Andrew**and**Daryl.com

Membership Site Software Programs

Amember and Aweber

User Manual

Version 1: November 2007

Contents

1. Overview of Software

1.1.   Amember

Amember essentially captures and stores all of the members' information that is provided at the time of sign up. Name, address, email, contact details and credit card information. **Amember** has two main functions:

- ▪ provides the security needed to protect your membership site by enabling login and password access.

- ▪ provides the security to protect credit card information and links with a payment system to debit the credit card securely.

1.2.   Aweber

Aweber is simply an autoresponder software program that automates the emailing of your marketing funnel to your free list and your eclass links to your paid members list.

Amember and **Aweber** each have their own database. As mentioned **Amember** captures ALL of the members information and **Aweber**'s database is only concerned about a name and email address to send out autoresponder emails.

When a member signs up to your membership site, **Amember** sends the relevant data information to the **Aweber** database, which triggers sending out your automated emails. The first is a welcome email, and the rest contain short messages about each eclass and the link for members to access the eclass.

Each eclass is stored on your website in the members only area, so the when the member clinks on the link in the email they are taken to an **Amember** login page where they have to enter their login name and password before they get access to the eclass.

See the Figure 1 on the next page for a diagram of the membership site model.

Andrew and Daryl Grant Membership Sites
Typical Configuration Map
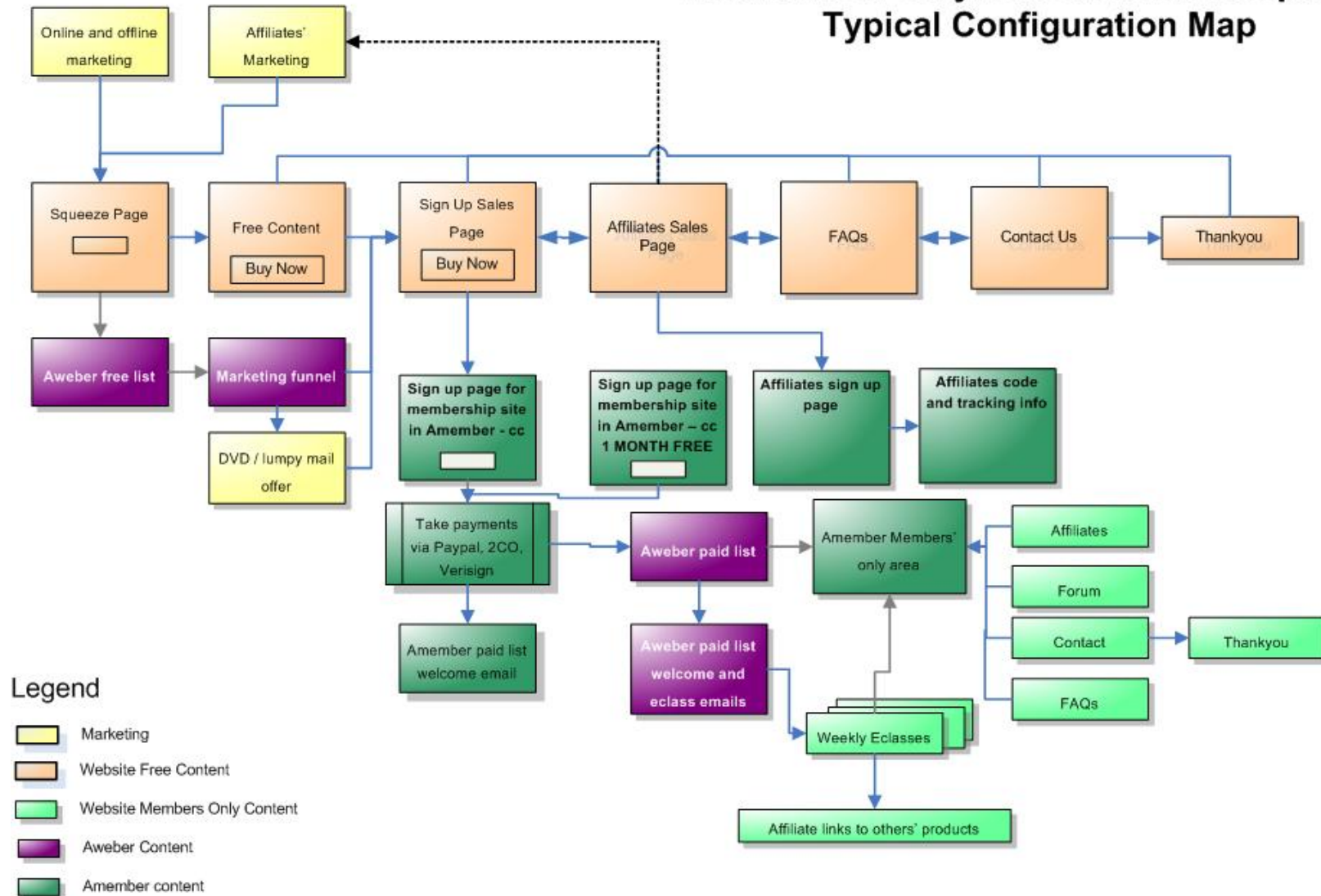
2. What Happens When a Member Signs Up

