



90 Day Continuity Workshop

Week 1 of 13



If you are here you probably fall into one of these categories...

1. Newbie - Brand new
2. Informed Beginner - Knows a lot and is very well informed. Does not produce sustainable income online at a level that will support themselves. In many cases spends more than produces.
3. Low Level Intermediate Marketer - Possibly Full Time, can produce a few thousand bucks a month sustainably with online business.



What we are going to cover today...

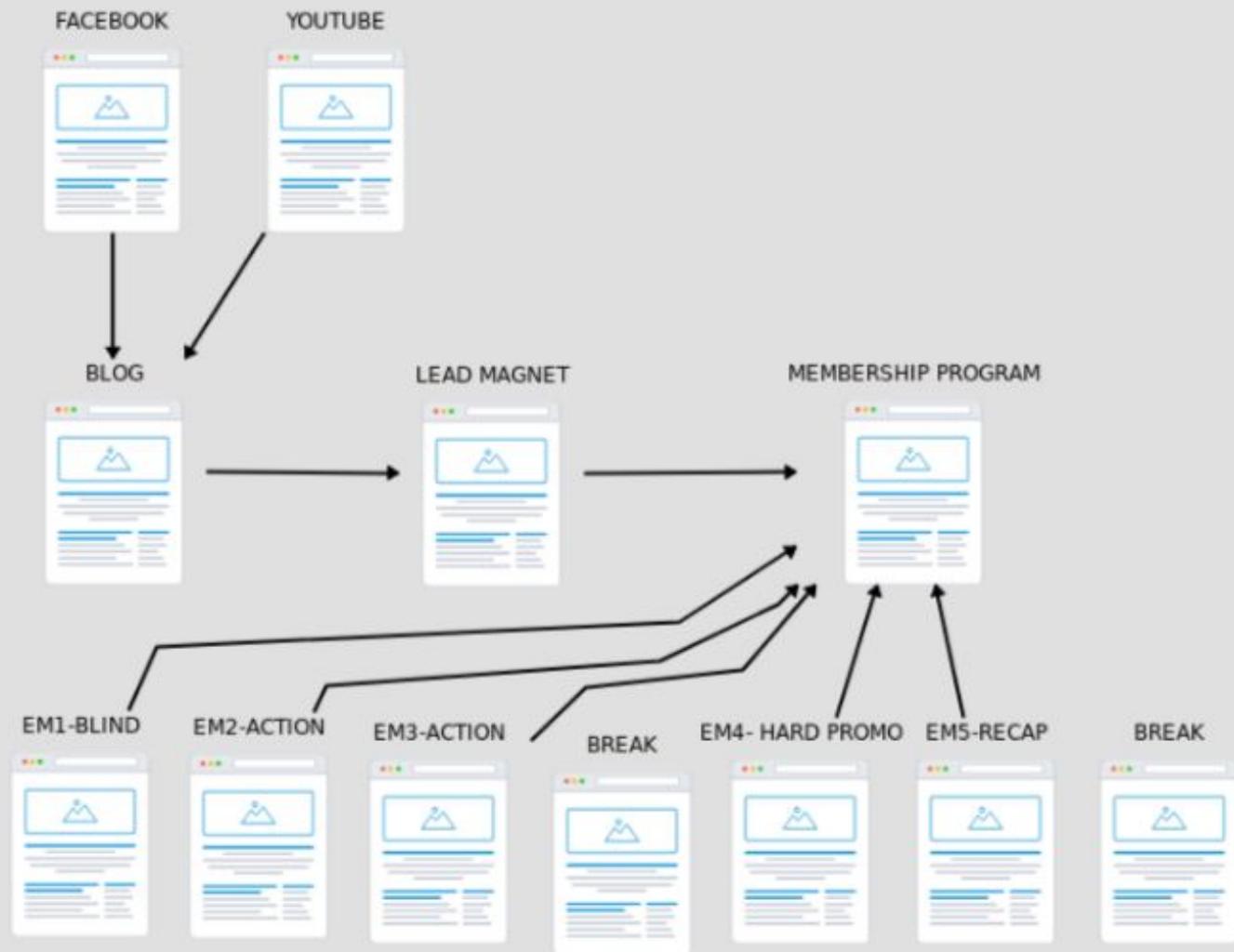
1. Goal of this workshop
2. Overview
3. Section 1: Branding
4. Section 2: Target Markets
5. Section 3: Introduction to Membership Programs
6. Homework
7. Q&A

**GOAL: FINISH WORKSHOP WITH A
WORKING MEMBERSHIP
PROGRAM THAT IS MAKING
MONEY**

Keep your project moving forward.

