

Module 2: Content

Lesson 6 - Other Questions for Your Content

So I've got this lesson here for you today and it's basically all these other questions that you can be asking about your content in questions. I want you to be considering it specifically when it comes to your content. So if you want make sure you have your action sheet out and I'm going to ask you some questions and if I get specific questions again please e-mail me and I'll be glad to answer your question. Who knows I might add it into one of our coaching halls around my and into a future lesson that I provide. But let me go ahead and take this opportunity to answer these other questions. What is this what do your members need when it comes to considering your content. Especially if you're starting up a membership business. One very viable question is for you to ask yourself is What do your members actually need. And I'm not talking about what their needs are on all these different levels. I'm talking about. I'll break it down into two categories for you what internal problems do your members face that you can offer a solution to. And by internal problems I mean problems in your head. You know it's amazing how many people have like negative self-talk or a negative perspective. And so everybody in your membership program is going to have some sort of internal conversation that they have going on in their life. So. What. Do your members need in store and in respect to the internal problems that they have. Then what do your members need in the sense of their external problems or external needs.

So these would be maybe barriers or obstacles that they overcome in you know maybe it's losing weight. Maybe it's some sort of service that you can provide to help them and actually provide that physical service for them. Maybe it's that will help them and again will save them stress time energy and money. Your members will have problems that are both internal and external and your membership program will have the opportunity to help your members overcome both of those levels of problems both internal and external. So a good question for you to ask yourself is ask your members what are the what are they. What are the needs that they are experiencing both internal and extreme. Now closely related to that question is what do your members need. But they don't know they need. What do your members need. But they don't know they need. You know that's a very interesting question when you consider it because your members are looking to you to provide some sort of value in their life to provide some sort of accomplishment or achievement in their life. They may not even know what they need. And you have an obligation and a responsibility there I say to help them see that and help provide for them. One of my challenges in offering this coaching to you is I've got to constantly ask myself what are the needs of my members that they don't even know they need and in order for me to continue

to provide the best coaching and best level of service I'm going to constantly be answering those questions for you.

So what do your members need what your members need but they don't know they need. And then what do your members want. What do your members want. These are usually spoken expectations or spoken desires that your members in conversation with them as you talk about your membership program and they're telling you what they want now you know your. As you develop your membership business and you speak with more and more of your members you're going to find out that some of the ones that they have are directly tied to their needs and some of them are ones that they have maybe or something your membership program isn't really going to be able to provide for them and it isn't necessary. What were unnecessary desire that falls outside of this membership program you have to be very careful when it comes to your membership program and allowing your membership person to be constantly directed by the wants of your members because you can't please everybody. You're not going to be able to. So you have to be able to say here are the things we are going to provide for the needs we're going to provide. And we're also going to be able to provide for these particular wants but we're not going to be able to be all things to all people. We're not going to be able to be everything to everyone. So we're just going to have to sell that. There are certain wants or desires that aren't membership program will not be able to provide. And so you have to have those that understanding specifically when it comes to your consent.

Otherwise you can get money in your hands and start delivering things that you really should be delivering within your membership business. Let me ask you this question. Moving away from what your members want and what your members need. Let's think about how you deliver your content. What are all the ways that you're going to deliver the content to your members. Now for some of you it may be a membership site much like this one if you're interested in having a membership site built. I'll have some preferred providers that can help you and offer some recommended software that you can pick up and you can develop develop your own membership site so that would be one of the ways or means that you can provide for your members for some of you it may be video that you're going to provide like I'm providing video content to you that you're going to provide video content for your members for some of you it might be that you're going to provide new content and it's going to be you know deliver via audio. Along with that. Is are you going to deliver the CD or are you going to deliver it via a download. My recommendation is do both. Not talk about that in a moment. You might offer summaries you might offer different modes or modalities according to which people have a way of learning. So I want you to think about what all of the move Dalat these are all the modes or methods that you're going to deliver

your content for your members. Now if you're in a service provider you may need to think are you going to be the one who's always providing that particular service.

