

## Module 2: Content System- Content Calendar Transcript

So now that we've got the content catalog, we've got the content categories, we've talked about why people quit when it comes to your membership, and specifically related to your content, let's talk about the content calendar. Now this is going to be a pretty simple lesson for you, because after all we're dealing with a calendar. So I provided a blank calendar as part of your action sheet and you can print twelve of those off if you want to, one for every month of the year. But for our purposes I'm going to actually lead you through, the actual calendar of the year. But before I do that, I want you to think back to your content catalog and your categories. And I want you to think: are there specific things or items of your content that you need to offer on a weekly basis? Now as a member of my coaching network, you're receiving a weekly email from me that is providing ongoing training, ongoing membership tips and so forth. So I tried to do that for you as an example. Is there something that your members need to receive from you on a weekly basis? Maybe for some of you it would be just an update or a letter. It doesn't have to be an email. I mean, think that through as it comes to your business. It really doesn't have to be there for the majority of you it may not be there depending upon your industry, but I offer it to you as an example of is there specific content that you just need to constantly encourage or guide or offer additional thoughts on a weekly basis in order to continue to build that relationship with your members.

So then you have monthly content. Now my recommendation is that everybody should be delivering monthly content, that you should have some sort of monthly deliverable that you are giving to your members. Some of you, you might be in a subscription model where it is a subscription based on a quarterly model. And I've got a client who does that who is providing quarterly mailings, and I have even challenged him to consider even though you're only providing this on a quarterly basis, don't let the only mailing that they receive from you only be on that quarter. It should be somewhere in between. So everybody in my opinion should really have some sort of monthly deliverable that you're giving your members. It could be a newsletter alongside your actual deliverable. It could be some sort of other email that you're delivering once a month to them and just maintaining that relationship. But everybody, depending upon your content, should have some deliverable on a monthly basis and you get to figure that out and determine that for you. And I'll give you some tips in just a moment on how to make sure that you still get that just right for your member.

Then, is there a quarterly mailing that you could do for your members? To where, they really don't know it's quarterly. I mean, they're not tracking it and saying I didn't get that quarterly. But you know that you're just going to provide that as a nurture piece and it's going to be sent out on a quarterly basis.

Then you might finally guess this last one. It's the annual . Is there an annual piece that you could give your members? You might consider this to be a one year anniversary of their membership, that you're going to give every member on their annual membership renewal. You're going to give them that piece of content or that gift or that recognition as part of their membership. For others it might be during the holidays at the end of the year, that you're going to provide a end-of-the-year holiday gift, Christmas gift to your members and you could provide

that for them on an annual basis. Another annual opportunity for you to provide content would be on an anniversary or a birthday, if you know what your members birthdays are or if you know what your members wedding anniversaries are, then you can provide some sort of annual gift on those days.

So depending on what it is, you might be able to do all of those. You might be able to do some sort of weekly gift or weekly content delivery, monthly content delivery, and then I'm going to plug this in over here as quarterly. And then I'm also going to do a gift here and a gift there for my members on an annual basis. That would be a really good solid content delivery.

Now some of you might be saying, "but Scott, my membership is only ten bucks a month" or "I really don't have that much to invest in all of that." That's fine. You don't have to do all of that. You just need to make sure that people are seeing a return on their investment. And I don't mean that they're paying you ten dollars, and so they should get ten dollars or twenty dollars back. I'm talking about that they should see some sort of recognition on their investment, if you were to take that return on their investment and call it a recognition on their investment in your membership program. Every membership business should have that ROI, that recognition on investment in your membership business. So I hope you'll consider that, take that into consideration as to your overall strategy as to how you're going to deliver your content.

