

Mentoring For Profit

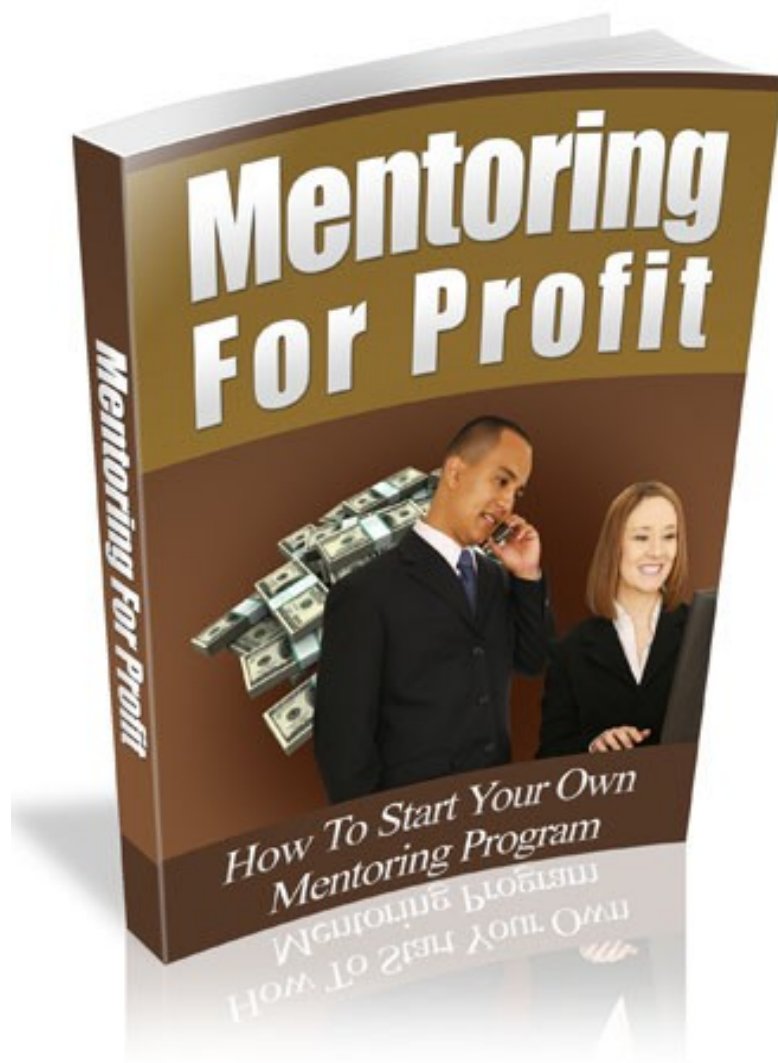


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Section I: Tapping Into Successful Mentoring Secrets Mentoring For Profit

You've mastered several areas of internet marketing (though you might call it, in your cautious moments, "basic proficiency" rather than "mastery").

You know how to be an affiliate or run an affiliate program. You have at least one blog running. You've built a modest list. You're finally learning to use your Autoresponder.

Someone suggests you become a mentor.

Most likely this happens because you helped them with the right information at the right time – delivered in a manner they could understand well enough to use.

"I'm not ready", you think. "I need to become a top Guru first."

Well, yes and no. You probably aren't going to get too far setting up your "Hey, I'm A Mentor!" shingle if you're brand new to internet marketing – but you certainly don't have to be a top gun earning a six-figure income to offer your services, either!

The truth is, *you just have to know more than the person you are mentoring.*

The Mentoring Myth

Mentoring doesn't have to mean the usual high price ticket, in-depth, personal coaching offered sporadically by the top guns in internet marketing. It can be as simple as guiding a group of people in your niche through learning the same things you've invested your time and energy learning (just ahead of them!) And you'll be doing it through a limited membership site.

If you do this, rest assured *you* will actually **profit from your own knowledge**. (And not just financially.)

After all, you invested the time, dedication and energy (and probably a lot of money too) to get to this point, ahead of them. You stuck with your marketing adventure through thick and thin to get to even considering becoming a mentor.

