



90 Day Continuity Workshop

Week 10 of 13



What we are going to cover today...

1. paid version of free content
2. 1 problem 1 solution products
3. mind map products
4. name impact
5. listening to the market
6. glass slipper offer
7. case study product
8. interview product
9. the PLR makeover
10. Sales Funnel Tactics
11. Homework
12. Q&A

WHAT SHOULD YOU HAVE DONE?

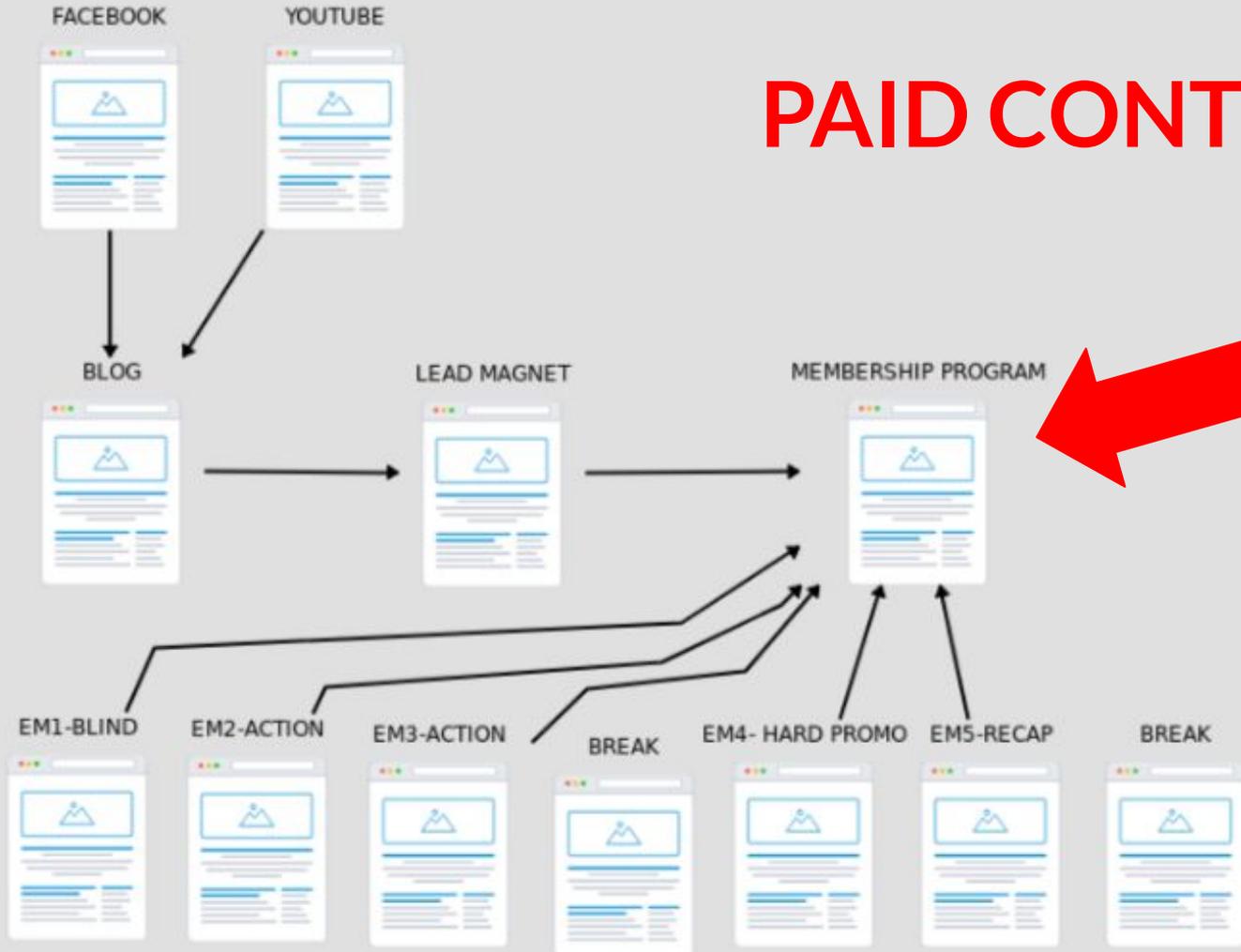
1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog
7. lead magnet done.
8. Signed up for autoresponder service.
9. Get Funnel Pages done.
10. Linked the autoresponder to the lead magnet.
11. Get your autoresponder sequence wrote and installed
12. Get your membership program sales page done
13. Get membership program set up with benefit running and ready to take payments
14. Installed Facebook Marketing
15. Installed Youtube Marketing
16. Have a basic valuation of your business.
17. Have a basic weekly system of activity for your business.

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.

Tough times don't last. Tough people do.

– Robert H. Schuller

PAID CONTENT



overview



**If you have known me for a while,
you might have noticed that I put
out a lot of paid products.**



**Okay I want to talk about paid
content this week.**



As a way to put content in your membership program, but also as a way to put members in your membership program.



