



<https://www.themembershipmethod.com/>

MEMBERSHIP TOOLS & RESOURCES

Pamela Carpenter, M.Ed.

Welcome! This is just a quick list of the tools and software that I'll be using during the live workshop. I wanted you to have a kind of quick guide so you'd be better informed when I mentioned this plugin or that software during the workshop.

As a rule, these are the exact tools that I've used with hundreds of clients over the past five years or so...and that I use for myself as well.

In most cases, the links in this document are affiliate links and if you purchase using these links, I will earn a small commission. It's important to me that you know that I don't recommend anything that I don't personally use and have experience with.

ESSENTIAL TOOLS & SOFTWARE

[LIQUIDWEB HOSTING](#)

I personally use and recommend LiquidWeb VPS hosting for my membership as well as for my client when they need hosting.

One of the most frequently overlooked needs for a truly successful membership or online course platform is solid, reliable hosting. Your page speed and site load times are critically important with any website, and even more so with your membership platform.

After testing and using a multitude of hosting services, LiquidWeb is hands down the fastest and most reliable hosting service that I've found. Their support team is super-responsive and it's ridiculously easy to use...and they maintain the server, so that part is off your plate, too.

Get 50% off your first three months using the link above and code FASTVPS50 (for what you truly need, select the plan all the way to the left – you don't need any of the additional services right now!!!)



<https://www.themembershipmethod.com/>

ACTIVECAMPAIGN – EMAIL SERVICE PROVIDER

You may call it an email service provider or an autoresponder or a customer relationship management platform (CRM), but no matter what name you put on it, ActiveCampaign is a fantastic provider! I'm a recovering InfusionSoft user, and I understand what it means to spend hours trying to figure out how to just send an email without ripping your hair out. ConfusionSoft is much more accurate for sure.

ActiveCampaign gave me the functionality of InfusionSoft without the ridiculous price tag, so I switched about 4 years ago and haven't wanted a change since!!!

The user-friendly interface is easy to navigate and it's not hard at all to set up your lists or create automated email sequences. As a bonus, you can segment your subscribers using tags and more complex logic functions than are available in services like MailChimp or aWeber.

Use the link above to start your 14 day free trial. If you're just starting out, the "Lite" plan is perfect and for up to 500 contacts, it's just \$9/month when you pay annually or \$15/month if you pay monthly. If you purchase using this link, shoot me an email at pamela@website-rescue.com with ACTIVECAMPAIGN in the subject line, and I'll help you get started with a one-on-one call.

ThriveCart – Shopping Cart & Funnel Software

I can't tell you what a difference this piece of software has made in my business!!! The ability to create funnels and off-the-cuff invoices is paramount for any freelancer or agency that wants to survive in the modern online era...and ThriveCart way over-delivers on this software.

I've been with ThriveCart since day one of their beta launch and I've always been impressed with how they're constantly growing and evolving to meet the needs of their customers.

Unlike carts like SamCart and GumRoad, ThriveCart is a single payment for lifetime access at the time of writing this document, and it's less than paying for 6 months of either of those other carts.

Shopping cart software is **NOT** necessary for you to get started! You can easily use a free Stripe or PayPal business account until you're ready for funnel building.

Use the link above to check it out and see if it's a good fit for your business!



<https://www.themembershipmethod.com/>

Themify Ultra Theme – My Preferred WordPress Theme

WordPress themes are all about functionality and ease of use. Themify Ultra gives me the best of both!

From a developer's perspective, the code is lightweight – which means that the theme isn't weighed down with a bunch of extraneous plugins or code that can create conflicts and website problems. It's well maintained by the team at Themify, so I don't have to work about compatibility issues with there's a WordPress update.

There are a ton of built-in demos that I can choose from so I start with a foundation that's closest to what my client wants in terms of design and functionality.

Best of all, it's super-easy to customize so I can create truly beautiful pages and sites that function quickly, perform well on all devices, and present my client's brand to the world with style and function.

ESSENTIAL PLUGINS

MemberPress – WordPress Membership Plugin

MemberPress is my go-to WordPress membership plugin, even though I won't be using it in this workshop. MemberPress has tons of function and works like a charm without conflicts or problems – but it can be a little bit of a challenge for a user who may already be experiencing tech frustration!

MemberPress creates its own login and account pages, protects content with rules, and integrates seamlessly with things like LearnDash for learning management, Affiliate Royale (for creating robust referral partner programs), and a multitude of autoresponders and payment gateways.

However, the rules structure can be complicated if you have more than one membership level or want pieces of your site to be public while other parts are protected. That's the only reason I won't be using it in the workshop.



<https://www.themembershipmethod.com/>

Wishlist Member – WordPress Membership Plugin

Wishlist Member is one of the longest running membership plugins on the market, and it's stood the test of time like a champ. Wishlist Member comes stock with a set-up wizard that really creates a situation that literally anyone can use to get started creating a membership platform, while still being robust enough for my clients over at AdSkills to manage a membership with more than 6K members at last count.

Wishlist Member allows a user to protect content one page or post at a time with an easy checkbox interface, so there aren't any complicated rules or complex logic to deal with. It's just \$197/year for a single site license, if you choose to go this route.

Thrive Leads – Lead Generation Plugin

I use Thrive Leads for lead generation, split testing, scroll mats, and so much more. It's lightweight, easy-to-use, and has a boat load of conversion-optimized templates that make it super simple for anyone to optimize their lead generation.

At a price point of \$67, it's a no-brainer investment that just keeps on giving. I truly love it – and it's companion...Thrive Architect, described below.

Thrive Architect – Flawless Landing & Sales Page Design

Thrive Architect is the mother of all landing and sales page builders. As opposed to spending hundreds of dollars a year on LeadPages or InstaPage, I use Thrive Architect to create amazing, conversion-focused sales and landing pages for myself and my clients. If you signed up for the workshop or one of my other webinars, you've already seen it in action!

I actually have a [Thrive Themes Membership](#) that gives me access to all of the themes and plugins for one price (it's \$90/quarter and worth so much more).