When a person decides to join your membership site, they first register on the signup page and create an account.

To to do this they do enter their username and password, name, address, email and payment details into a web form. Most sites have three alternative signup pages where this is done.

- The standard full paying page which will have a URL like http://www.yoursite.com/amember.signup.php

- The one month free offer page which will have a URL like http://www.yoursite.com/amember/signup.php?price_group=-257

- A lifetime free membership offer which will have a URL like http://www.become-stylish.com/amember/signup.php?price_group=-259

The new member's information is stored in the **Amember** database, and can be viewed and/or changed from your **Amember** admin area (http://www.yoursite.com/amember/admin)

Login: (admin) Password: (your own unique password).

Flowchart : What Happens When a Member Signs Up
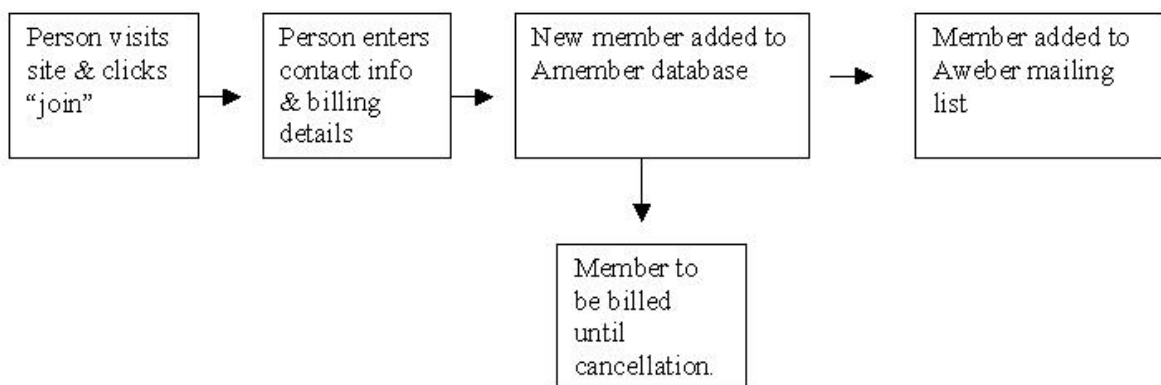
The user is also added into your **Aweber** mailing list in order to receive your lessons automatically as you've scheduled them to send.

3. How to Sign Up a Member Manually

If you need to add a member to the database manually for any reason; maybe because you are giving someone a free membership or you just want to give someone access to the lessons before they've made their payment, you can do so quickly and easily.

However: Before proceeding, please read section 3.1 below.

Firstly you will need to decide if the membership is:

  a) standard – charged straight away

  b) one month free – charged after one month

  c) lifetime free membership – never charged

Each membership site will have three sign up pages as a template (others can be created if necessary).