It's time to mentor yourself, and realize – *you do have what it takes!*

Could I Really Be A Mentor?

It's time to take stock. Time to analyze your performance, personality and ethics, to see if you are ready to start mentoring others.

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Here is a handy worksheet you can print and fill out, to help you with this Self-Analysis phase:

Mentoring Quiz
What am I good at? <i>(List everything – no matter how “unrelated” it may feel to internet marketing)</i>
What makes me different from other internet marketers – and what do I know enough about to teach?
What skills have I learned during my work career?

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What hobbies am I passionate about?
Is there a niche I “own” and feel more than comfortable in?
What subject do people always ask me questions about, or ask my advice about?

Once you have filled out the worksheet, research the most appealing topics that came up. Do this as you would research any other niche, when considering setting up a blog, choosing an affiliate product, creating an information product or creating a minisite. (More on this subject shortly.)

What Is A Mentor?

If you've ever had one, you'll know. And it may not have been a paid internet marketing mentor at all. It may be someone who helped you move forward during a crucial time in your life. It may be someone who you admired and emulated as a child. This group can include:

- Teachers
- Parents
- Relatives
- Company Executive
- Supervisor or Manager
- Family friend
- Church leader

If a true mentor holds your hand, he does it to steady you on your own two feet.

A true mentor tells it like it is. She is not afraid to be honest – but she never chops you down.

A mentor makes you feel like **you can**.

A good mentor is someone who:

- Generously shares all their knowledge and experience

- Honestly shares their worst mistakes, to help you avoid making the same ones
- Remembers what it was like to ask "dumb questions"
- Celebrates your successes better than your parent or spouse
- Believes in the principle of Reciprocity
- Unflinchingly helps you see through the "blind spots"
- Unhesitatingly guides you through crisis – and out the other side into growth
- Encourages you to be yourself and enjoys that unique difference
- Inspires and supports you to become the person you were meant to be
- Is committed to ongoing, lifelong learning and remaining on the cutting edge of their field
- Isn't afraid to say, "I don't know – but I'll find out"
- Is proactive and action-oriented
- You trust, respect and admire
- You never, ever forget

The bottom line is... if you enjoy sharing knowledge and watching people grow, you definitely have what it takes to be a successful mentor.

Deciding On Your Approach

There are many ways to coach or mentor people on the internet – with varying degrees of interaction. The beauty of this lies in being able to be as one-on-one or "hands off" as you feel comfortable.

A “Hands Off” mentor?

Case Study – Terry Dean

Yes. If you check out well-known internet marketing mentors like Terry Dean, you’ll notice he has more than one level of mentorship. The simple truth: No one – not even Terry Dean – can intensively coach, one on one, more than a limited number of people every month. (He sets his own figure as 20.)

But Terry Dean also provides step-by-step mentoring for an unlimited amount more clients (“at a fraction of the cost”) by providing them with a private Mentor Club. This membership site and blog setup delivers monthly value rich content, Terry Dean’s own worksheets and interviews with top level marketing specialists.

You can bet that Terry Dean probably outsources at least part of that monthly newsletter – but retains control and guidance.

It’s the best of both worlds. He’s following the time-honored practice of maximizing his income potential through multiple sources, while servicing the needs of those who can’t afford (or are on the waiting list for) his private one-on-one coaching.

That is what you always want to see – a “win-win” situation for both mentor and mentee.

Case Study – Liz Tomey

Liz Tomey has taken a different approach. She too offers a personal mentoring program for a limited number of clients, but her cut-off mentee limit is much higher. She compensates for this by calling in experts to help her service her mentees and provide content.

She offers incentives like in-person seminars (the sort people usually pay several thousand dollars to attend) – and her prices are right up there, at guru level.

For those that can afford it, this intensive personal brainstorming approach is a wonderful way to offer what is pretty close to one-on-one personal mentorship.

But if you are still not that far from starting out and you're known within your own niche circles but not exactly a household name yet, let's be up front – you're unlikely to attract clients willing to pay top dollar for your services at this point of the game.

