

Scott Stamper's

Paysite Secrets ExposedTM

BONUS MATERIAL

**How To Quickly and Easily Create a
Network of Niche Paysites.**

www.PaysiteSecretsExposed.com

Version 1.0

As you start to build your paysites and build content, you will begin to find that much of the content you come across will not exactly fit your niche but would be perfect for a fringe niche.

For instant, if you have a site called "How to Train Your Dog" you may have people sending you articles on how to be a dog trainer. Eventually you will find so much fringe content that you think "Wow! I have so much of this content; it could be a separate site".

Normally, the drawback would be that you have to create a new site, setup new password systems, a new content management system, etc. But if you already have your paysites set-up the way I'm about to show you, you can pop-up a new paysite in minutes!

Imagine the possibilities. You come across a ton of available content in a fringe niche and can have an additional paysite up and running within minutes. In the book "Paysite Secrets Exposed" I showed you how a single paysite getting only 100 visitors per day would make over \$100,000 per year if it had a \$19.95 per month recurring billing, a 3% conversion rate. Imagine what you could do if you could have 10 paysites almost as easily as 1?

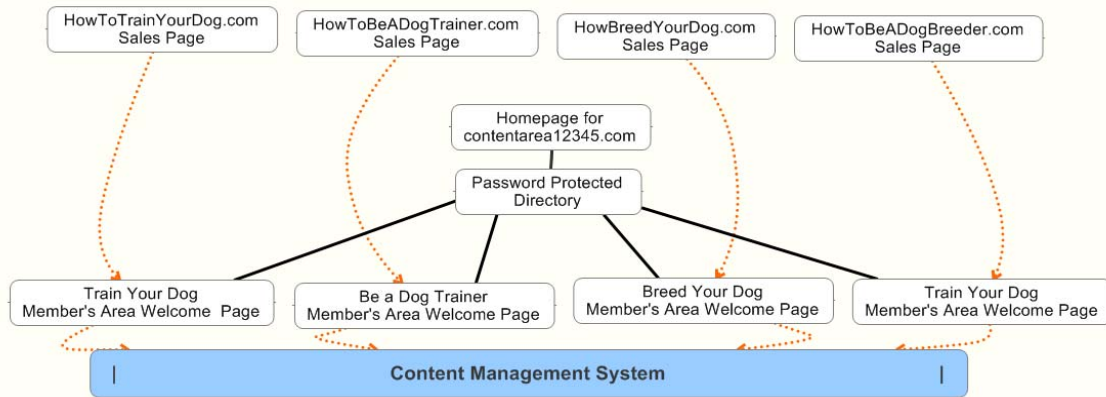
It's easier than it sounds. Recently I was at a convention and was talking to a man that makes over a million dollars per year with membership sites. He told me how he paid his programmers almost \$100,000 to interface all his health and fitness membership sites together so they could share content and passwords. This allowed him to make his potential members the following offer... "Join this site and get free access to my 20 other sites."

I laughed and told him that I had been doing that for years and it didn't cost me a dime. I picked up a napkin and drew him a diagram similar to the one shown below.

The key is to put all your membership content into a single content management system that is housed under a separate domain and used as the "delivery system" for all your sites.

In other words, while it appears that you have several different paysites, in reality they are all the same "background" site and each individual paysite just links to a different welcome page inside the member's area. The welcome page then links it's category in the content area. The member will still be shown only the content related to their specific topic, but will have free access to the other categories/sites in the Content Management System.

Below is an example showing 4 sites related to dog training and breeding. The same system will work with 4 sites or 400.



Here's how it works:

In the above example, every membership site is basically just a sales letter on the homepage of it's domain. For instance, the site "How to Train Your Dog" is just a one page sales letter on the domain HowToTrainYourDog.com.

