

Lesson 1 – Overview

Content _____

Content _____

Content _____

Other _____ and Your Content

Why People _____ and Your Content

Lesson 2 – Your Content Catalog

(Tip: Get an additional pad of paper or giant post-it paper if needed)

What are you good at?

What are you passionate about?

How have you helped others achieve what you've achieved?

CONTENT MODULE

What content do you already have that is already helping others?

Do you provide goods or services?

Develop a “menu” of your goods or services that you’re able to provide.

Tip: Don’t consider if it’s a good or bad idea right now. Just list as much content as you can.

Lesson 3 – Your Content Categories

_____ with you vs _____ for you

_____ vs _____

_____ content vs _____ Content

Categorize your content based upon the above categories.

Are there any additions to your catalog that you make based upon these categories?

Lesson 4 – Why People Quit When It Comes to Your Content

REASON:

The NUMBER ONE reason why people quit is they feel _____.

How do you provide your content so that they can implement?

Create a membership _____ for your members.

REASON:

They don't know what to _____.

REASON:

They don't see _____.

REASON:

They feel like they're not using _____.

Lesson 5 – Content Calendar

_____ Content:

_____ Content:

_____ Content:

_____ Content:

SEVEN SYSTEMS OF A GROWING MEMBERSHIP BUSINESS
CONTENT MODULE

Is there content that correlates with:

January

February

March

April

May

June

SEVEN SYSTEMS OF A GROWING MEMBERSHIP BUSINESS
CONTENT MODULE

July

August

September

October

November

December

CONTENT MODULE

Tips:

As people are charged, there should be something delivered.

There's nothing like a _____!

Lesson 6 – Other Questions About Your Content

What do your members need?

What _____ problems do your members face that you can offer a solution to?

What _____ problems do your members face?

What do your members need but they don't _____ they need?

What do your members _____ ?

CONTENT MODULE

How will you _____ your content?

Provide your content in as many modalities as possible.

R O I = _____ on Investment

What content can you _____?

Just because you said it once doesn't mean it shouldn't be said

_____.

What content do other people have that you can provide?

How can you create _____ for your members?