Running a coaching membership site or paid-access blog is a much more comfortable way to dip your toe into the mentorship pool – as well as the fastest way to propel yourself up to that top level!

Case Study – You

So all that remains is deciding how you are going to set up and present your coaching services (remembering that you're going to be offering them to people in your niche who are not quite at the level you've attained.)

Many people are afraid of coaching someone who is within reach of catching them up.

If that describes you – good!

(Be afraid. Be **very** afraid!)

No, seriously – there's no better way to keep yourself alert and focused, propelling yourself steadily upwards through your own internet marketing journey, than by ensuring you **actively stay ahead of your students!**
(And having to work hard to stay ahead!)

For you, being a mentor should provide:

- **Incentive to keep learning** – and moving ahead
- **Mental stimulation** and **personal satisfaction**
- An **enjoyable challenge**

For your students, it should provide:

- Coaching from someone whose experience **is immediate and approachable** (one common complaint of internet mentees – their coach is “too remote” and makes them feel like “small potatoes” with unimportant problems)

- A feeling of **camaraderie, exclusivity and connection**, as you all journey on together

“Why Would Anyone Choose Me?”

You may be secretly asking yourself this, even after reading and absorbing the information above.

The truth is, **not all mentors are right for every student** – and this can be **your biggest advantage**.

Let me give you an example...

Years ago, a horse-mad young woman named Ashley dreamed obsessively of being a top dressage rider. When she heard that a world-famous Olympic medalist dressage rider was coming to the Equestrian Centre she frequented to hold an exclusive 3-day clinic, she decided to sign up.

This involved considerable financial sacrifice on her part, but she told herself that if she wanted some day to be the best, it was worth her investment to be taught by the best. (Besides, she had been having problems with her young, “green” horse – ones that she and her regular instructor had been unable to get past for several months.)

The day of the Clinic arrived. Ashley felt nervous, but excited, optimistic – and blissfully happy. She fully expected that at the end of the 3 days, she

and her horse would have vaulted months ahead in their dressage skills – because they were being taught by a top master. (She also expected that he would help her solve her horse’s behavioral problems.)

Ashley prepared carefully for the big day by investing in a top of the line dressage saddle, new riding gear for herself and expensive bell boots for her horse.

She paid a show groom to braid her horse’s mane in a perfect row of tiny dressage braids, and groomed him till he glistened.

They both totally looked the part, the morning of the clinic’s opening day.

But Ashley was brought back to reality with a shattering jolt. She arrived in the ring with the other dressage riders – ones who had competed at levels far ahead of her. The dressage coach began to speak – and Ashley’s horse started to fidget and act up while the other horses all stood like rocks, patiently awaiting commands.

Used to the way her regular instructor operated and perhaps a little over-excited herself, she interrupted the coach’s opening speech to ask a question about how to control her horse.

Ashley and her horse were immediately ordered to leave the ring – and the clinic.

Tearful, she protested, “but I paid \$1,200 for this weekend!”

The dressage coach shot back: "A beginner like you has no business riding into a master class until she has paid her dues and learned her trade. Consider it an education you were overdue in receiving. This clinic is for *dressage riders*."

As an Olympian with a habit of dispassionate and merciless self-analysis, this top coach expected only students with years under their belts – ones who could make the most of the skills he offered in the 3 day clinic. He felt genuinely outraged and insulted to be expected to "babysit a beginner".

He also roundly pointed out to the mortified and devastated Ashley that expecting him to "waste" time teaching basics to her and her young, untried horse wasn't fair to the other "professionals" who had paid good money for top level instruction – and even more money for world class horses. I don't know if Ashley ever got a refund, but I do know she was so shaken and humiliated, she gave up her dressage dreams. A couple of years later, she sold her horse.

Now, that's an extreme example, and hopefully it's not too likely to happen with internet marketing – but generally, most people aren't quite as naïve or over-optimistic as Ashley.

They won't sign up with a top level guru (for \$8000, or \$1500... or even \$800) when they know their skills have barely made it out of the starting gate.

They're much happier to find someone whose success level is closer to their own – someone who they have a realistic hope of emulating in the near future.

