

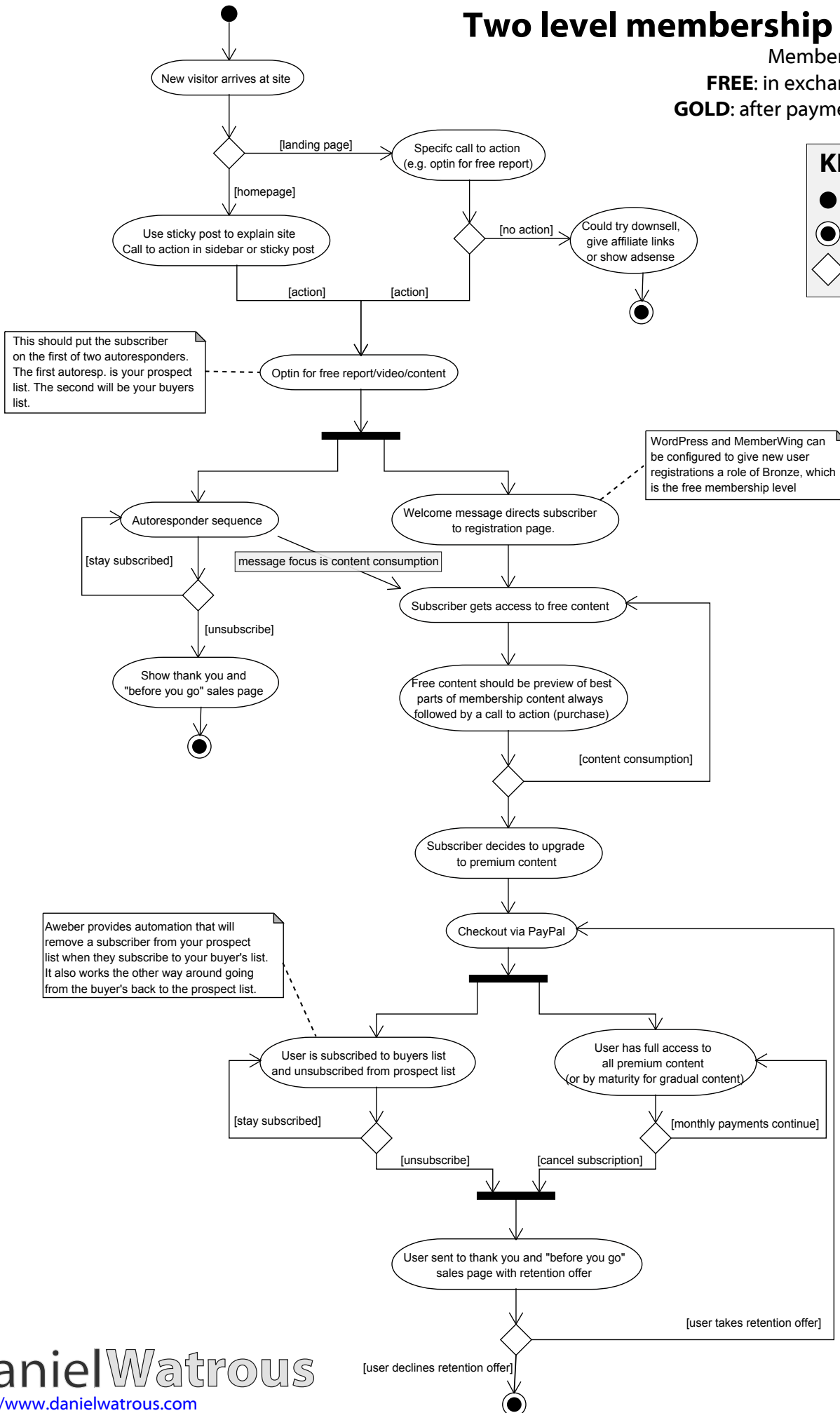
Two level membership site model

Membership levels include

FREE: in exchange for email optin
GOLD: after payment through PayPal

KEY

- Initial point (start)
- End point
- ◇ Decision point



This should put the subscriber on the first of two autoresponders. The first autoresp. is your prospect list. The second will be your buyers list.

WordPress and MemberWing can be configured to give new user registrations a role of Bronze, which is the free membership level

Aweber provides automation that will remove a subscriber from your prospect list when they subscribe to your buyer's list. It also works the other way around going from the buyer's back to the prospect list.