



**How To Create A Membership Site**

— Featuring —  
Daryl & Andrew Grant

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**How to Quickly Create An Automated Income From Membership Sites**



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**Do you love the idea of making the sale once and getting paid every month?**




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**What if we could show you a proven process to go from concept to cash in as little as 3 days?**




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**Here's what you'll learn**

- How our unique system works – and why it's possible to go from concept to cash really quickly
- How to choose the right topic for your membership site so you don't end up creating a dud
- Exactly what you need to build before you can start making sales



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**Here's what you'll learn**

- How to design a no-brainer offer that sells like hot-cakes
- How to “sell it before you build it” to test if your idea is a goer from the start
- How to build high quality content for your membership site in under 2 hours a week
- The best marketing methods to use
- How to turn it into a 7-figure business



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Who are we  
and why  
should you  
listen to  
us?



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### About Andrew and Daryl

- Management consultants for 15 years, swapping hours for dollars and working 7 days a week
- Set a goal to make \$10,000 a month passive income
- It wasn't until we discovered online marketing that things changed for us



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### About Andrew and Daryl

- In our first year online we made US\$250,000
- We've made millions of dollars since selling information products online
- We've done this without being "techie"
- It's mostly automated income (we make money while we sleep)
- It's given us our dream lifestyle



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# How our membership site system works



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## How our membership sites work

- Clients join for a monthly fee (\$49 - \$99 per month)
- You deliver weekly lessons using a password-protected system
- All new members start at lesson 1
- You get paid automatically every month until the client unsubscribes
- Clients stay longer if the lessons take them through the steps to achieve an outcome
- Members are more likely to buy other, higher-priced products from you



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# Drip-feed vs Traditional membership sites



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**Traditional (repository) site**

- You build content and load it into a password-protected members area
- You launch it once you have enough content and hope it sells
- Average lifetime of a client is 2-3 months
- Often members download all the content and then unsubscribe
- Or they are disappointed when only a small amount of content is added each month



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**We had no idea what we were doing when we created our first membership site!**



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**People asked us how we were making money online**



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**So we created lessons  
and sent them out as  
we built them**



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**Soon people were  
paying us for those  
lessons...**



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**...But it seemed crazy  
that people who waited  
and joined later got  
a lot more content**



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**So we started to  
“drip-feed” the  
lessons, one a week,  
as people joined**



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**Everyone who  
joined started  
with lesson 1**



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**An ah-ha from  
West Palm Beach**



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# How much can a membership site make?



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## Membership site income

At \$49 a month:

- 50 members                      \$2,450 per month
- 100 members                    \$4,900 per month
- 250 members                    \$12,250 per month
- 500 members                    \$24,500 per month
- 1,000 members                 \$49,000 per month
- 2,000 members                 \$98,000 per month



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# Who's excited?



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# Five steps to create a membership site



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## How to create a membership site

1. Choose a hot-selling topic
2. Plan and prepare your content
3. Prepare your marketing materials
4. Market your membership site in multiple ways
5. Upsell higher priced programs



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## Step One

# Choose a hot-selling topic



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**Starting with the wrong topic is like...**



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**No matter how much effort you put in, it's still a pig**



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# 5 Criteria for a hot-selling topic



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## Criteria for a great topic

1. People are **fanatical** about the topic, and willing and able to spend money on it



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THE CRANKBAIT MASTERCLASS



**Scientist Reveals: "How Anyone Can Take More Trophy Fish Using Crankbaits!"**



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# Case Study

## Greg Vinall

Memberships sites  
**WORKSHOP** How to Set up and Grow in Automated Income from Membership Sites