**So let's first talk about some kinds
of content that makes sense as
paid content.**

Section 1: paid version of free content



Look at any good piece of free content that resonates with you. Ask yourself, “what does the paid version of this look like?”

Example...

Section 2: 1 problem 1 solution products

1 Problem 1 Solution

When people look for solutions, they generally are looking for the solution to a specific problem. (i.e. How to get more traffic, How to get higher conversions, how to start an affiliate marketing business)

There are multiple ways to solve all those problems. Each way could potentially be a product.

Section 3: mind map products



Let me show you how this would come together...

Section 4: name impact

Hit them in the face with the title
Tell them why you did it with the subtitle



Section 6: listening to the market



Listening to the Marketing

Step 1. Finger on the pulse.
Step 2. Validation

Section 7: glass slipper offer



A glass slipper product is multiple solutions for 1 specific problem.

Sleeper Money is a Glass Slipper Product. Also it is a unique product in that it is focusing on the question of where. Most paid info products focus on how.



Glass Slipper products don't go in depth on solutions. They give brief overviews of multiple solutions for a specific problem. The value comes in the quantity. The onus is on the customer to research that solution further. This is about awareness and sparking the idea.

Section 8: case study product



Case Study products are conveying something you have done.

Many times people have the ability to do simple case study products and don't even realize it.



The Simple Affiliate Method: How I made my First Affiliate Sales on WarriorPlus

Easy Tube Wins: How I got my First 100 Subscribers on Youtube

Engagement Monster: How I figured out how to make simple facebook posts that gets tons of engagement!



**Road to Continuity Gold: How I finally got
off my butt and started a profitable
membership site.**

Section 9: interview product



Interview products outsource the experience.

You can interview a few people on a specific problem and that becomes a really great product.



PRODUCT LAUNCH CONFESSIONS



Tom Ness



Sam England



Rob Cornish



Bill Guthrie



Mark Thompson



Chris Guthrie



Mike Thomas



Fergal Downes



Anton Nadilo



Jonathan Green



Walter Bayliss



Mark Thompson



Russ Ruffino

Section 10: the PLR makeover



PLR is a great skeleton for actionable content.

It's up to you to give it a good angle and some personality.



I could take 5 PLR ebooks on email marketing and break them up by chapter. If they have 10 chapters each. That could be 1 email a chapter. That's a 50 email autoresponder sequence on Email Marketing.

I could then...



Go find 10 great products or tools that help with email marketing and in my emails I would have the series promoting a new one every 5 emails.

I would give the customers the place to insert their affiliate links and I would give them a link to the affiliate sign up page for those programs.



**Email Empires: A Premium 50 Email
Autoresponder Sequence Complete With
Affiliate Programs and Link Placement
Suggestions!**



It's up to you to add the personality to that product. Simple intro's and conclusions that lead into the next emails. Simple pitches for the product in each email. But the heavy lifting was done for you by the PLR.



A product like that can come together in a day. Then you are onto packaging it. If it is just a product for your membership program, then your work is done.

Section 11: Sales Funnel Tactics

Can you use paid content to
put people in your
membership program?

Of course. Warm traffic is the best traffic to hit your membership program sales page, so the warmest traffic is buyer traffic.

Now I know that many of you **hate hate hate** the idea of launching a product. I get it. It seems hard, time consuming, and the idea of reaching out to affiliates to help you promote feels like torture.

But hear me out for one second.

A product launch is as simple as create, package release.