That's the name of the game. Whether it was a legitimate reason or a poor excuse, I have never made a dime from finding reasons why I couldn't get something done.

Always seek the way to move forward. - Me



overview

Section 1: Branding

Umbrella Branding

Umbrella branding is a marketing practice involving the use of a single brand name for the sale of two or more related products.

Umbrella branding is mainly used by companies with a positive brand equity.

Epic Conversions is an example of Umbrella Branding.



Umbrella Branding - 3 Benefits

- Separation from self to increases value.
- Multiple Verticles
- Compounding effect on brand



Seperation to Increase Value

- A thing is worth whatever someone is willing to pay for it (perceived value)
- By separating your name from the business, you add value to the business.
- This makes it something that could potentially be sold.
- It's hard to evaluate the worth of something to others when it is so intertwined with you that it doesn't work without you.





Multiple Verticles

- Vertical markets are customer niches that help a business focus its products and its advertising.
- With a business name that is not so specific, so that it can represent you in multiple verticles.
- This leaves room for expansion
- The only rule is don't name your business something that will make people think it is about something else.
- 3 examples to the right, varying degrees of name specificity.

NICHEHACKS

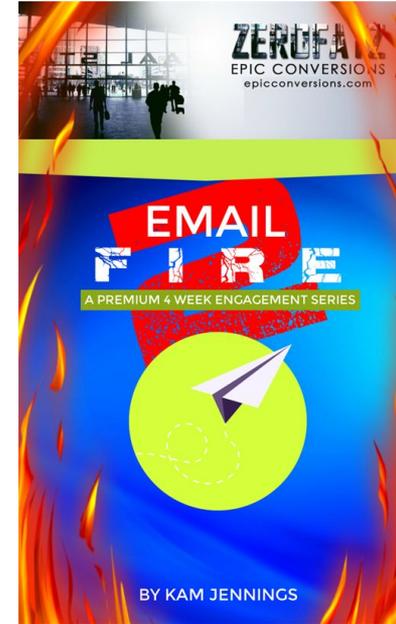
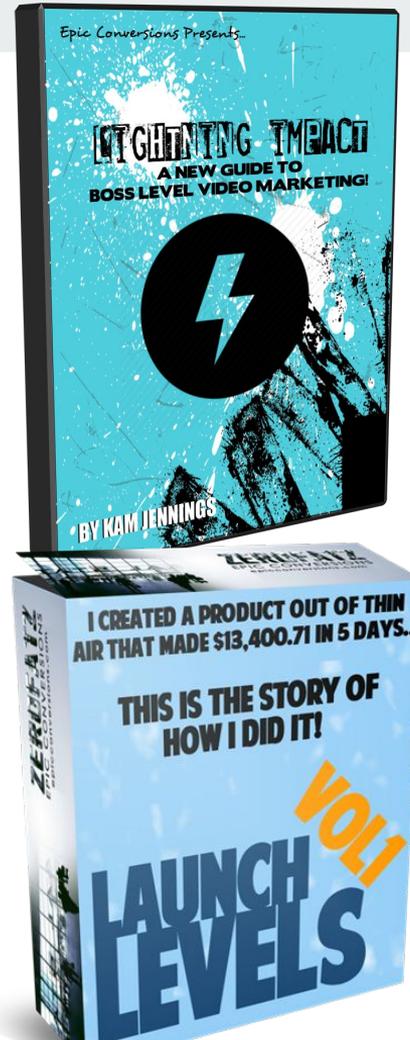


DIGITALMARKETER

amazon

Compounding Effect

- Umbrella Branding has a compounding effect on your overall brand as you release more products and/or services.
- Often products and services come and go but the Brand builds equity. (brand equity)