And that "someone" could **easily be you!**

How Should I Coach Them?

There are a number of ways you can coach your new students.

One overwhelmingly consistent piece of advice given by other coaches?

Start small.

Offer a free eMail course, and deliver your daily lessons (for 7 days) via your Autoresponder.

(You can offer your subscribers paid, limited-access email courses any time during all your other marketing ventures.)

The free course will give them a taste of:

- Your skills and **what they can expect**
- **Your communication style**
- The **quality of information** you are able to deliver

It also provides a great opportunity for you to promote (and demonstrate by example) the value of your paid mentoring or coaching program.

There are other ways you can offer a mentorship or coaching program

Paid Access Blog

This is an excellent way to run a limited access paid membership group. It is also virtually guaranteed to increase your traffic and build your list.

How? Offer one third of the content on your blog as **free quality content** – just enough free access to make your readers want more, and for you to demonstrate the quality you provide.

Let them know that they can indeed access more – if they are committed enough to join your “inner circle” for a reasonable monthly fee. (People love being part of an élite group – it’s human nature!)

Provide regular content on your blog, and control your interaction by providing regular feedback in the comments.

Your blog membership can be kept quite small at first, as you test scripts and see realistically how much time in reality you end up devoting to your duties.

You can see what parts of the process need to be outsourced (basically, anything that bores you to tears, leaves you tearing your hair out at your own slow learning curve or stops you from doing what you do best –

teaching and interacting). You can see how many members you are comfortable handling. And what parts need to be revamped, or improved (or even plain deleted.!).

Who knows – you may find yourself saying, “Piece of cake!”

Then you can “restructure” – after sending out surveys to your visitors and members. You can revamp it to a paid forum membership (with your original members keeping their same rate – and feeling very privileged to do so!)

The forum can support the blog, and vice versa.

Paid Membership Forums

When you combine these with a blog to deliver your regular content, interactive private forums can be a sensational way to up your value as an internet mentor.

One of the hazards of adding or starting a forum? You need to be aware that most paid forum sites die an unremarkable death within the early months!

But a very few others do actually flourish.

There’s a simple secret to making sure your forum thrives (assuming you have done your homework, and tested and researched the popularity – and need – for your membership site first!)

If you belong to either (or both) of these types of groups, you've probably noticed one thing... The forum owner (the "coach") makes a point of **answering all questions in the forum.**

- He or she either refuses flat out to answer "private" messages or emails dealing with anything other than technical access or payment issues... or sweetly says that *"questions submitted by email may take several days to be answered. If you need a more speedy response, please post a question in the forum."*
- He or she also actively (but quietly) monitors the forum, keeping the focus firmly on the subject (perhaps providing a "General" section for those who simply must chat about their new cars or vacations in Mexico).
- And when the coach or mentor does interact, he or she is a master at providing "closed" answers – those that naturally shut down further *unproductive* discussion – when the occasion warrants it. (It's a skill easily attained, and we're going to have a crash course in it a little further on.)

One final advantages to orchestrating a successful, lively forum?

Your members **gain confidence** as they **gain knowledge**. Often, they'll provide tips even you are unfamiliar with!

And in the best forums, they will **answer each other's questions generously and with authority**, almost like "substitute teachers", making it unnecessary for you to respond to every single post.

Membership sites are usually set up with scripts – either run through a paid service, or on your own site. (We'll be getting into the mechanics a little later on in this Special Report).

Online Chat

Using an online chat rather than emails for your coaching sessions offers a wonderful advantage to you and your student in that it is very immediate. There is "real time" interaction.

And many people report that they find Online Chats "stick" with them better than telephone conversations.

The downside of using an Online Chat to interact with your client? You have to monitor it constantly – unless you set limits on the hours you make yourself available.

Telephone Coaching

Another option is telephone coaching. You can offer this option as a stand-alone – or as a high value upsell to your eBook or book. (**E.g.** “Book on its own - \$37.00, Book with 1 hour one-on-one coaching with Wonderful Internet Mentor - \$97.00”.)

If you go this route, make sure you have your customer book the coaching session well in advance.