As mention earlier, there are generally three signup pages.

  a) standard –*(charged straight away)*
      http://yourdomain.com/amember/signup.php

  b) one month free – *(charged after one* month)
      http://yourdomain.com/amember/signup.php?price_group=-257

  c) JV Partner/Lifetime – (never charged)
      http://yourdomain.com/smember/signup.php?price_group=-259

These pages will look identical however, as an example, the product information on the one month free signup page will reflect that the membership is for a one month free trial, whereas the standard page will show a product or products with the full price per month.

Depending on what type of membership you are entering, depends on which URL page you go to in order to enter the details.

It is best to use this manual process to enter members using the signup page (rather than the admin area) because the information is automatically sent through to **Aweber** so that members can start receiving their emails, otherwise you would need to re-enter details in **Aweber**.

3.1.   Amember Manual Data Input Limitations

You can only enter 10 new member signups manually per day. Your IP address is logged and multiple entries will cause flags to be raised in **Aweber**, Clickbank, Paypal and 2Checkout because it will suspect fraudulent activity and you run the risk of your account being suspended.

You IP address is unique to your internet connection. Paypal, Clickbank and 2Checkout will suspend your account because of the threat of fraudulent activity, whereas **Aweber** will suspend your account because of the threat of spam mail.

4. Cancelling and Unsubscribing Memberships

4.1. Members cancelling themselves

If a member cancels via the **Amember** link you provide them, this will then also cancel them from the **Aweber** email list.

If a member does not make their subscription payment for your membership site and you fail to remove them from the **Aweber** mailing list manually – they will continue to receive emails from your system, but they won't be able to access the eclasses.

Every Aweber email automatically includes an "unsubscribe" link at the bottom which unsubscribes from receiving eclass emails but does not automatically unsubscribe them from **Amember** which charges their credit card.

It is suggested in each eclass email you add a PS:

> "clicking the link below will not cancel your membership, it will remove you from the email list only. To cancel your membership, you will need to login to your member profile at www.yourdomain.com/amember/member.php to completely cancel your membership."

We also recommend that you include this information on the Members Only Frequently Asked Question Page of your website, otherwise you will be receiving phone calls from people asking why their credit card had been charged when they had already unsubscribed.

4.2. How to Cancel a Member Manually

If someone requests cancellation before their subscription period has ended, or you wish to cancel a member for some other reason you can do so manually.