Section 2: Target Markets

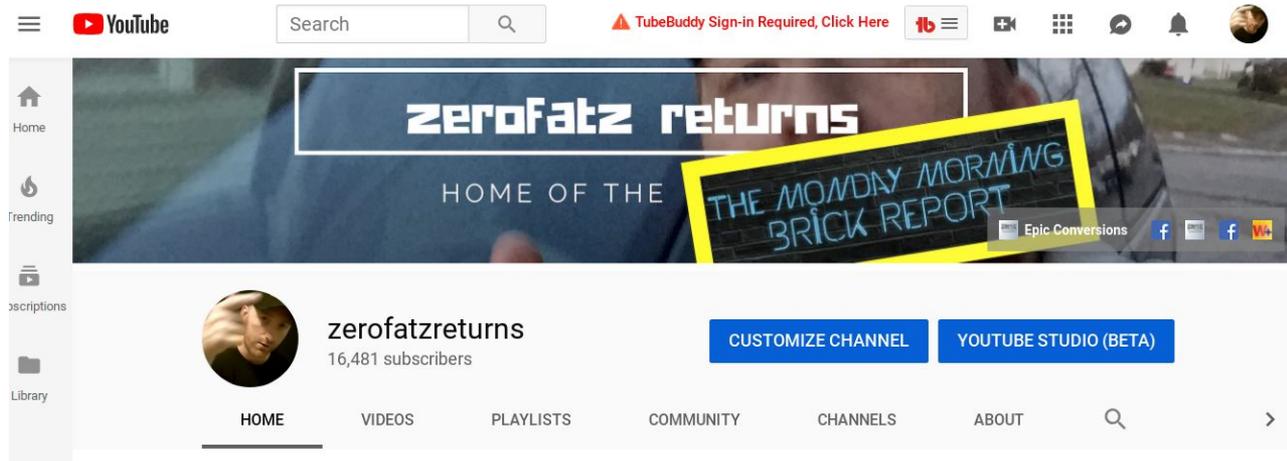


Target Market Points...

- The most important thing you can do is understand your target market.
- Start with a baseline customer avatar
- Adjust as you learn more
- Core Influence
- Facebook Insights



The Most Important Thing You Can Do is Understand Your Target Market



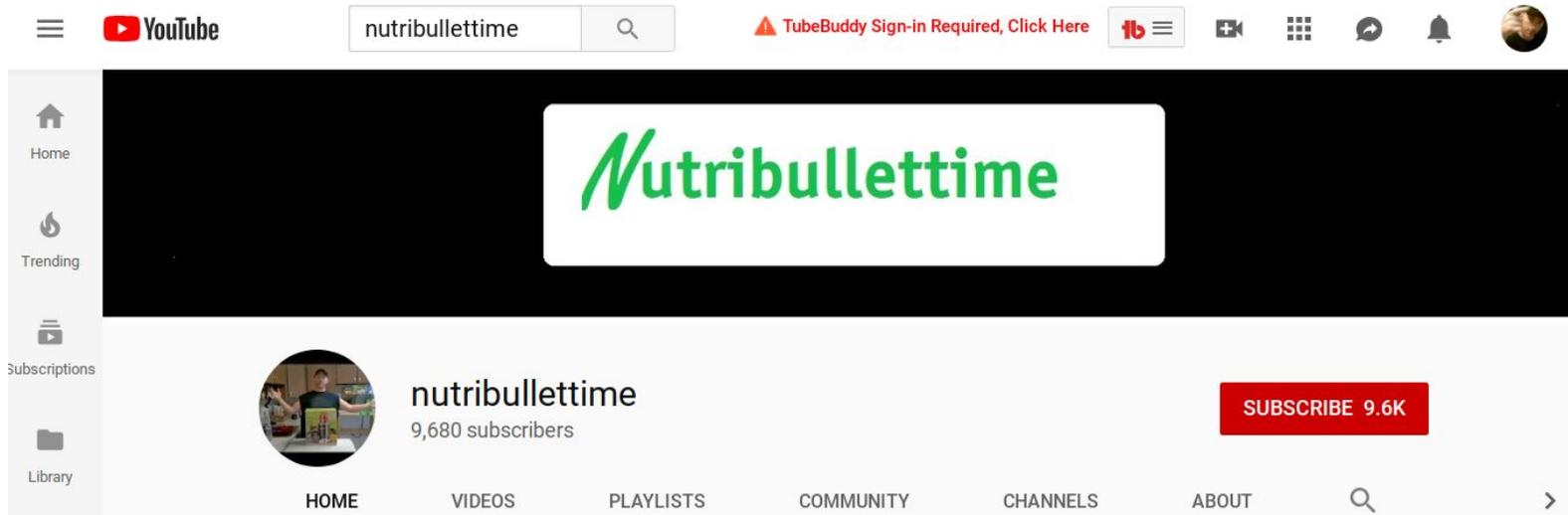
The screenshot shows the YouTube channel page for 'zerofatz returns'. At the top, there is a navigation bar with the YouTube logo, a search bar, and a notification for 'TubeBuddy Sign-in Required, Click Here'. The channel banner features a video thumbnail with the text 'zerofatz returns' and 'HOME OF THE THE MONDAY MORNING BRICK REPORT'. Below the banner, the channel name 'zerofatz returns' is displayed with 16,481 subscribers. There are two buttons: 'CUSTOMIZE CHANNEL' and 'YOUTUBE STUDIO (BETA)'. The navigation menu at the bottom includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'.