Then prepare for it by having your Virtual Assistant send your customer a questionnaire to help you know what issues they’d like to discuss. (If you don’t have a VA, send it yourself, of course.)

The great thing about Telephone Coaching lies in the fact it’s a complete unit. There is no further obligation on either side.

Though you can always offer limited sessions for “package deals”, of course!

Skype

Skype is a truly wonderful technology, providing a great alternate way to interact with your mentoring student. It turns your computer into a telephone – without the long distance bills. But it works only when you call other people who are signed up to Skype too.

(You can also add Skype to your iPod and iPhone, if you want to call another Skype member.)

Small Group

Once you've got the hang of running your blog or forum, you may wish to promote and add a "Personal Coaching" option for a limited number of members.

This is a great way to pick up some of that famous money left on that proverbial table.

Chances are, at this point, you'll feel comfortable enough – and your members will trust and respect you enough – for this to seem like a logical option.

You can also make this option viable by offering a one-time flat fee (at a higher price) – or in smaller, more manageable, regular monthly subscription payments.

And it's easy to communicate with your "inner circle" – just add a closed forum section to the forum (which in itself can act as a sort of intriguing "Bluebeard's Chamber", provoking curiosity and a wish to belong in the regular members.)

One-On-One

By the time you're running a successful membership site and have passed that dreaded 3-month hurdle, adding a One-On-One coaching option will hopefully seem like a natural step.

You can communicate with your one-on-one clients via email, Skype or telephone at pre-arranged times.

But be prepared for the extra (and immediate) depth this option will take.

Strictly limit your first few one-on-one clients to a small number, until you see how much time they take and how easily you can schedule them in.

So these are the most popular ways of providing online coaching and mentorship. Decide which one is going to work best for you.

It's just a matter of finding the right medium for the right niche.

Section II: The Mentor Mindset – 4 Essential Attributes

You've finished doing your research, you have a strong idea for a niche you can work in, and you've decided that perhaps starting a paid-access blog isn't quite as unreachable as the moon after all.

You've even decided how to do it – what format your new Mentoring service is going to take.

There's one last checklist you need to examine. You see, it helps if you know in advance what other traits a successful mentor has to possess.

So you can get into the habit of practicing them. (TIP: You keep yourself on track in doing this through daily self-analysis.)

The Power Of Focus

Without the ability to focus and stay focused, you will be flitting about like a moth from one internet marketing subject (and venture) to the next. This won't benefit your students – if their teacher is flighty, what sort of quality will they receive?

Inconsistent quality – that's what. You'll be "with" them today – but your mind will be elsewhere tomorrow.

That is why it is absolutely vital to **plan your strategy in advance** – and stick to the essential core of your plan.

Do one thing at a time. Follow the plan methodically, and you won't find your energy sapped by "false starts" and confusion.

That's all focus is – sticking to a task until it's done. Whether that's researching, writing, answering email or learning how to run a membership script or set up subscription payments in PayPal.

The Habit Of Honesty

A good mentor is honest to a fault – first and foremost with himself or herself.

A good mentor is not afraid to examine every aspect of their practices and personality before they start their new venture, to see what needs acknowledging, fixing, changing or discarding.

If our friend Ashley had been in the habit of self-analysis, she would have spared herself a lot of heartache by recognizing that she and her young, untrained horse did not belong in that master class. (Optimism and a “can do” spirit are good – but *not* when accompanied by self-delusion and a false sense of our own accomplishments.)

The other benefit of honesty lies in its ability to cut fear down to size. Fear is often nothing more than knowing deep-down we’re over faced – that’s one of the biggest reasons why people procrastinate.

When you ruthlessly examine those fears and face them head on, it leads to action: You see what needs fixing, and do so. You realize much of your fear is, in fact, outdated and irrelevant. You see what skill you need to learn to conquer a particular trouble spot.

Operating from a core of honesty carries a conviction your students will pick up, both consciously and subconsciously.

And that builds trust.

The Courage To Be Yourself

If you are in the habit of practicing the first two attributes, you will not need too much assistance to follow this third principle.

