TechTamers

Leveraging Your Expertise
Into Online Success

Never Start From Zero: Add Recurring Revenue

Presented By

Jeanette S Cates, PhD

The Technology Tamer™

Core Models

- Library
- Digital Download
- Training
- Interview

Variations

- Nano
- Micro (Fixed Term)
- Mega (Ongoing)

Your Membership Site – The Logistics

- WordPress
- [Wishlist Plugin](#)

Your Membership Site – Content

- Multiple Modalities
- Preferred Content Format
- Enhance Value
- Drip content plugin - [WPDrip](#)

Keep Content Fresh

- FAQs
- Updates
- Combined Call-in

Forum

Build into contracts

- Retention
- Expansion
- Upsell

Get Started

- Start small
- Outline types of content
- Outline 6-12 months of content
- Create 3 months of content

Mistakes To Avoid

Jeanette Cates, The Technology Tamer™

Jeanette S. Cates, PhD is the creator of the Online Success System and author of *Online Success Tactics: 101 ways to build your small business*.

Dr. Cates is a frequent speaker at state and national conferences, with more than 300 presentations to her credit. Her fast-paced, information-packed presentations and her knack for explaining cutting-edge technology in easy-to-understand terms have gained her the reputation of being The Technology Tamer™. She has taken that same experience and applied it to the Internet to become your Online Success Guide.

As the owner of TechTamers she has developed a full line of learning materials, including more than 100 technology-based workshops, ranging from Teleseminar Basics to Organize Your Online Business. In addition, she has authored numerous tips booklets, special reports, ebooks, and audio albums. Jeanette is a Certified Technical Trainer and is conversant with more than 200 software programs. She is also a Robert G. Allen Infopreneur Master Trainer, one of only 30 in the world!

Dr. Cates holds a PhD in Instructional Design and Technology and an M.Ed. in Adult Education, both from the University of Texas at Austin. She earned a B.S. in Business Administration from Trinity University. She is listed in Who's Who of American Women and is a member of Women in Technology International and the National Speakers Association. Jeanette has been featured in PC World, Computer Shopper, and TechRepublic, among other technology-related publications.

Jeanette has been married for more than 40 years to Bob Cates, an Internal Auditor. They have three daughters – Stephanie, Jennifer and Vicki, and are the proud grandparents of J.R., Heather, Megan, Jaycie, Katie and Dalton.

TechTamers is a consulting and training firm, based in Austin, Texas, celebrating 14 years of helping experts leverage their expertise into Online Success. Founded by Dr. Jeanette Cates,

TechTamers' clients range from A to Z – from Apple Computer to the San Diego Zoo, and include many independent business owners who look to TechTamers for strategic and tactical support of their online businesses.

TechTamers · 10502 Hardrock · Austin, TX 78750 · 512.219.5653 · 512.219.5654 fax

Related Resources

MemberSiteBasics.com Thinking about creating a member site? Do your planning first and save a lot of time and money later! This walks you through the complete planning process and includes the documents you need.

OneHourMembershipSite.com You don't have to take weeks to set up a Membership Site. You can do it in less than an hour – really! This program shows you how – and how to use that process to create five different membership sites.

OutsourceYourMembershipSite.com Nothing says you have to do all the work! You can find someone else to set up your membership site, write the content, load the content, be the expert. Learn how here.

Membership Site Basics: What You Need To Know Before You Start (Kindle edition) A compilation of tips and reading about membership sites. If you're still in the "thinking about it" stage, this is good reading for you.