Make Money Online

- Looking for Financial Freedom
- Looking for More Free Time
- Feel Trapped in Grind
- 65% Men
- Embarrassed to talk about Current Failure
- Looking for Quick Results
- Dreaming of “Good life” although it’s a little different for all of them, most associate it with the tv commercial version
- Looking for a leader or guide. Someone with the answers

The Most Important Thing You Can Do is Understand Your Target Market



The image shows a screenshot of a YouTube channel page for 'nutribullettime'. At the top, there is a search bar with the text 'nutribullettime' and a magnifying glass icon. To the right of the search bar, there is a red warning icon and the text 'TubeBuddy Sign-in Required, Click Here'. Further right, there are icons for a menu, a video camera, a grid, a share icon, a bell, and a profile picture.

On the left side, there is a vertical navigation menu with icons and labels for 'Home', 'Trending', 'Subscriptions', and 'Library'. The main content area features a large black banner with the 'Nutribullettime' logo in green. Below the banner, there is a circular profile picture of a person, the channel name 'nutribullettime', and the subscriber count '9,680 subscribers'. To the right of the subscriber count is a red 'SUBSCRIBE 9.6K' button.

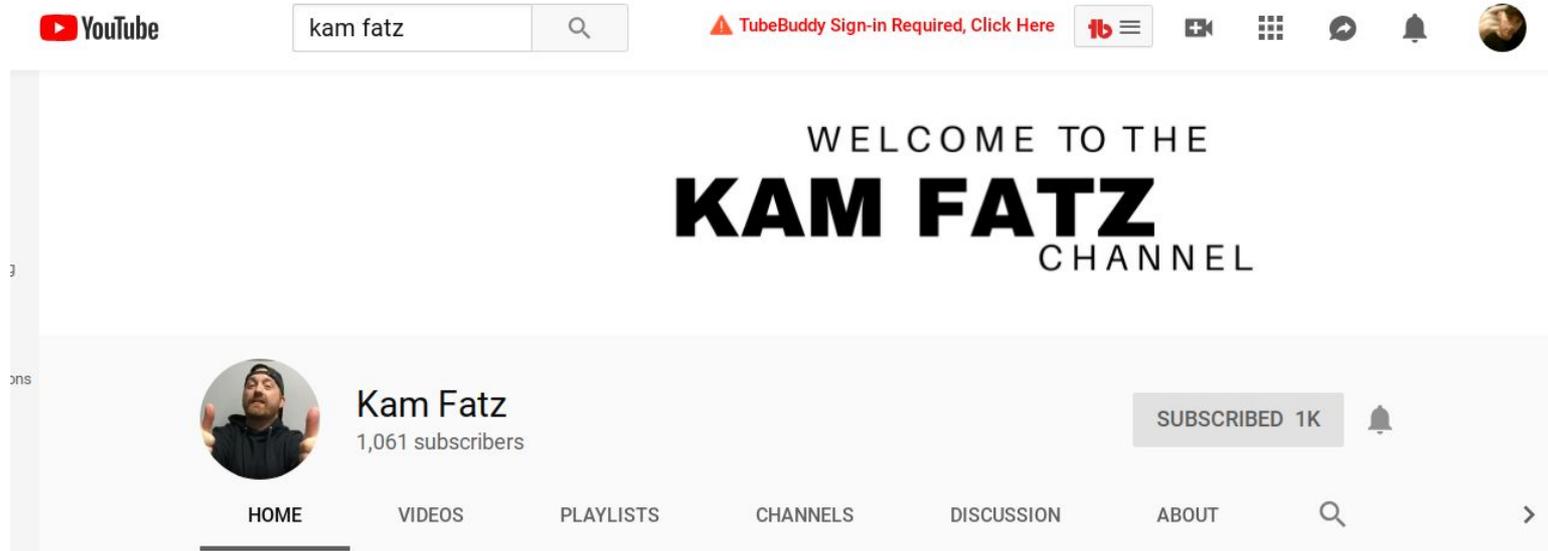
At the bottom, there is a navigation bar with the following options: 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', 'ABOUT', a search icon, and a right-pointing arrow.



