

Module 1: Content

Lesson 1 - Overview

So welcome to the content system this is the overview so I'm going to just give you a basic understanding of the content system what we're going to cover in this system together. So in this module I'm going to show you what your content catalog is.

I'm literally going to lead you through an exercise where you put a catalog of everything that you're going to be able to provide your members. And we're going to cataloging. You're going to it's going to be an exercise that you go through to identify all of those things that you have to offer your membership.

If you're in service or a business that means you provide some sort of physical service for them or if you even maybe provide some sort of products or resources. I want to think of it like this when I talk about a catalog.

I want it to be the menu of services or resources or menu of products that you can provide your members. So I don't want you to think about content as being something that you have to write or books or you know some sort of theory that you have. But again I want to be your actual deliverables that you're going to deliver your membership either through what you teach or what you deliver to them in the way of a service or in what you delivered to them as a product. So we will put together your content catalog and you're going to be very surprised about how big that catalog is by the way. Even if you're just getting started and you're considering starting and watching a membership business this is going to be a very helpful exercise for you as you'll be able to identify what it is that you have to offer members so that will be your content catalog and then the next lesson we're going to take that catalog and we're going to come up with your content categories and we're going to categorize all of the content that you have. We're going to categorize all of the services that you provide. We're going to catalogue all of the products or resources that you have to offer. And so we want be able to divide those up and put those in boxes.

This is what one category is and this is what the second category is and this is what the third category is.

So that you have all of your content and it won't be categorized appropriately and you'll understand why we do that when we go through it. But this next one will help you understand that even further we're going to develop a content. Calendar and we're going to look at. The catalog the categories and your calendar and how often you want to provide or need to provide your content or your services to your members. It's going to be very important for you to have that calendar out and I don't mean just you know that your

calendar for the year I mean just a blank calendar that you can work from and say this is what I'm going to provide with in week one.

This is where I'm going to provide within the first month. This is what I'm going to provide in month two. So it doesn't be dated necessarily but I do want you to have a system and a process in a flow by which you take the catalog that categories put it on the calendar so that then you know exactly what it is you're going to get your member as soon as they join. I'm going to help you through all of that. Those are going to be the three big chunks of this system that we put together the three big rocks.

But then also I'm going to talk about other questions you may have with your content questions and warnings that I've had from other members and I'm going to share them with you. It's all going to answer some of those content categories there are some questions on that. Wasn't that a talk about where you can find content made you feel like you don't have enough when you put that catalog together you might say well I'm not sure I having nothing enough content. And you may be right.

So what do you do when that happens or what do you do when you start this membership business. You weren't out of content. And so I'm going to get to you Are you going to help you navigate those challenges you may face when it comes to your content. And then lastly. I want to talk to you about why people quit your membership program as it's related to your content. So you're going to find that that final lesson in this module you're going to find that very helpful because I want you to help your members consume your content your services your products your resources whatever it may be. I want to help you to help your members and to keep them from quitting because they're overwhelmed. So I'm going to answer some questions and some challenges that you'll see that your members will face and if you don't address those challenges and put them in place in your membership business you're going to have members quit. And I want to stop that from happening. So that you have a healthy membership business specifically when it comes to the content system. So let's get started.