While it's good to study other mentors and see what they offer and how they deliver, never try to copy someone else. For one thing, if you spend too much time emulating another mentor without being able to understand what he or she is feeling and where they are operating from, you'll feel like you're stealing. And that will quickly undermine your confidence and credibility.

Run your Mentoring program the way *you* think best.

Focus most of your attention on your students' needs, and think of yourself only when checking that you're on target.

When you are so absorbed in planning for and serving your students that you totally forget yourself and your insecurities – that's when you most truly become yourself.

That's when you become truly valuable.

Cultivate A Positive Attitude

The easiest way to do this? **Look for the best in others.** When you see the best in others, you start to see the best in yourself. (Ever noticed how those who don't have a good word to say about others always believe that they themselves are hard-done-by "victims"?)

The truth is, you have the power to shut down any negative talk – or self-talk. It's absolutely vital that you learn to reframe these draining thoughts.

What is reframing? Nothing more than changing a negative thought into a positive.

For example, you hear yourself say, "I'll never get the hang of handling scripts, I'm so stupid." Instantly and consciously change that thought. Rephrase it. (Be conscious of the timbre of your voice. Make an attempt to change your tone to positive, cheerful and forthright.) Say to yourself – preferably aloud: "I'm finding script handling difficult because I haven't done a lot of it. But I know a lot more today than I did two weeks ago, and I'm going to stick with it until I own it."

(Feels good, doesn't it?)

If you're shaking your head and saying "no", you may really be stuck in this negative place. It will probably seem artificial to reframe habitual negative thought patterns at first – but stick with it – reframing negatives into

positives will become second nature, and your self-esteem will improve in leaps and bounds.

Not only that – but you’ll naturally develop an attitude of action.

Action is one of the key abilities that sets “natural” mentors above the rest.

You’ll never hear them say, “I’m paralyzed” or “I just can seem to finish this project.” They’re in the habit of analyzing with absolute honesty what needs doing and why they’re not doing it, but they don’t waste time at this stage.

They get on with the job, and “just do it.”

Don’t forget, the very nature of “negative” begs inertia and stagnation.

And the very nature of “positive” equals “action”.

The Single Most Important Butt-Kickin’ Question You Must Ask Yourself

Now it’s time to tackle the most important question of all. We didn’t include it in our worksheet, because until you’ve analyzed yourself and your abilities properly, you may not have given yourself an honest answer. The question is this:

Why do you want to mentor others?

If you answered, “because I want to make the most money I can out of my marketing efforts,” congratulations – you’re honest about your motives, and you’re smart.

But if it’s your only reason for becoming a mentor, think again. Carefully.

If you answered something like, “people are always asking me questions anyway” or “I’d really like to help people not waste time and money making the same mistakes I did”, you’re much closer to the core of what mentoring is all about. But that is when you need to check your motives one last, ruthless time.

If you become a mentor solely because you want to squeeze the last penny out of every member of your list, that attitude will come through. Your members and students won’t stick around long.

If you are motivated by helping and sharing, that’s wonderful – but you may need to run one last “check” against your motives and habits, for your own protection. You need to ask yourself: “Am I a rescuer?”

Contrary to what many of us have been taught, being a ‘rescuer’ is not necessarily a good thing. *It’s just something we’re conditioned to do.* (Sad to say, especially women.)

Rescuers have no boundaries. They don’t understand the concept of “what’s mine to own” and “what’s yours to own”.

By “mine” and “yours” I mean, what tasks are your responsibility, and what tasks are your students.

A rescuer will be reactive. They will respond by dropping everything to rush and virtually do things for their student, instead of making a minor adjustment to their student’s fishing pole, and letting them go back and learn how to fish on their own with new-found confidence.

The truth is, you don’t help your student if you are a reactive “Rescuer” - and you don’t help yourself. You end up burnt out and overwhelmed – but don’t worry: you’ll always have the comfort of knowing how self-sacrificing and noble you are.

Yes, that was sarcasm (something you must never practice with your students!) but I’m not going to apologize for it.

The truth is, it’s not a virtue to be a “Rescuer” – it’s a weakness.