Health and Well-Being Niche

- Looking for guidance and leadership
- 50/50 gender split
- Product-centric
- Confused from the duality of nutritional information but opinionated from consuming so much content
- Does not admit current failures
- Affected in a negative way by the unrealistic bar set by television and youtube personalities
- Looking for fast results
- Looking for step by step actionable
- Projects anger in comment section frequently

The Most Important Thing You Can Do is Understand Your Target Market



The image shows a screenshot of a YouTube channel page for 'Kam Fatz'. At the top, the YouTube logo is on the left, followed by a search bar containing 'kam fatz'. To the right of the search bar is a red warning icon with the text 'TubeBuddy Sign-in Required, Click Here', a TubeBuddy logo, and several utility icons (video, grid, share, bell, profile). The main content area features a large banner with the text 'WELCOME TO THE KAM FATZ CHANNEL'. Below the banner is the channel's profile information, including a circular profile picture of Kam Fatz, his name 'Kam Fatz', and '1,061 subscribers'. To the right of this information is a 'SUBSCRIBED 1K' button and a notification bell icon. At the bottom, there is a navigation bar with tabs for 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', 'DISCUSSION', 'ABOUT', a search icon, and a right-pointing arrow.

YouTube

kam fatz

TubeBuddy Sign-in Required, Click Here

tb

WELCOME TO THE
KAM FATZ
CHANNEL

Kam Fatz
1,061 subscribers

SUBSCRIBED 1K

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT



Conspiracy Theory Niche

- Is not looking for a leader or guide
- Looking for validation
- Looking for Evidence
- Looking for facts that support own theories
- Will respond negatively to strong opinions that differ from own
- Has been less monetized online than Health or MMO so not as conditioned to spend money online



Start with a Baseline Customer Avatar

Step 1: Watch Core Influence (it's on youtube)



Frank Kern's - Historic CORE Influence Talk

Brandon Abel • 80K views • 6 years ago

Alright, alright, alright... Frank Kern's teaching. Be yourself, share your self, build relationship, offer value, know your market, ...



Start with a Baseline Customer Avatar

Step 1: Watch Core Influence



Summary of Core Influence by Frank Kern

Frank Kern starts with a brief history of the internet marketing community and how small shifts in thinking have brought them to million dollar launch ideas.



Summary of Core Influence by Frank Kern

Most people have two versions of themselves

#1 – The Identity They Walk Around In Every Day. I call this the Shell identity i.e “I am a Banker”

#2 – The Identity they REALLY WANT i.e ‘I’m a Rock Star”

Our inner identity is our true identity = our CORE Identity. The boy who wanted to be a chef but is now a pharmacist.

Our Core Identity is held captive By Circumstance and A Lack of knowledge

Very few people think about who their core identity is



Summary of Core Influence by Frank Kern

What is Core Influence?

- Most influence is done on the surface. This is called 'surface influence' or 'head to head' influence

How Core Influence Works

- We communicate on two levels. Head to head and the core level
- Lasting influence comes from a core communication
- To communicate on this level, your subconscious speaks to their subconscious
- The subconscious is really in control



Summary of Core Influence by Frank Kern

Infinite Power. use it Wisely.

- You can't really control your subconscious but you can guide it
- With proper guidance, your subconscious will create a new core identity for you and this identity will speak to your market on a core level
- When you identify core identity of your market... and communicate with it, you will have more power and influence than you ever thought possible
- You can learn how to do this

When we as people become congruent with what it is and who we truly want to be, that is when effortless communication occurs.



Summary of Core Influence by Frank Kern

The One Question That Will Change Your Life Forever

“If there were no limitations or consequences, what would your perfect average day look like?”