Now let's talk about the actual months of the year, and I mean starting in January. There are certain things that people are thinking about in January. It's the new year, it's the newness of the year. So offering your content and looking inside your content categories, is there something that correlates with January, and put that content piece in January. February, you know it's Valentine's Day in February, so you might consider is there a piece there that you could do to nurture their relationships with other people or their marriage or their significant other. That there's that content piece that you offer, that you provide or that service that you provide that can be specifically tied to February. Now you might be thinking: well what is March? Well I actually grew up in Savannah, Georgia where Saint Patrick's Day was a huge celebration. I would be really surprised if I actually got something even now, not living in Savannah, I would be surprised if I got something relating to Saint Patrick's Day. Now that's because I have a tie to Saint Patrick's Day. I'm not saying that every month there has to be a specific tie to a holiday. It doesn't have to be that way. You can take March and just say, "you know what, in March this would be a good time to deliver this piece of content, because it sets up that piece of content that I'm going to deliver in April and May." And so you might look for opportunities to where your content now can be a stepping stone for other pieces of content; that you want to deliver this first, and then deliver that next piece of content. So I kind of covered April there in tying it into March, but it doesn't have to be that way. May...obviously there's Mother's Day in May, so if there's something that you have that correlates to May with it being Mother's Day, and then June...tying that into Father's Day which by the way, my birthday's in June, so if you want to send me something in June you can do that...and tying it in to May, June. And then July you do have this opportunity in the summer. People's schedules change in July. They're taking a break from business and going on vacation. They're enjoying their family more, so maybe you have some sort of content you can deliver in July, in the middle of summer, that would help people enjoy the decision that they're making to take vacation and change their pace. Then in August, obviously for a lot of places, school starts back. And so there's sort of this new routine that goes

into place for those that have families. You have September, there's Labor Day weekend. I'm not sure if there's anything there for your content. October, November, we start entering into the holiday season and people start thinking about Thanksgiving. You might tie in some sort of content that has to do with gratitude or the time of the year with it being Thanksgiving. And then lastly it being December with it being Christmas and Hanukkah and the other holidays that people celebrate.

The goal is to take your content and to make sure that we've got the catalog that is there so that you know everything that is available to you to be able to provide. Take your categories and see how the categories play into what you're going to provide, making sure that we're not going to overwhelm your members. But then look at your calendar and just go ahead and say, "here's what I'm going to provide." You might even say, "I'm going to provide this type of content every quarter. It's A Level content. I'm going to provide that in January. And then again in April and July." And then every quarter going through the rest of the year. And then I'm going to take my B Level content and I'm going to provide that in February and then in August. And I'm going to provide it every quarter. And then you've got C Level content. And you can begin to intersperse those different types of content, those different categories of content throughout the year for your members. So I hope you'll take a moment and you'll actually pull out the calendar and say, "here's what I'm going to provide." And then do this: give yourself a deadline. Say it. It's going to be on the first of the month. Or it's going to be on the first Wednesday of every month. I'm going to deliver this content.

Now let me also tie in the content for a moment to people's investment. As we talk about the calendar year it's going to be important for you to understand that if people are on a recurring billing cycle with your membership, meaning they get charged every month or they get charged every quarter, or they get charged annually, that there is something being delivered at the time that their payment is made. Now I recommend that you actually make sure that their payment clears so that you don't get into this need to provide a refund or exchange or they need to send something back to you. No, go ahead and make sure that their payment has processed, and then that you are delivering or shipping out those goods or services or that coaching module, whichever it may be, so that people can see that they paid for something and that they are now receiving. Now as I said earlier, that shouldn't be the only time they receive from you, but it definitely should be tied to your content, because you are entering into an agreement with your members. They are agreeing with you that they are going to pay the investment that you've asked them to pay. And you have to make the agreement that you're going to deliver what you promised in exchange for their investment, their money. So make sure that those are tied together.

So for some of you, you may be billing people on the first of every month or the 15<sup>th</sup> of every month. Well then I would say on the second or the 16<sup>th</sup> or very close to it, make sure you are delivering your goods and services or your content. For others, they may be all being billed on different dates of the month. Some people might be billed on the second. Some people might be billed on the seventh, the 18<sup>th</sup>, the 20<sup>th</sup>, whichever it may be. So make sure they're all getting their content close to those billing dates as close as possible so that they can see the return on their investment. That is part of the content calendar; making sure that when people are billed you're delivering your content.

Now in this next lesson that I'm going to take you through it's going to be very interesting. I'm going to answer a number of questions you may have so before you go into that, go ahead and give yourself that deadline and make sure that you mark up your calendar on what you are going to deliver. And take those categories and content that you've developed and those lists and put it on the actual calendar. There's nothing like a deadline.