Before you can cancel a membership, you need to find the user in your database
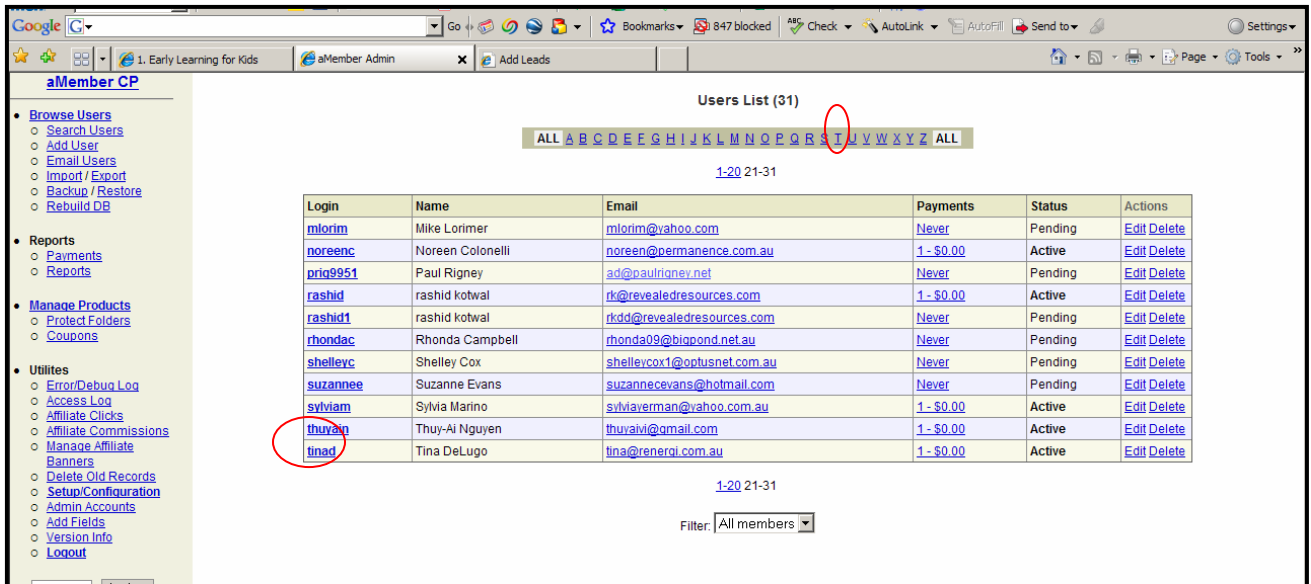
1. To check user details – login to
   http://www.yourdomain.com/amember/admin
   Login: admin   Password: your unique password
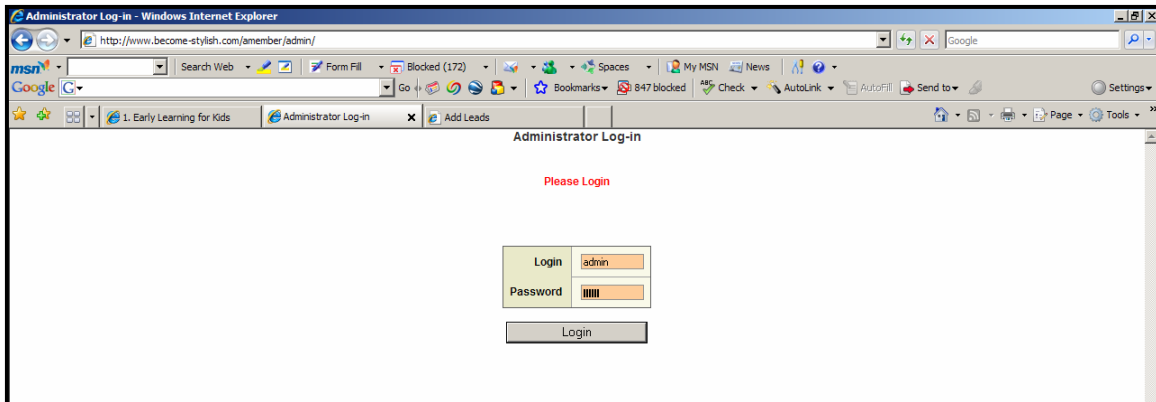
2. Choose **Browse Users** – top left
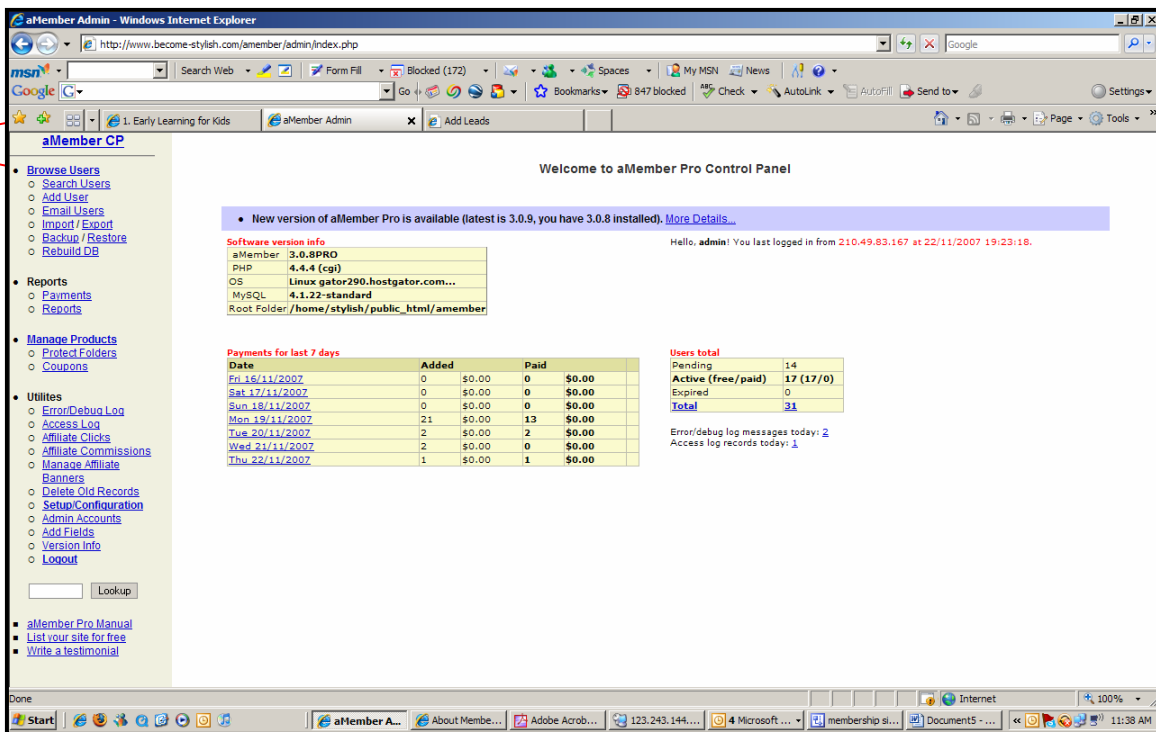
3. Click **All** or one of the corresponding alphabet tabs (first name) to find your user. Click on the user's login name to access their registration details