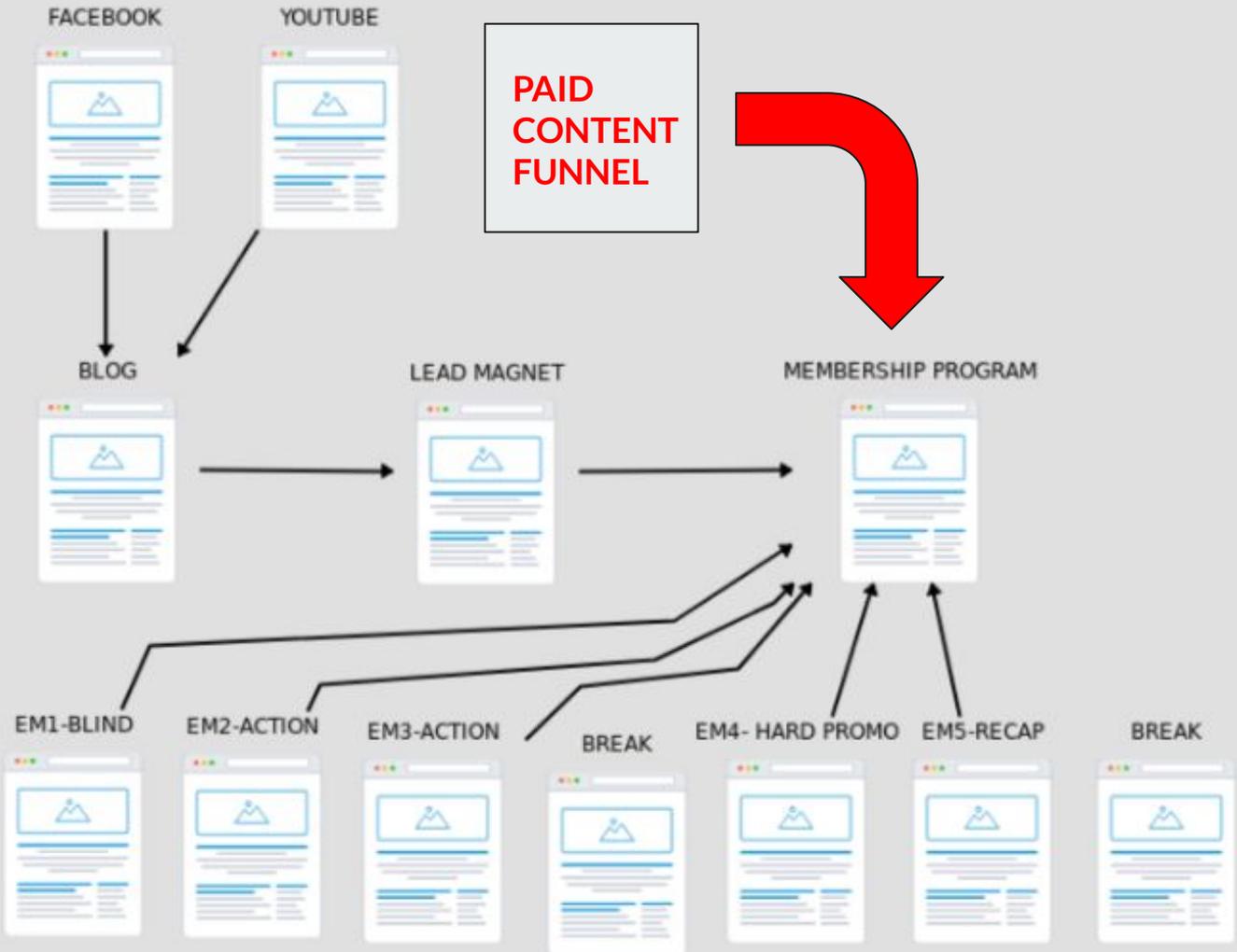
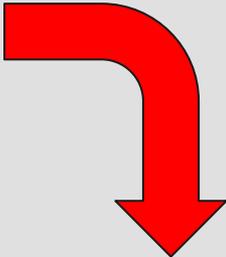
1. Create a product that solves a problem.
2. Package it with automated sales page and material.
3. Release it by driving traffic to sales page.

This is going to be you getting paid to put buyers on your email list AND members in your membership program.

The key is to leverage what you are already doing.

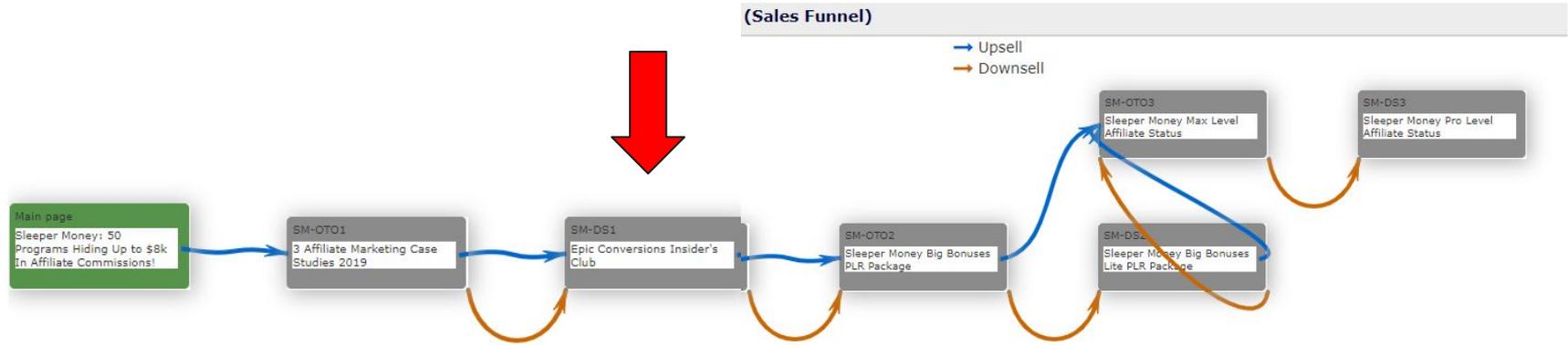
Consider this addition...

**PAID
CONTENT
FUNNEL**



overview

This is the current funnel for Sleeper Money. You can see the ECIC is in that funnel.





Now I want to talk with you about sales funnels for a moment. Let's go to Funnelytics for this part.

HOMework

1. Create a product in your niche and add it to your membership program. No sales page needed. This will be something that you are going to give to your membership program for added value.

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!