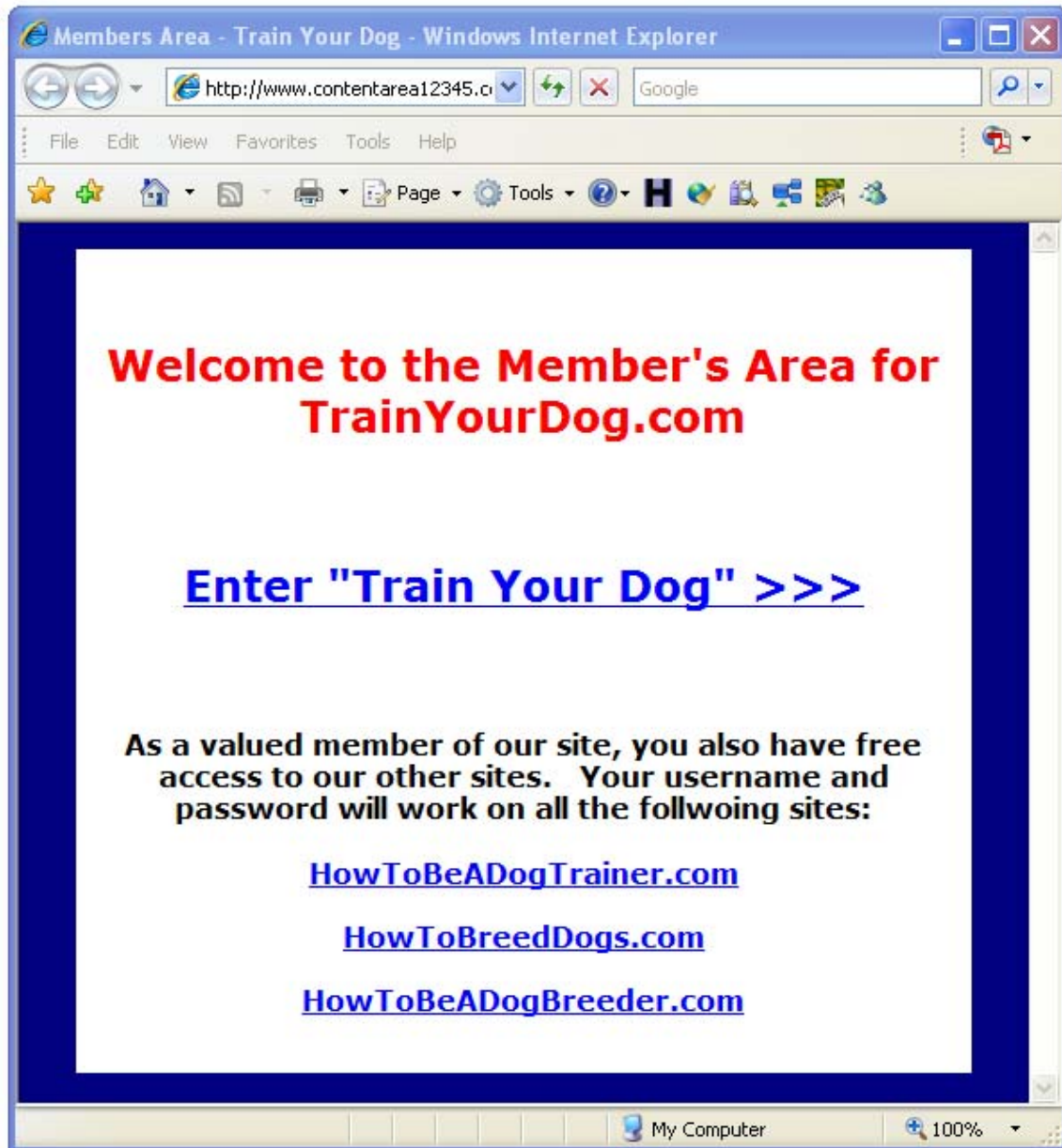
(Notice: all domain names mentioned are used as generic examples.)

The content for all the sites is stored in a content management system in a separate domain with a very generic name. For our example will call it "contentarea12345.com". All the paysites will share this domain for their membership area content.

On the content site, the member's area behind a password protected directory. For this example we'll assume it's a directory called "members" and it is password protected. This will give it the URL **www.contentarea12345.com/members** as the root of the member's area.

Each sales page has a link to a different "Welcome Page" in the member's area. Since the welcome page is in the member's area, it can only be accessed with a password.

Let's use the example "trainyourdog.html" as one of the welcome pages. The Welcome page would say "Welcome to the Member's Area for TrainYourDog.com" when the member enters the members area from the link on the sales page.



This will give the welcome page a URL similar to:
www.contentarea12345.com/members/trainyourdog.html

This above example diagram has 4 welcome pages, one for each paysite. When the member reaches the welcome page there is some basic information about the membership area and an "Enter" link into that paysites specific category in the Content Management System. There are also links below the enter link which allows the member to enter the content areas of the other paysites, which are simply links to the other welcome pages.

The content management system is put into a directory off the member's directory called "content". For this example we'll use WordPress and instead of making a directory called "blog" it's into the directory called "content". Now the URL for the WordPress blog would be:

www.contentarea12345.com/members/content

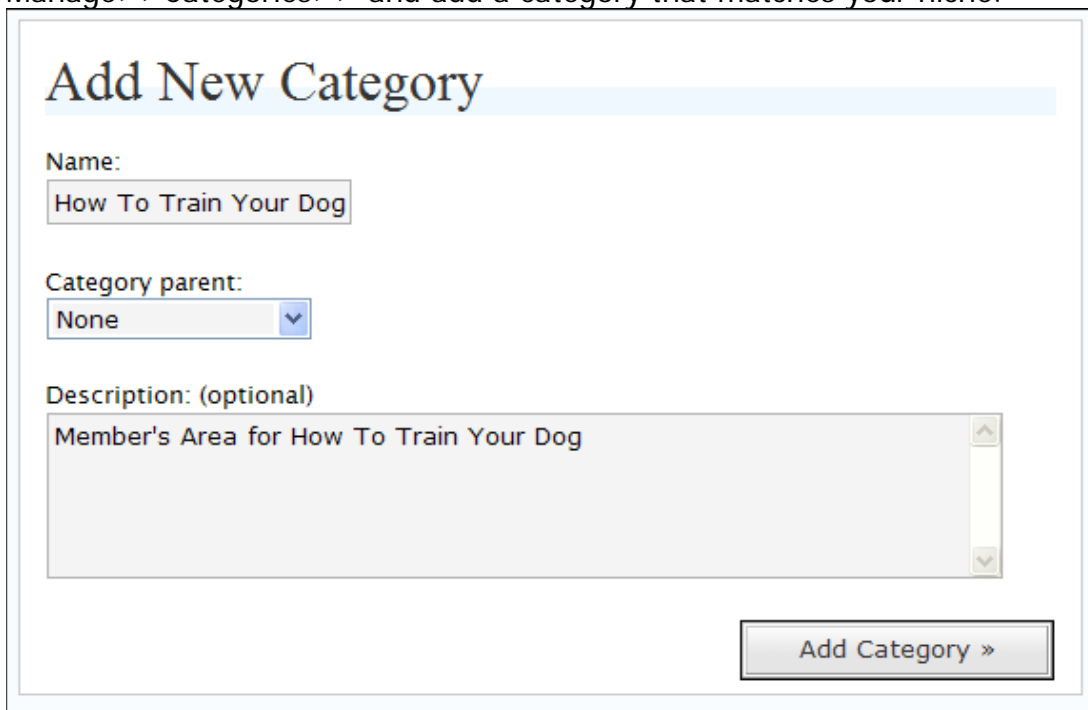
We use WordPress as an example of the content management system for this content area since most people are familiar with WordPress. The WordPress system is setup with 4 categories, one for each paysite. Since the blog and all categories are behind a password protected wall, only paid members can view the content.

Step #1: Register a very generic domain name that will house all of your content for all your membership sites. For instance, you can register something like "contentarea12345.com", "mymembers123.com" or even register the dot-net version and save a couple of dollars. I suggest using Moniker (www.moniker.com)

STEP #2: Select just 1 niche to begin with and create a sales letter for it. Put the sales letter into the root directory of the domain you just registered.

STEP #3: Install a WordPress Blog (or CMS system of your choice) in the directory /members/content. You can download a free copy at: <http://wordpress.org/download/>

STEP #4: Logon to the WordPress dashboard and go to Manage>>Categories>> and add a category that matches your niche.



The screenshot shows the 'Add New Category' form in WordPress. The title is 'Add New Category'. The 'Name' field contains 'How To Train Your Dog'. The 'Category parent' dropdown is set to 'None'. The 'Description' field contains 'Member's Area for How To Train Your Dog'. There is an 'Add Category »' button at the bottom right.

STEP #5: Add content to the category you just created.

STEP #6: Follow the steps in the eBook "Paysite Secrets Exposed" for registering a Paysite with CC-Bill.

Note: At this stage we are keeping the paysite as a single niche on a single domain while CC-Bill installs its password and billing scripts. Do not use multiple sales pages on different domains at this time since it might slow down the process.

STEP #7: Register a domain name specific to your niche. For example: TrainYourDog.com.

STEP #8: Create a Welcome Page for the niche and put it into the member's area. Add an "Enter" link from the welcome page to that niche's category of your WordPress blog. For example: trainyourdog.html would link to the "Train Your Dog" category.

STEP #9: Put your sales letter onto the domain you just registered.

STEP #10: Add a link for your members to enter the members area onto the sales letter. Link the member's area link to the welcome page you just created. For example: **www.contentarea12345/members/trainyourdog.html**

You now have a paysite system setup that will allow you to easily set up more paysites without having to go through most of the steps above.

How To Add A Paysite To Your Membership Network

Once you have your first site setup in your network, the rest easy!

Let's assume you have your "Train Your Dog" paysite up and running but now have built up a lot content for the topic "Become a Dog Trainer".

The following steps will show you how to quickly create that paysite, and have it up and running in minutes:

STEP #1: Logon to the WordPress dashboard and go to Manage>>Categories>>. Add a new category that matches your new niche.

STEP #2: Add all of your new niche content to your new category in WordPress.

STEP #3: Create a Member's Welcome Page for your new niche and put it into the **"/members"** directory.

STEP #4: Register a domain name for your new paysite.

STEP #5: Put up a sales letter onto the new domain. The sales letter should include a link to the member's area, that goes to the new welcome page.

You now have an additional paysite that took just minutes to setup.