?
- Your anxiety/stress level regarding setting up and maintaining your membership site
- Is it important to you to have full control and ownership of your membership or is it not crucial?

Comparison Chart – Membership Platforms

	Category #1: Cloud-Based Platform	Category #2: Self-Hosted Platform	Category #3: No Hassle Membership & Course Platform
List of membership platforms to consider	Kajabi Clickfunnels Rainmaker Subhub and more...	Whishlist MemberPress OptimizePress S2Member Learn Dash Sensei and more...	No Hassle Membership & Course Platform
Price range	Expensive: typically $97-$297/month and/or commission based (5%-50%)	Affordable: typically $89-$197 either one time fee or with a yearly fee	One time fee $99 + FREE early bird exclusive bonuses + discount when bought with No Hassle Website + lifetime updates for

			Divi & MembersPress
Ease of set-up/use	Varies – some platforms (like Kajabi) offer a complete solution with other features and are not that easy to set up, while others (like Rainmaker) are easier and more intuitive	Varies and depends on how familiar you are already with WordPress. OptimizePress, for example is complicated and time consuming to set up, while MemberPress is easy and very straightforward	One of the easiest, if not the easiest, set-ups available on the market, just upload your content and launch your membership site, everything you need is already pre-set for you!
Maintenance	All maintenance of cloud-based platforms (updated etc.) are taken care of by the platform provider	You are responsible for keeping your website and plugins up to date. Once your site is set up and ready, most updates will require nothing more than clicking the update button when prompted	You are responsible for keeping your website and plugins up to date. Once your site is set up and ready, most updates will require nothing more than clicking the update button when prompted
Functionality & features	Varies – depending on the platform and your needs, but generally, offer many advanced features	Varies – depending on the specific platform and your needs, but since it is hosted on WordPress, your options for add-on plugins are practically	Built with MemberPress which is extremely robust and already includes all the features most solopreneurs will ever need, but since it is hosted on

		unlimited	WordPress, your options for add-on plugins are practically unlimited
Customization	Limited	Unlimited	Unlimited and easy to implement, since it is pre-designed using Divi Theme and Divi Builder (considered one of the best WordPress themes ever created)
Control & ownership	Minimal, as you depend on whatever your platform provider decides (raises monthly prices, decides to stop the service etc.), and if you want to change platforms, you need to move your content, students and recurring payment plans to new platform, so in effect it is difficult to migrate and you are tied to the platform and associated monthly	Full control & ownership of your membership site, forever, including content and students' login & payment information	Full control & ownership of your membership site, forever, including content and students' login & payment information

	costs		

Before you make any decision... <u>Click here</u> to take a look at a live demo I did recently of the <u>No Hassle Membership & Course Platform</u> where you can see the backend and frontend of it, and how easy, intuitive, customizable and powerful it is.

Epilogue

I hope that you enjoyed this guide and found it beneficial and effective. I do not take it lightly or for granted that you put your trust in me in this way, thank you.

I especially hope that I delivered on the promise I made to you at the beginning of the guide and that you now have clarity and a concrete plan on exactly how to frame your course or membership site, what it should include and what it shouldn't, how to market it, how to sustain it and what tech you need to host and sell it. If I have done that, then you made me a very happy person and you have given me more than I have given you.

Cheers,
Neta
<u>https://nohasslewebsite.com</u> – No Hassle Website
<u>https://nohassleplatform.com</u> – No Hassle Membership & Course Platform