4. Now use their username and password details to go back and cancel this membership at this page www.yoursite.com/amember/member.php. It's best to do this by logging in as them because if you do it from inside the admin area, you could end up deleting their history all together.
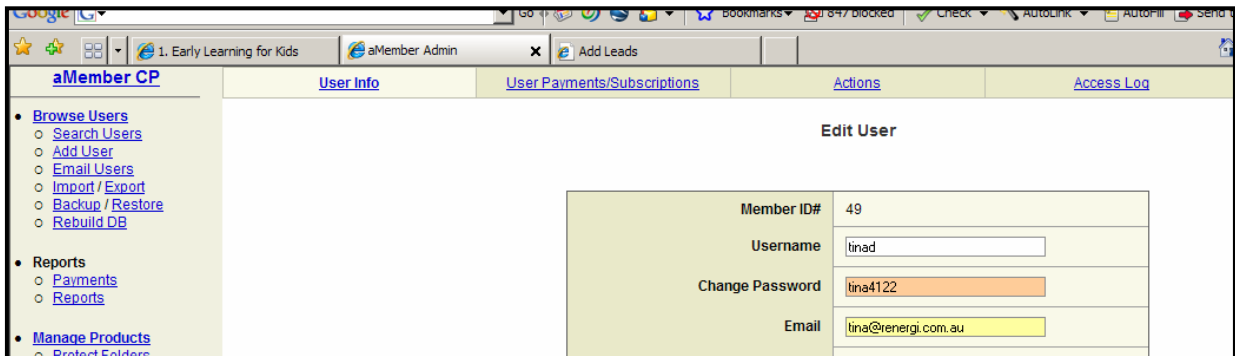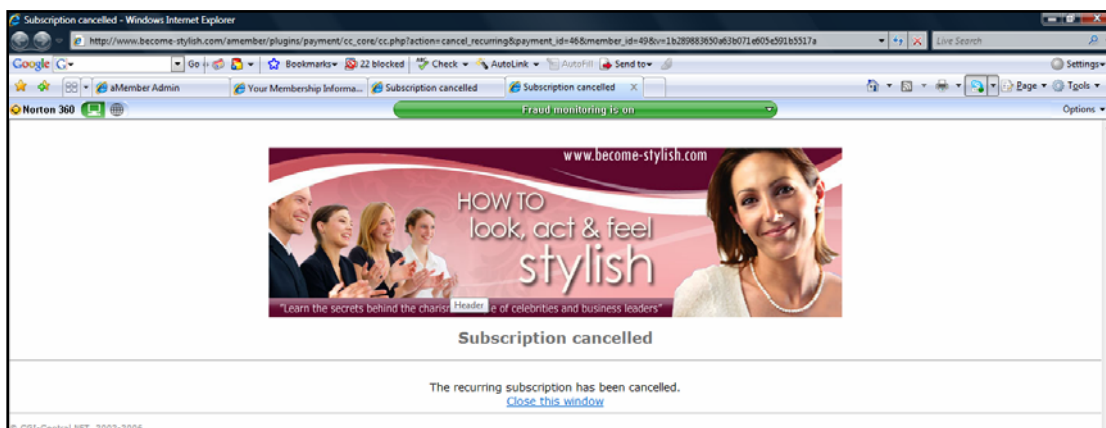