Limitations: No financial, geographic, health, Limiting people etc

Consequences: Stuff that could get you getting into get ‘into trouble’ for

Average: You could do all this stuff every day and not die or get sick of it

Live this day every day



The Perfect day

- Where would you live?
- what would your house look like?
- what time would you wake up?
- what would you do in the morning?
- what would you have for breakfast
- what does the mundane stuff look like (kids to school etc)
- what would you spend the first half of your day doing?
- what would you have for lunch
- who would you eat with?
- what are your friends like?
- What would you talk about?
- What would you do for personal fulfillment?
- What life purpose would you strive for?
- what would your business be?
- what time would you start work?
- what would you do actually DO at work?
- what are your clients like?
- what is your relationship like?
- what would you do of family time?
- what would you have for dinner
- what would you eat
- what would you do at night
- what would you do it with
- Where?
- what would your thoughts be as your go to sleep?



The Perfect day

- Now pretend you are your ideal customer for a moment. The person who is most likely to buy your product or service. DO this perfect day exercise as them.
- This will give you a baseline customer avatar. It won't be 100% accurate for everyone in your market. It will be a representation.
- It's okay to guess based off of what you perceive.

Start with a Baseline Customer Avatar

Step 1: Watch Core Influence

Step 2: Build upon that original avatar with Facebook Insights. Refine it. Add to it.





Start with a Baseline Customer Avatar

Step 1: Watch Core Influence

Step 2: Build upon that original with
Facebook Insights

Step 3: Adjust your avatar as you learn
more about your target market and your
audience specifically.



Section 3: Introduction to Membership Programs



Benefit Rules the Day.

A good membership program is based on benefit, not content or software.

It can be content, it can be software, it can be service or anything else. The benefit it provides to the member is the important thing.

You can slave over hours of content creation providing that benefit, or you can leverage content you have already created and provide the same benefit.

No one is going to tell you there is an easier way. It's up to you to ask the question...

How can I accomplish my goal in a way that works for me?



Examples

Adventuresontheriver.com

- 5 to 8 pieces of content a month
- I eventually added Cloud Based software
- \$14.97 a month
- Drove traffic with youtube
- Could be Time intensive

Epic Conversions Insider's Club

- 3 pillars
 - 1 new product a month
 - Weekly PLR content
 - Monthly Group Coaching call (Q&A)
- \$10.90 a month
- Sold in launch funnels
- Either leverages what I am already doing or requires very little time.

Super 20 Club

- 100% Affilliate Commissions through all my funnels
- \$45 a month
- Scarcity factor
- Sold directly to email list
- Leverages what I am already doing
- Requires virtually no effort at all.

More Examples (things I have not tried but know they would work)

Beginners Learn Out Loud Club

- Monthly Call behind the scenes/ accountability club
- Low ticket
- Leverages what you are already doing

Content Franchise

- PLR rights to content you are already creating (emails, blog articles, videos)
- Low to Mid ticket
- Leveraging what you are already doing

Weekly to Monthly Q&A calls

- Put on a call for members routinely and answer their niche related questions
- Have replays available for members
- Low to Mid Ticket



Pricing

There is no true rule for pricing a membership program.

A point of reference for me is to make sure I am providing twice the value as the amount I charge.

I do recommend a trial period. Your conversion rate will be higher. Currently ECIC has a 7 day 1.99 trial.

Another thing I recommend is scarcity.

The ECIC only sells lifetime memberships once or twice a year. To figure the cost of this I take 12 months of access to the ECIC and then round it down a few bucks.

The Super 20 Club is limited to 20 members only.

I have seen membership programs successful at a low, mid, and high ticket range.



Pricing

As a general rule the more expensive you make it the less time people will stay in it.

Even if you are providing a huge benefit, everyone has a pain point where it becomes too much financially.

The more expensive you make it, the more people will hit that pain point faster.

For that reason low ticket membership programs are more predictable than high ticket membership programs.

I'd rather have a thousand people paying me \$1 a month than 1 person paying me \$1,000 a month. I can predict my monthly income easier. It's more sustainable.

Low Ticket = anything up to 30 bucks a month

Mid Ticket = 31 to 100 bucks a month

High Ticket = anything over 100 bucks a month



In Summary...

Goal: To get a membership program up and running and making money

Overview

Section 1: Branding

Section 2: Target Markets

Section 3: Introduction to Membership Programs

Now let's talk about Homework...

HOMEWORK

1. Watch the Core Influence Video by Frank Kern
2. Come up with a base customer avatar for your niche (do your best)
3. Come up with a name for your online business.
4. Come up with an idea for benefit on a membership program.
5. Go through Continuity Trilogy and take some notes. (if you haven't already done so)

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Q&A!