Module 2: Content
Lesson 3 – Your Content Categories

OK, so do you have your walls all plastered with content? Have you figured out everything that you've been able to come up with that you can provide in a membership business? If not, again I am very serious about helping you do this. You can email me. You can take advantage of one of our group calls and I will help pull that content out of you and go further. But for most of you, I'm confident. You've got a good list to be able to start with. So let's talk about categories for your content. And this is going to take your content to a next level and possibly even show you content that you can provide for even greater service to your members.

So if you have the action sheet that I provided for this lesson, go ahead and make sure you have that, because it's going to show you some of the opportunities that are available to you as we talk about the content categories.

The first content category I want to talk to you about is the "done with you" content versus the "done for you" content. I want you to think about it like this. There's an opportunity for you and I in this program- this is a "done with you" type program. This is a "done with you" type membership program that you're a part of right now. I am working alongside you and I am doing this work with you. Now that's one way to do it.

The other way to do it is a "done for you" type program. I actually have a private client that I'm working with that is a "done for him" type business program that we're putting together for his coaching. So you have opportunities within your own content to be able to provide a "done with you" or a "done for you" level of service.

So for some of you, for example, you might be able to say," I offer this level of content, but then there are these opportunities over here where I can provide a 'done for you' type service." I know of a business coach. He actually does a "done for you" type program where he provides a 'done for you" membership model of providing their membership website. I know another person who does a "done for you" in the sense of "I will write a book for you, and you will be able to list your name as the author. I will give

you the content. I will give you the book. And it will be a 'done for you' book publishing so you have your own book."

For others…the "done with you." Again, its coming alongside and helping your member do it. So you have the "done with you" and you have the "done for you" category of content.

Another category of content is evergreen content versus time bound content. And here's what I mean by that. Evergreen content- that means it's content that doesn't expire. It's content that isn't related to the seasons outside. It's not related to the calendar necessarily in the sense of the time of year. That would be evergreen, an evergreen service that it doesn't matter…it can be done at any time, any point. It is not bound by time.

And then the other one is the time bound content where this is a service that you can only provide specifically during a specific season of the year . Or it's time bound in the sense that it is a very limited time, that you start on month one and you have to end by month five or month six. And so it's bound by time. There's a definite start to it and there's a definite end time. That would be a time bound category of content. Or it can only be done during a certain season of the year, like the summer time. That would be a time bound category of content.

So you have "done with you" and "done for you." You have evergreen. You have time bound. And this last category is a process content category or organic content category. And I'm going to reference what we're going through right here. What I'm taking you through is a process type content. It is, "I want you to go through these specific modules in a particular order ina particular process." And so it is a process content. There is a step one, step two, step three that I'm guiding you through in order to get the most out of the content that I'm providing for you.

For others there might be this more organic that I'm going to provide you with a library of content or a library of services and you can pick and choose that which you desire. You can choose to be a part of that or not. You can go over here and grab that if you would like that resource or not. And it's more organic. It's left up to the individual to decide what they would like to participate in or what they would like to have.

So do you have all of those comparisons? The "done with you." The "done for you." The evergreen or the time bound. The process content or the organic content. So why is all that important for the catalog that you just developed? Well I want you to go back to the catalog for a moment and first I want you to ask yourself this question: is there additional content that I just sparked into your mind or reminded you of that you can provide? Maybe you're in a specific business that can offer content that is time bound. It is only during a specific season of the year. Maybe you offer a sale and it's a specific sale that's based upon a specific time of the year, and because you're not in that time of year right now you completely forgot that you had that sort of content.

So I want you to go back to your catalog and ask yourself: do you have "done with you" content that you can provide? Do you have "done for you" content that you can provide, or services or goods? Do you have evergreen content that you can provide? Or do you have time bound content that you can provide? Or process content versus organic? And listen. It doesn't have to be either or. It can be both and- that you have both organic content and process content. It can be both evergreen and time bound- and that's where we're going to talk about your calendar, by the way, how you plug all this together. So I want you to see all these different categories and how you can break down your content catalog even further.

Now if you need to do that, go ahead and press pause. Don't mind that. Go ahead and press pause and go ahead and do that and make sure you capture all of that content that may have just been sparked to mind for you. And if you've already done that, then now what I want to talk to you about in the way of your content categories is: I want you to look at all of those pieces of content that you have. And I want you to put like content with like content. So you might say, "I have this content over here. This is all 'done for you' content. This is all 'done with you' content. I have all this content here that is…maybe it's all blog posts that I've put together. And so that's all like content." Maybe it's a particular subject matter that you're an expert on and so you've got all of this content over here that is on one particular subject matter and one particular subject matter over here that's different. And so now you've got two different subjects. I want you to categorize your content. And I want you to do it in such a way that it is based upon your particular business or service. I'll give you an example. If I was to catalog all of the content that I provide for you, my content would be divided up by the systems. That would be the catalog of the different content that I'm able

to provide for you. And so each piece of content that I give you would fall under one of these content categories of one of the systems. That's how I would do it in my business. For another entrepreneur that I work with in creating his coaching business he has what's called "the seven keys to success." And so all of his content would be provided under those seven keys, those individual seven keys. And then underneath that he would have the evergreen or the time bound or the organic or the "done for you" or "done with you" content. And he would sub-categorized them in that manner.

For another private client that I have who is providing home school curriculum he has all of this content there and it is in the sense of the modality of which the content is able to be delivered. So he's got these CDs that he's able to deliver. He's got these workbooks and activities that he's able to deliver. He's got all of these other activity sheets that he's able to deliver. And so he's able to sub-categorize them in that manner. So you can take these categories and you can break them down even much further if you choose to. It would be a very helpful exercise if you did that, probably, because you would find more content. But you definitely want to have your content catalog divided up into the categories utilizing the "done with you" versus "done for you," evergreen (meaning it's not bound by any sort of season of the year or time of day or time of the year) or time bound (where it is bound by a particular season or a particular time of the year) or the process content (step one, step two, step three) or the organic content where people can pick and choose and there's not a specific process. So categorize all of your content and then sub-categorize it if necessary based upon your specific menu of services or your specific sub-categories of what you're good at.