



MEMBERSHIP  
WEBSITE LAB

# STRUCTURE YOUR MEMBERSHIP COURSE LIKE A PRO

**Learn about** course structure,  
study methods and delivery.



## Here are some things to consider:

- > **How broad is your topic?**  
Is it narrow or niche?
- > **Is your course is going to cover a broad range of topics?**  
Lessons may be the best option for you.
- > **Does your topic have distinct milestones for learners?**  
You can use these to define the whole structure of your course and guide your members to progress smoothly.

## How are you going to deliver your course

E-mail



Video



Text



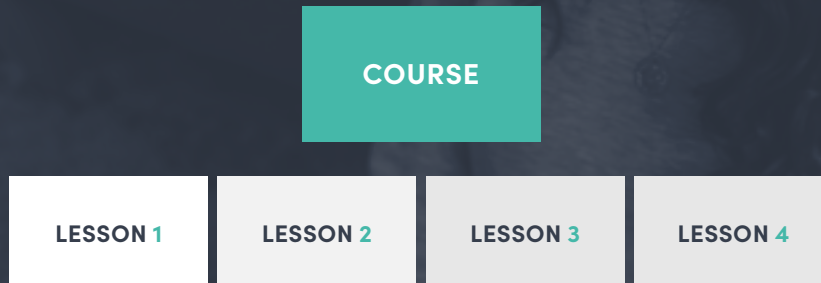
**P.s** if you're delivering your course via video, you should keep them less than 20 minutes to make sure your members are engaged the whole time.





# Lessons

Lessons are structured like this:



They usually cover one topic, and are broken down into bite-sized chunks. They follow a specific order; you can use a roadmap to guide your members down your course. When creating a course that follows the lessons structure, it's best to produce around 15-25 lessons. Anything more, you should try to split up into modules and lessons to stop overwhelming your members.



# Modules & Lessons

Modules & Lessons are structured like this:



Usually broken down to make key topics and then each lesson covers something within the key topics. The module & Lessons structure is clearer and easier to comprehend. Some membership website owners even choose to sell some modules as standalone mini-courses.



# Which study model will your members use?

Your course structure will influence which study method your members use. **There are 3 study methods:**  
Self Study, Group Study and Guided Study.



## Self Study

The members will work through your content at their own pace. Some people will complete the course, and others will fizzle out about halfway through. The self-study method goes with any course structure.



## Group Study

All members work through the course at the same time. Usually, courses that follow the group study method have a community forum to encourage members to communicate and help each other. This works well for memberships that open and close.

The group study method works great with the Module & Lesson course structure.



## Guided Study

The guided study usually works best for membership website owners that work with their members on a 1-2-1 basis or ones that take advantage of assessments to guide members through their course.

The Guided Study Module & Lesson structure works best with the guided study method.

Other study methods do exist too. We're not saying you have to use any of these combinations either. You've got to find what works best for you and your members.





# Delivering your course

There are a few ways to deliver a course, here are our favourites:  
**All at once, Drip Feeding and Prerequisites.**

Each way of delivering a course has key benefits. Usually, the course delivery is impacted by the study method that you choose.

## All at once:

- > All content is available to a member as soon as they join.
- > Provides excellent value to members straight away.
- > Works well with Standalone courses.
- > Members work at their own pace.
- > Members may skip to different parts of your course.
- > Works well with roadmaps to guide people through your course, [click here to learn more about roadmaps.](#)
- > Works best with the self-study method. Could work well with a community forum, [click here to learn more about them.](#)





# Drip Fed:

Drip feeding content is one of the most popular ways to deliver content to members. It has different perks, but you've got to be careful on what content you do drip feed to your members.

- Content is released at regular intervals. This can be automated via Learndash or can be released manually.
- Drip feeding is great for evergreen content. (content that's always relevant to the user)
- Can be date-based or based upon the registration date of a member.
- The drip fed course delivery system is great for memberships that use the open and closed model.
- Not all content is suitable for drip feeding. Step into your member shoes and think about when you'd want results. For example, someone who's joining a course on video editing will want results almost immediately.
- Drip feeding is ideal for group or guided study.



# Prerequisites:

Prerequisites are a rarer way of delivering a course on a membership website that are usually reserved for more educational services. Once set up they can run indefinitely if they are made to be evergreen.

- > Prerequisites are academic courses that require assessments to advance to the next lesson or module.
- > Members set their own pace and keep focused on results as they cannot skip through the course content
- > In LearnDash LMS you can create courses, which comes as standard with any MemberLab website
- > Great for self guided study
- > Members could end up feeling like they're back at school
- > With prerequisite courses there tends to be more to manage, if you're running a prerequisite course we'd recommend using the open & closed membership model.





# Remember to consider:

This guide was put together to educate you on how to structure your courses as best as you can. What makes us qualified to give out this information?

- > **How broad is your topic?**  
Is it narrow topic or niche topic?
- > **If your course is going to cover a broad range of topics**, lessons may be the best option for you.
- > **Does your topic have distinct milestones for learners?** You can use these to define the whole structure of your course and guide your members to progress smoothly.

MemberLab is one of the leading membership website developers. We have created a completely done for you membership website creation service and helped 30+ people use our proven framework to launch, monetize and grow their recurring revenue at a low cost. We know what works because we've seen what works.

If you have any further questions about course structures or membership websites, in general, feel free to email [help@melt design.co.uk](mailto:help@melt design.co.uk). If you're ready to start your journey to building a membership website email [michael@melt design.co.uk](mailto:michael@melt design.co.uk).

**We look forward to hearing from you.**