5. Enter the member's **username** and **password**.
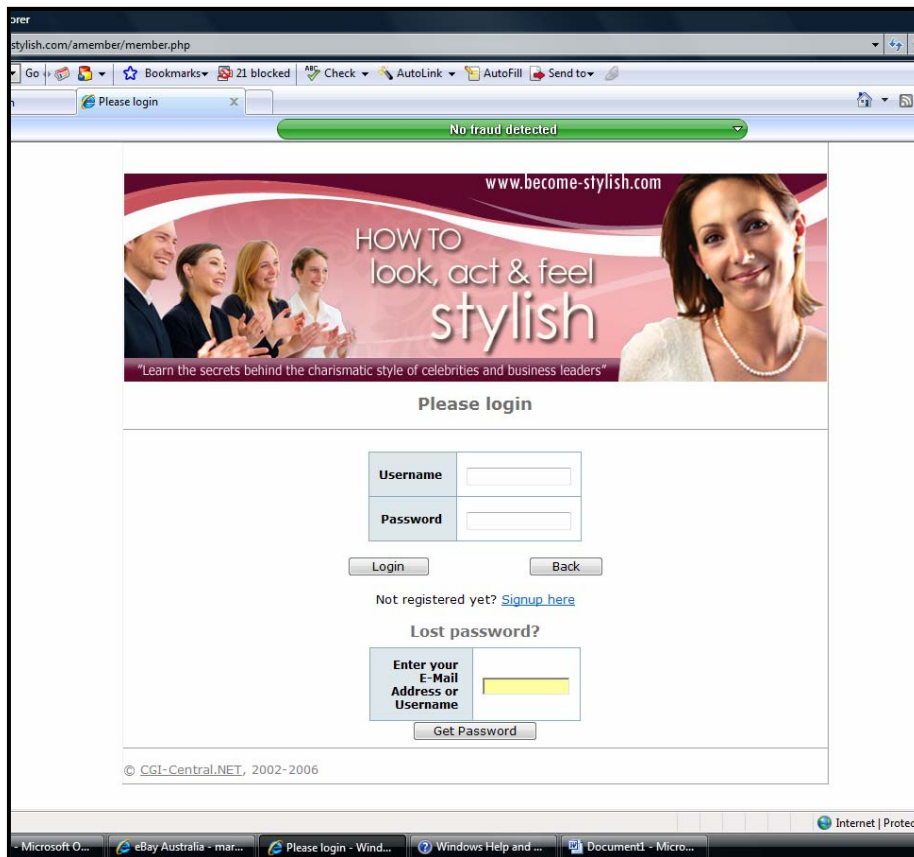
6.   Hit the **Cancel** button.
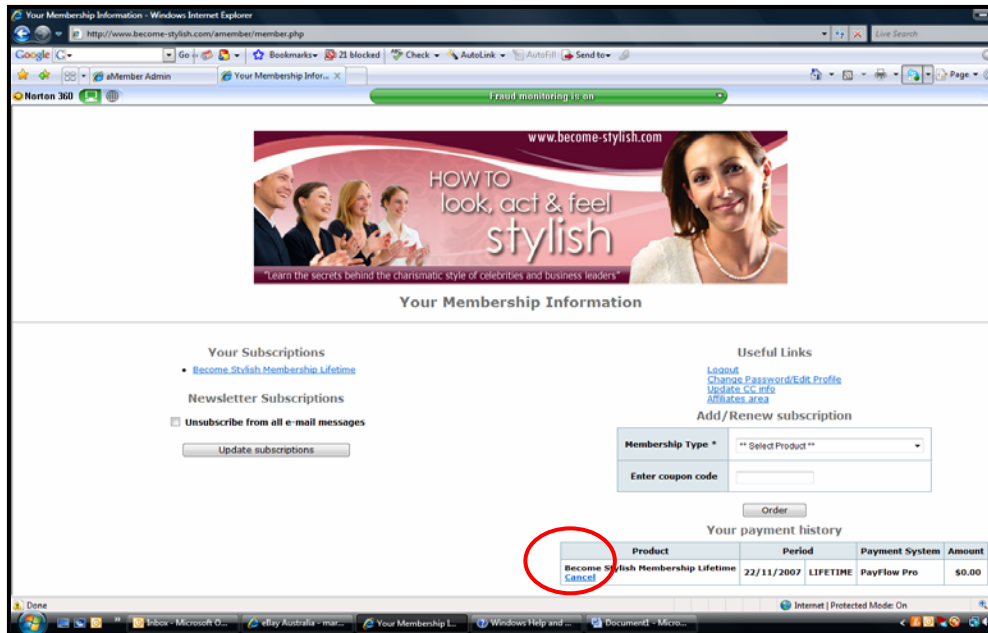
7. When you hit the **Cancel** button, it will ask you to confirm. Then a pop up window will appear with the following cancellation confirmation message. If your browser is set to block pop-ups, hold down your control key when you click on cancel. The pop-up window may appear as a new tab in your browser.