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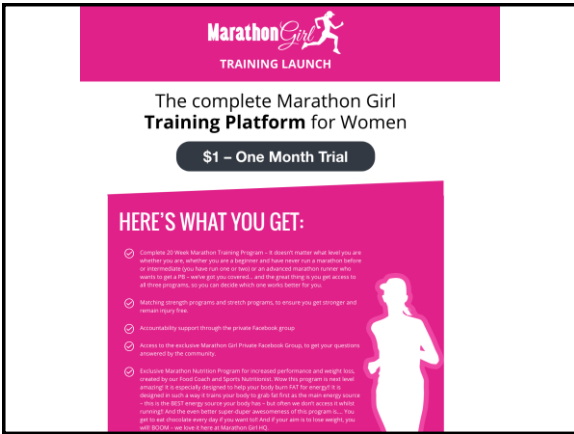
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**Marathon Girl**  
TRAINING LAUNCH

The complete Marathon Girl  
**Training Platform** for Women

**\$1 – One Month Trial**

**HERE'S WHAT YOU GET:**

- ✔ Complete 20 Week Marathon Training Program - It doesn't matter what level you are whether you are, whether you are a beginner and have never run a marathon before or whether you have run 100 marathons, all you need is an athletic mindset and you want to get a PR - save for your workout - and the great thing is you get access to all these programs, so you can decide which one works better for you.
- ✔ Coaching through programs and stretch programs, to ensure you get stronger and reach your goals.
- ✔ Accountability support through the private Facebook group.
- ✔ Access to the exclusive Marathon Girl Private Facebook Group, to get your questions answered by the community.
- ✔ Exclusive Marathon Nutrition Program for increased performance and weight loss, created by our fitness coach and sports nutritionist. While this program is new and amazing, it is especially designed to help your body burn FAT for energy, it is designed to make energy from your body so you feel like you are never running slower - this is the BEST energy source your body has - but when we don't access it AND we continue to eat the wrong foods, our body decomposes all the programs - then get to eat, it's horrible every day if you want it! And if your aim is to lose weight, you can't eat, you have to know how to eat properly!

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The Homeschooling Coach

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Download Your Homeschooling Coach Free Mini Kit

**DOWNLOAD**

**"HOW TO BECOME A HOMESCHOOLING PRO WITHOUT LOSING YOUR MIND!"**

You are not alone! Join today... for just \$1 for your first month



Hi! We're Kirra and Nicole, aka The Homeschooling Coaches. We know the homeschooling journey is not always as easy one. But we also know it's well worthwhile, and can be hugely rewarding when you get it right!

To help you on your way, we've created a weekly coaching program with loads of useful tips and resources. The parents we help absolutely love this program, because it helps with all the little day-to-day challenges.

*Kirra & Nicole*

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### Criteria for a great topic

- 1. People are **fanatical** about the topic, and willing and able to spend money on it
- 2. You are **outstanding** in your niche



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**COMMERCIAL PROPERTY JOURNEY**  
www.commercialpropertyjourney.com.au

**Here's How We've Built A Commercial Property Portfolio Worth \$11,450,000, With A Net Rental Income Of \$871,000 In Just 3 Short Years**

**COMMERCIAL PROPERTY JOURNEY**  
HELEN & JOHN FARBRANT

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**Autism**  
RECOVERY PROGRAM

**Has Your Child been Diagnosed with Autism?**

Join the Surge of Parents Learning to Treat their Child  
The Truth is Improvement is Possible

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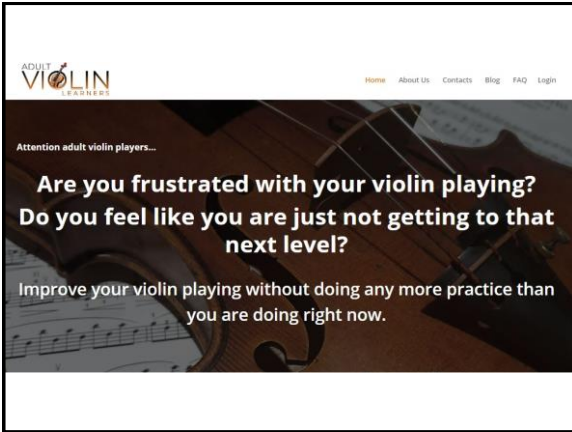
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ADULT VIOLIN PLAYERS

Home About Us Contacts Blog FAQ Login

Attention adult violin players...