The ideal situation is where *both* answers are true for you: you are smart enough to want to maximize your profits – and profit from the investment you made in your own hard work – and you enjoy “giving back” and watching others grow.

This is the final attribute: true **reciprocity** – that “win-win” situation we talked about earlier.

Your students will be naturally enriched by your honest, active energy and spirit – and you will be enriched by their growth and success (and so will your reputation, as they give your mentorship glowing testimonials!)

Section III: Getting Down To Business

Your Mission Statement

You've done your research. You've examined and fine-tuned your character and motives.

And you've finally made the commitment that Mentoring is for you.

The first thing you should do is take a page (literally) from most "Business Plan" packages and **write your mission statement**.

It doesn't have to be long – just two or three sentences. But put some thought into it, because your mission statement is the heart, core and backbone of your Membership Site or Coaching Program.

It defines **who you are** and **what you are promising to give to your students**.

Refer to it often, as you continue on your mentoring journey. Use it as a beacon.

Then write that business plan.

Your Business Plan

Again, there are plenty of models on the net. I've been working with Business Plans for years, and seen many different types – but the one thing they all have in common?

A business plan is fluid. It's not cast in stone.

It can – and should! – change as your business changes.

I can just hear you asking: “If that's the case, why have one at all?”

It's like a road map. It's there to remind you how to get where you want to go in a timely and efficient matter – without it, you might wander off course – and wonder a year from now why all your students left and your site died an unseen death. (It's because you led them into a bog, right?)

A business plan can be written on a napkin, or bought from a bookstore, and filled out in triplicate. But it should have these common elements:

- Your mission statement

- “Markers” – specific goals stating where you are going to be 3 months from now, 6 months from now, 9 months from now, 1 year from now, 2 years from now...

The Legal Stuff

The 2 steps you should never omit in setting up a Mentor membership site?

- **Consult a lawyer**, show him your business plan, and make absolutely sure there is nothing in it that could come back to bite you – either immediately or years from now
- **Find out your country’s government Taxation rules and regulations**, and find out what you need to set up in order to easily be able to file your income tax – and avoid accidentally violating any tax laws

Register your Membership site name as a business – you will be wanting to “brand” it, especially if your business takes off! Talk to a copyright lawyer and check into **trademarking** your name and/or business logo. A trademark provides much stronger protection than the automatic copyright that may or may not apply at the present time. And it saves you from future changes in law that might leave your business name wide open for others to take liberties.

And speaking of names, do your best to choose one that is punchy and sticks in your readers' mind. If possible, make sure it's also **straightforward** and **descriptive** of **what you're about**.

There are two other things you need to do:

- SECURE THE .COM version of your name straight away. If the .com is gone – pick another name!
- If you can afford it, secure all the other main versions of your name too – at the very least, .NET and .ORG (you don't want someone else taking one of the other versions and siphoning away your potential clients!)

And finally, whether you're running a blog or a forum-style membership site, you'll need these 3 must-have text components:

- **Terms and Conditions**
- **Privacy Policy**
- **Disclaimer**

(Again, the beauty of having paid-access blog as your coaching vehicle lies in being able to also simply use a privacy plug in like Eric Giguere's excellent [Privacy Policy](#) plug in. Simply download the zip file from his site, unzip it, upload the inner version of the plug in folder up to your wp-themes folder, and install it through your blog. After prompting you for information, it completely writes and sets up the Privacy Policy for you.)

Scripts – Which One Is Right For Your Membership Site?

How are forums (and some paid-access blogs) so interactive? They're run with a script. You can either run your forum or blog on the script company's site – or install it on your own server.

Can I Use A Script To Run A Paid Access Blog?

Yes. [Memberwing](#) is the best script for this purpose. And it's super easy, because it is actually just a WordPress plug in.

(It's other huge advantage is that it can process payments and subscriptions for you.)

For Forums, the most popular hosted script, hands down, is [Amember](#). Not only can this PHP script support multiple payment options, it has a very nice 2-tier affiliate program as well.

As with Memberwing, you can also use it to set up free forum areas, as well as the restricted paid area. It is normally around \$200, but as of this writing (June 2009), it is on special for \$179.99.