Following this process also unsubcribes their email address from **Aweber**. In short, this cancels payments and emails.

If you don't do it this way, you run the risk of payments stopping but still receiving the eclasses.

5. How to Set Up Back End Products

If you want to offer back end products to your members (such as ebooks, audio files, hard products, etc…) there are two ways which you can do this:

a) You can set up a product list in **Amember**. In your eclass, direct your member to the member login page [www.yourdomain.**Amember**/member.php](www.yourdomain.Amember/member.php) where they can login, select product they wish to purchase, pay via paypal. For a digital product (audio / ebook etc) this will then allow immediate download. If it is a hard product, you will be emailed details of purchase for you to distribute.

b) Another alternative is to set up a Paypal account and include the payment button link in your eclass. Full details on how to do this can be found in Paypal.

6. Generating Reports

Amember features several built-in reporting functions that help you analyze your site and memberships.

6.1.   Customers Demography Report

1. On the left menu, click **Reports**.

2. Choose **Customers Demography**, and click **Proceed**.

3. Select the fields you want to view and click Proceed. (you can also select the number of users you want to view per page as well)

You'll then be presented with your report, based on the criteria you selected. This will give you an idea where your customers are coming from and whether or not you have a higher concentration of members from a particular location. Demographics are helpful when planning your marketing strategies.

Customer Demographics

City

Value	Count	Percentage
anders	1	(33.33%)
columbia	1	(33.33%)
climax	1	(33.33%)

State

Value	Count	Percentage
SK	1	(33.33%)
SC	1	(33.33%)
NY	1	(33.33%)

ZIP

Value	Count	Percentage
11111	1	(33.33%)
	1	(33.33%)
12042	1	(33.33%)

6.2.   Income Report

Choose **Reports** from the left menu.

4. Select "**Income Report**" and click **Proceed**.

5. Choose which months you would like to view your income and click **Proceed**.

You will then be presented with a table that shows you your income within the months you've selected; and you can get that information by week, by month, or daily.

6.3.   Tax Report

1. Click **Reports** from left menu

2. Choose **Tax Report** and click **Proceed**.

Report Parameters

Report Type	**Tax report** another report type
Start date	January ▼ 01 ▼ 2007 ▼
End date	October ▼ 13 ▼ 2007 ▼
Discretion	Weekly ▼

Proceed >

3. Select your desired date ranges and click **Proceed**.

You will then be presented with a table that shows you your tax data within the months you've selected; and you can get that information by week, by month, or daily.

7. Managing Affiliates

This section will be added when the Post Affiliate Pro software has been tested and added to sites.