



Day 5 Worksheet

Pick Out a Platform to Host Your Membership Site

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 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 \$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! 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 – 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	Whishlist MemberPress	No Hassle Membership & Course Platform

	Rainmaker Subhub and more...	OptimizePress S2Member Learn Dash Sensei and more...	
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	Regular price: One time fee \$99 Launch price (until July 28, 2017): 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	You are responsible for keeping your website and plugins up to date.	You are responsible for keeping your website and plugins up to date.

	care of by the platform provider	Once your site is set up and ready, most updates will require nothing more than clicking the update button when prompted	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	Full control & ownership of your membership site, forever, including content and	Full control & ownership of your membership site, forever, including content and

	<p>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 costs</p>	<p>students' login & payment information</p>	<p>students' login & payment information</p>
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Before you make any decision... Just a reminder to **join me Today (Friday, July 21) at 11AM EST (4PM London) or at 9PM EST (11AM on Saturday in Sydney, and 1PM in Auckland) for a live demo** presentation where I will show you the front end & back end of the **No Hassle Membership & Course Platform** and will be answering questions! No registration needed, just head over to <http://www.nohassleplatform.com/webinar> at 1AM EST or 9PM EST.

You'll want to come to one of the live demos, since I will be giving away 2 FREE No Hassle Membership & Course Platform sites (you must attend live to enter the giveaway!), and also introducing some exclusive early-bird bonuses available only during the live webinar (and some only until the end of Saturday!). To learn more about the No Hassle Membership & Course Platform visit: <http://www.nohassleplatform.com/join>