

# CONTENT TACTICS

**MEMBERSHIP PROGRAMS**

# OVERVIEW

1. CONTENT OR BENEFIT?
2. WHAT I HAVE DONE PERSONALLY
3. WHAT I HAVE SEEN DONE
4. WHAT COULD YOU DO?
5. NOW WHAT

# CONTENT VS BENEFIT

## WHEN CREATING MEMBERSHIP PROGRAMS DON'T FOCUS ON CONTENT FOCUS ON BENEFIT

YOU COULD CREATE 5 NEW PIECES OF CONTENT A MONTH FOR A \$20 MEMBERSHIP PROGRAM AND YOUR CUSTOMERS ARE SERVED

YOU COULD GIVE YOUR MEMBERSHIP PROGRAM MEMBERS THE RIGHTS TO REPURPOSE ALL OF YOUR EMAILS WHICH IS 5 EMAIL A MONTH FOR \$20 MONTHLY

# WHAT I HAVE DONE PERSONALLY

1. [Aventuresontheriver.com](http://Aventuresontheriver.com) - content based
2. [Blendingforyourhealth.com](http://Blendingforyourhealth.com) - content based
3. Epic Conversions Insider's CLub - Benefit Based
4. The Super 20 Club - Benefit Based

# WHAT I HAVE SEEN DONE

1. PixelStudioFX - software or service
2. ClickFunnels - software or service
3. GoToWebinar - software or service
4. Netflix - software or service
5. Traffic Clubs - benefit
6. 1 a week group Q&A - benefit

# WHAT COULD YOU DO?

## FOCUS ON BENEFIT

1. YOU NOW KNOW HOW TO LAUNCH A PAID PIECE OF CONTENT CONSISTENTLY AND DO REGULAR AFFILIATE MARKETING
  - a. YOU COULD START A CLUB WHERE YOU OFFER BONUS SPOTS ON YOUR DOWNLOAD PAGE FOR A SMALL MONTHLY FEE OF X. THE BENEFIT TO YOUR MEMBERS IS BUYER TRAFFIC
  - b. YOU COULD START A CLUB WHERE YOU OFFER YOUR MEMBERS PERSONAL RIGHTS TO USE YOUR EMAILS AND YOUR AFFILIATE MARKETING SCHEDULE
  - c. YOU COULD REPURPOSE 5 pieces of PLR content every month and offer it to your members
  - d. YOU COULD RUN A DISCOUNT CLUB WHERE YOU OFFER YOUR PAST RELEASES FOR A SMALL MONTHLY FEE
  - e. YOU COULD START A LEARN OUT LOUD CLUB WHERE ONCE A WEEK OR BIWEEKLY OR ONCE A MONTH YOU DO A Q&A call for your members and answer questions.

# NOW WHAT?

BEFORE MOVING ON IN EC IM JUMPSTART I WANT YOU TO WORK OUT A SIMPLE MEMBERSHIP PROGRAM ON PAPER. WHAT DOES IT LOOK LIKE?

IN THE NEXT VIDEO WE WILL TALK ABOUT HOW TO MAKE IT A REALITY BUT FOR NOW FIGURE OUT WHAT IT LOOKS LIKE. MAKE SURE IT IS EASY FOR YOU TO DO AND FOCUSES ON BENEFIT.