One popular feature: Free installation.

One other script that comes highly recommended: [DLGuard](#). It comes complete with built-in Shopping Cart, supports eBay and PayDotcom.com integration, and several payment processors.

Although it can manage multiple websites from one install, it comes in a little less expensive than Amember – as of this writing, \$127 for a double install on 2 websites.

Finally, there is Simple Machines Forum (abbreviated as [SMF](#)). The forum software is written in PHP with MySQL databasing.

From their website: “The Package Manager included in SMF is one of the flagship features. It allows an administrator to install modifications and updates to SMF without having to modify the code of the script, usually with only a few mouse clicks.”

These professionally produced scripts are easier get up and running than you might think.

Promoting Your Mentor Membership Site

Once you’ve done your research, created your business plan and set up your site, it’s time to start promoting it.

The truth is, you can create a buzz well in advance by providing that free email course we mentioned earlier to your list. Offer a free trial for the first

X number people who opt in (you set the figure – but make sure it’s a large enough number to be used as a valid test run). Test out all the site components on your “insider” guinea pig group – you’ll both be getting a good deal!

Once you’ve got most of the “bugs” ironed out, it’s time to spread your efforts. Use the tools you would use for any other promotion:

- **Article Marketing** (don’t forget those resource box links!)
- **Posts** and **comments** on relevant forums
- Make a **Squidoo lens** about your subject – with a “big arrow” link to your membership site
- Create a **Hub page** about your subject (with links)
- Use **Social Networking** to talk about it
- Create a **free Small Report** to entice people to sign up for notification when your new Mentor Membership site goes live

How To Deliver The Goods And Prevent Member Loss

Typically, people bow out of membership sites at the 3 month mark. But you’re not going to have that problem – anyone who leaves will be replaced by new members, because you are actively promoting your site.

Here are some pointers about keeping your members happy (and this applies for one-on-one students too):

Make sure they always feel as if they are getting far more than they pay.

1. **Keep them wanting – and expecting – more.** Make sure they know there's always a "next piece of the puzzle" they can look forward to.
2. Use "teasers", just as you would in a Free Report, to **create desire and curiosity about upcoming installments**
3. **Give them a real reason to stay** – let them know that if they hang in for 3 more months, or 6 more months, they'll get a bonus (a free eBook, a one-on-one coaching session, for example). Whatever you choose, however, make sure it's something that they'd scramble to pay for in its own right!
4. Offer a "free trial" of your Mentor Membership Site for the first X number of people. As each one signs up, cross off that figure, and substitute how many spots are left. **Create a feeling of scarcity by letting them know the offer is dwindling fast.**

(But DO also make sure you set a limit on your free trial – either on the number of participants, or by giving the free period a time limit.)

1. Start off with an **attractively low price** – then **keep raising it** per every 20 people or 50 people who join.

Whatever you do, however – make sure you always give that little bit extra. Keep your "WOW" factor at an all time high.

If You Want To Know – Just Ask

Once your Mentor site – paid-access blog or forum – is up and running, remember to **ask your students for feedback**. (You have a built-in resource. Use it!)

If you're sending site content via blog pages, include those vital "calls to action" right at the end of the day's lesson.

To maximize your chance of getting answers, ask **specific** questions. Give them a choice about something – what they want you to tackle in the next 10 lessons; whether they want to study A or B; if they'd rather have a coupon at the end of their trial period or an extra 2 "free" weeks.

Just make sure the questions you ask are vague and open-ended. These sort of questions will make you look indecisive, and your students may lose confidence in you.

They should feel privileged that you already have a solid plan – but you're generously giving them the option of a certain amount of flexibility (and respecting their opinions and input).

Then let them see you making good on your word, and putting the changes they suggest into place.

Prize your students. Respect them. Like them. After all, you will learn as much from them as they will from you. The bond between you will be a real

one, if you've done your homework properly and gone into Mentorship for the right reasons.

And now – the rest is up to you! But relax – if you've stuck with me this far,
I know you can do it!

Enjoy your mentoring adventure!