



WEEKLY ACTIONABLE CONTENT SERIES

10.09.2017

Membership Course Leapfrog

Quick Intro

Another strategy from “My 100k Blueprints.” I thought some of the strategies inside were fantastic. I’d like to share this one with you now:

Membership Course Leapfrog

I have to say, I was the most hesitant about including this Blueprint, largely because we are making this a significant part of our plans for the next 6 months. It’s THAT effective & lucrative. We will be using this specific Blueprint and expanding it to what we expect will account for 20-25% of our

revenue this year.

In the end I decided to include it – after all, we’ve built our “\$100k Blueprint” brand specifically by being willing to ‘show our cards’, using our actual business as the basis for all our training & courses.

Premise & Summary

The “Membership Course Leapfrog” Blueprint is a way to build recurring-revenue course memberships WITHOUT having to go through the grueling efforts & expense of trying to build a membership base from scratch.

The strategy is to approach EXISTING groups that aren’t being monetized this way – which is 90% of them – and offer the group manager/moderator/owner half the proceeds in return for offering his/her group a great opportunity to address their biggest concerns.

It works beautifully – almost TOO beautifully as mentioned above. It’s not unreasonable to go from zero to hundreds or thousands of paying members in a matter of weeks.

The Blueprint

Step 1 – Find Memberships / Groups

This is almost too easy – use Facebook, LinkedIn, Pinterest, etc., and search ‘Groups’!

You want groups that have as their focus something for which you can create, buy, outsource, etc., material easily.

Examples are crafts, parenting, pets, cooking, hobbies, etc., really any passionate niche.

Step 2 – Find Your Angle

Join the group and spend some time poking around, getting a feel for the tone, level, etc. If you're using Facebook or LinkedIn, you can get a ton of info easily.

Once you have a sense of the group itself, you're ready.

Ask members what they want to learn, what their most frequent wishes are, what 'problems' are most common and/or most 'desperate'.

Then search for PLR books, courses, reports, etc. You want to make sure there is QUALITY PLR available – and there almost always is!

You can often even find pre-done courses. Search Udemy and similar sites:

<http://www.udemy.com>

Step 3 – Bag 'Em!

Approach the group owner/founder/admin and offer to 'solve your groups biggest needs, and provide a terrific recurring revenue stream for you'.

Done properly, you'll get 50% or better 'conversions'.

What's "properly"? Respectfully. Without hype or marketing feel. Keep in

mind, what you're going to provide is a very-high-value offering, that directly meets users needs.

And really, AS LONG AS YOU DON'T DO IT IN MARKETING-FASHION, most of these group owners/leaders/etc., would LOVE to have a few hundred to a few thousand bucks each month. Who wouldn't? As long as they don't feel they're 'selling out', you're golden.

Here's a sample email that has worked well for us:

Subject: New Information For Your Group

Hello xxxxx,

As someone interested in ("group focus"), I joined your group a few days/weeks ago. In reading many members' posts, it seems that we all have some of the same ("issues/concerns/needs/etc.").

For my 'day job', I run a company that develops professional, high-value courseware. It suddenly occurred to me, why aren't we developing anything for ("group focus")?

Then it hit me – this group!

The material we develop is delivered via professional membership sites. Users join and pay a monthly fee, typically \$5-\$25 per month, for which they get professionally- developed, targeted material & information exactly tailored to their needs.

These are extremely lucrative membership sites.

Since you have this wonderful group, I'd like to propose setting up a membership site for ("Group focus") to make available to the group

members.

As the group (“leader/manager/admin/whatever”), you would receive 50% - one half – of the monthly dues. This typically comes to hundreds or thousands of dollars each month for my companies clients.

We provide everything and do all the work –setting up the membership site, producing professionally-developed content, administration, and a lot more - and for that we earn our 50%. You receive the other 50%.

Honestly, it hit me – what better way to serve the needs of this group than do what we do at my day job, here?

I’m sure you have some questions; please feel free to reach me at....

Sincerely,

Joe Schmoe

Step 4 – Membership Site & Content

Here’s some paid membership site options:

Wishlist WP plugin - <http://member.wishlistproducts.com/>

Amember Pro - <http://www.amember.com/p/>

Here’s some free membership site options:

S2Member - <http://wordpress.org/extend/plugins/s2member/>

MemberWing WP plugin - <http://www.memberwing.com/>

For content, search the better PLR providers, and sites like Udemy.

Variations We've Tried

Package the info and sell it directly – as ebooks, courses, etc.!

Variations We Haven't Tried

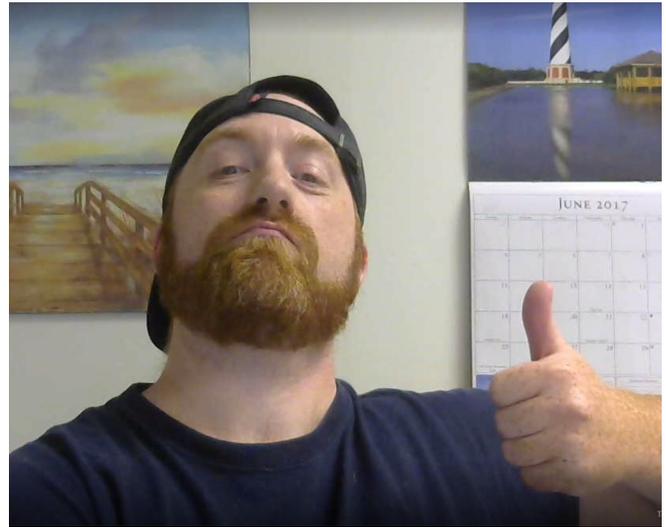
Sorry... these we're keeping to ourselves! ;)

END.

As always, if you have any questions about this strategy, feel free to reach out to me at:

kamjenningspro@gmail.com

Good luck out there guys!



-KAM