Is your membership going to grow so much that you might have to hire others. So you can't promise that you're always going to be the one who provides that service that it might be others. But then there might be a level of service that you can provide that is only for top tier members and only they have access to you. So therefore you're providing that specifically for them and that is content that you will always only provide for your members. So you have to think through how are you going to deliver your content. Is it going to be do these different modalities. Video audio transcripts summaries the different ways that people will learn. Are you going to provide a membership site or are you going to deliver it through the mail. And I would say a good membership business should be able to take advantage of all of it. Now I'm saying I'm you know talking somewhat to additional role here. So with the digital rule that we have for online memberships especially you can't just rely on one media. You should be providing online content to your members as much as possible. You want to make sure that you know what if for some reason the Internet was to crash tomorrow you would still have a membership business that is just specifically tied to the Internet. At the same time. If people start using CDs which is quite possible that you're not just delivering the content just through CDs. Some people have given up completely on CDs and only using inby three players.

So you need to think through what are all of the ways that I can provide my content so that my members can consume the content in the best way that is for them. Let me ask a question to you again. You need to ask yourself what are all the ways that I can provide my content so that my members will be able to choose the best way to consume my content. That's a very viable question. You do that and you have a very strong long lasting content delivery system that isn't tied to just one specific mode or method. Now talking about content let's also talk about. What. Content do you have that you can repurpose. And here's what I mean by that. Just because you set something in January. Doesn't mean that your concept that you sit in January or a portion of your content that you said in January doesn't need to be repackage and sent out at a later time. It does. Just because you told your members once does it need. That doesn't mean they don't need to be told again. They do. Your members are going to constantly need to be told again and again and again. On your content. And so you should provide your content and repurpose it in such a way that you're providing it in a different means where you're providing it in a different context or you're really offering something to them that they may not have taken advantage of or keep track of those who consume this content they actually did take advantage of it. But then you've

got these members over here and they've not done this. They've not utilized this yet. So you offer it to them and then you offer these members something else that they not utilize.

And so. As you look at your content how Ask yourself how can I repurpose my content so that I can provide greater value to my members and not overwhelm them with constantly trying to provide new content to them. Now don't misunderstand me on this. I am not saying just send out the same thing to your members over and over and over. That is not what I'm suggesting. I am suggesting that you have to look at your content in such a way that your members need to receive it on multiple levels at different times and different contexts so that they can then begin to grasp it and take hold of it even more. They need to be told your content at different times. So I hope you understand that point. I'm not saying take advantage. Members do not do that but do. Repurpose your content and then. Let me ask you this question which is a question that I received before and one that is really going to help you when it comes to finding content. What content do other people have. That you can provide for your members. List. You don't have to be an expert at everything you're going to find out. There were some things that I'm not an expert at when it comes to everything. I'm going to share with you experts who are and who can help you in those areas where I'm not an expert. So don't be afraid to get other people's content with their permission and distribute it to your members.

Now your you may need to pay some sort of fee in order to do that in order to provide that content there may be copyright laws that you need to abide by in order to be able to do that. But other people could have content out there that you can take and then they will allow you to then provide it to your membership. And so ask yourself are there are holes in my calendar. Or are other opportunities in my catalog to bring in other people's content that would be better than the content that I provide. And give that to my members as a way to help build that value within their membership. So now you're exposing them to other experts and they see you as a resource that they can trust you when you make a recommendation. So other people's content can become very valuable to you as it is to your members and the value you provide to your members. Lastly this question I've received is how can you create recognition for your members. I want you to think about that. It's very important as you go through your concept that there is a recognition on investment but not just in the sense of recognizing their investment but there is a recognition on recognition on investment when it comes to what your members are achieving. I want you to reward your members find ways to reward your members for what they do. I'll give you just a basic example of how this plays out. Most of you may not know this but Starbucks has a membership. They don't call it a membership but they have a membership.

If you realize your Starbucks app they are constantly loading stars in your app and rewarding you with stars for every purchase that you make. And for every hundred twenty five stars that you get with your Starbucks app you get a free item from Starbucks whether it be a free drink or a free deli item whatever. And so they're rewarding you based upon their recognition of what you have spent at Starbucks very basic. How can you recognize your members with the steps or the path of success that you have that they are following. How can you be one of them and show them their achievement. How can you give them a pat on the back when they accomplish something. As a result of your membership How can you encourage them. When it comes to what they're experiencing in your membership maybe even for some of you. It's just a handwritten note saying thank you for being a member of your membership program and you're recognizing them for being on December and providing that opportunity for them. So I want you to think about how can you recognize people's achievements within your membership program. How can you encourage them to do that. How can you build them up and how can you spur the modeling continue in your membership business if you begin to answer these questions as we wrap up the consciences. And you answer these questions along with the content catalog the calendar and the content categories. You've got a strong healthy and solid. Membership content system for your membership business.