Weight Wellness April 2025

Begins Thursday, April 24th 2025.
Ends July 3rd

Development Steps

Create Memberships on Wordpress

Create merge tags on Mailchimp (listed below)

Ensure merge tags are in for each (done through membership sign up refer to previous memberships - best to duplicate memberships)

Check welcome email dates are correct in memberpress memberships

Check expiry for the course is correct in memberpress memberships

Swap out sign up forms on registration page and change the start date in header and above each form

On pricing page change the start date of the programme

Create blog categories
- Weight Wellness April 2025
- Weight Wellness April 2025 Extra
- Weight Wellness April 2025 Workshops

Created three blog posts (duplicate previous ones) and assign the above new categories and leave them drafted for Mark to update with new content

Make memberpress view rules - down below broken down but refer to previous memberships if necessary

Create Mailchimp segments (refer to prior ones but broken down below)

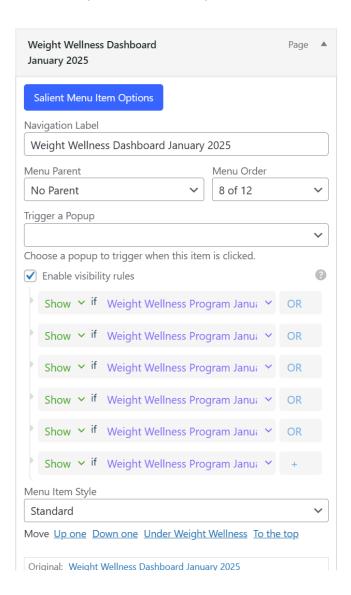Create dashboard page (duplicate previous one)

Update Register Interest button to Sign up now on weight wellness page and link to pricing page
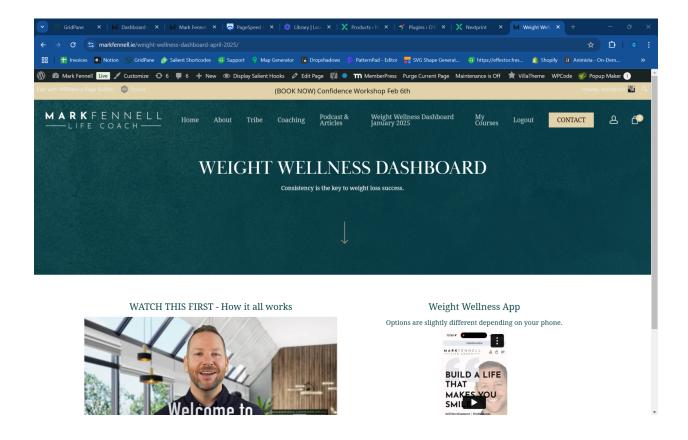
Strip dashboard page back so only have the Watch this first - how it all works and the weight wellness apps visible - disable all other rows - screenshot below

Update thank you page and ensure the dashboard link directs to correct dashboard

TEST ALL MEMBERSHIPS - Create a coupon code and test each membership use your effector email and add +1 etc on so it will redirect the mail to you so for example my email is graham@effector.ie so I use graham+1@effector.ie graham+2@effector.ie and so on - it will work with number variations so handy for testing and having it redirect to your email (works for other sites if doing any other general testing like this)

Confirm when to add new dashboard to main navigation menu from Mark - use visibility rules to show for a specific membership - screenshot below

All active members segment:

Weight Wellness April 2025 - active

Weight Wellness Meal Plan April 2025 - active

Weight Wellness Coaching Plan April 2025 - active

Members for coaching segment:

Weight Wellness Meal Plan April 2025 - active

Weight Wellness Coaching Plan April 2025 - active

Members for meal plan segment:

Weight Wellness Coaching Plan April 2025 - active

Memberships created:

Weight Wellness Program April 2025 (First Time)

Weight Wellness Program April 2025 (Repeating)

Weight Wellness Program April 2025 PLUS Meal Plan Options (First Time)

Weight Wellness Program April 2025 PLUS Meal Plan Options (Repeating)
Weight Wellness Program April 2025 PLUS Meal Plan options & Weekly Private Accountability Coach (First Time)
Weight Wellness Program April 2025 PLUS Meal Plan options & Weekly Private Accountability Coach (Repeating)

Rules:
All Content Categorized: Weight Wellness April 2025 - all memberships
All Content Categorized: Weight Wellness April 2025 Workshops - all memberships
All Content Categorized: Weight Wellness April 2025 Extra - Repeating members only
A Single Page: Weight Wellness Dashboard January 2025 - all memberships

EMAIL

Hi Mark,

I hope all is well. Here's the new weight wellness program for review.

Pricing Page:
https://markfennell.ie/weight-wellness-pricing/ – this will anchor to the relevant forms and this will be linked to the buy now button rather than the sign up page directly (drafted currently)

Registration Page:
https://markfennell.ie/weight-wellness-registration/
Best to not visit this directly as the anchors will be in place from the pricing page bringing the user to the relevant signup form - updated with April sign-up forms

Dashboard:
https://markfennell.ie/weight-wellness-dashboard-april-2025/ – you will need to be logged in as an admin to see this

Action steps before launching:
We will need to reassign blog categories on dashboard & global section as we currently have no posts in the new april program so we can't assign these yet (daily video, workshop and advanced (repeaters)

Kind regards,

[your_name]