**Are you frustrated with your violin playing?  
Do you feel like you are just not getting to that next level?**

Improve your violin playing without doing any more practice than you are doing right now.

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### Criteria for a great topic

1. People are **fanatical** about the topic, and willing and able to spend money on it
2. You are **outstanding** in your niche
3. You have a step-by-step system that provides a **tangible outcome**



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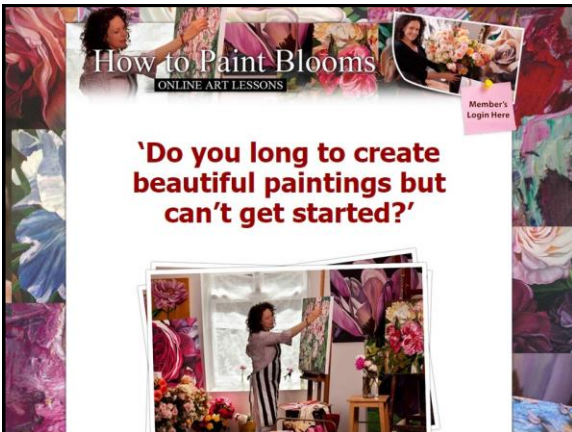
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How to Paint Blooms

ONLINE ART LESSONS

Member's Login Here

**'Do you long to create beautiful paintings but can't get started?'**

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[www.YourPersonalTrainerBusiness.com](http://www.YourPersonalTrainerBusiness.com)



**“How I Earn More Than \$100,000 per year as a Personal Trainer....AND Work Less Than 20 hours Per Week!”**

Since you're here, you've probably heard my story about how I now make \$100,000 per year as a Personal Trainer, working less than 20 hours per week.

It was truly amazing for me to finally achieve this—doing what I love and living the life of my dreams. Because it hadn't always been that way. For years I struggled to make ends meet and was earning just \$20,000 per year from my personal training business.




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**Web Marketing Wins** **Just \$1** For First Month  
(and we do the technical bit for you!)

**“We show you the best web marketing tips, tricks, tweaks, hacks, methods and techniques that people are using to make heaps of money with their websites  
*and*  
 we even install them on your website for you!”**

Have you heard about those websites that make heaps of money for their owners?  
 Have you ever wondered why yours isn't doing that for you?



Is your website making you money or costing you money?

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### Criteria for a great topic

- 1. People are **fanatical** about the topic, and willing and able to spend money on it
- 2. You are **outstanding** in your niche
- 3. You have a step-by-step system that provides a **tangible outcome**
- 4. You can easily find **potential clients**



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The Models Method Creator  
Simon Bowen

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**BLOG MASTERMIND**

FACT: Most bloggers are rewarded with little more than "chump change" for their time, expertise and efforts. Download My New Blog Profits Blueprint FREE and let me show you...

**"How To Earn US \$5000+ Per Month From Your Blog, 'Working' As Little As 2 Hours Per Day"**

Let me Take You 'Behind The Scenes' Of My Blogging Empire And I'll Show You How I make a Full Time Income Blogging Part Time...




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When I launched my first membership site I'd been a successful blogger for about 3 years, making a reasonable living – about \$5,000 a month.

I decided to release an info product, but I had many false starts. At Andrew and Daryl's workshop they did a really fantastic presentation on how to create and launch a membership site.

I took away that training and 3 months later I opened the doors to my own program. I had 300 people join in the first week. Financially that meant \$15,000 extra income – 3 times as much as I was making from blogging.

Andrew and Daryl, I have no hesitation recommending what you're doing with membership sites – you really have an insight into creating and launching membership sites that I don't think anyone else has.



**Yaro Starak**  
Entrepreneurs  
Journey Blog



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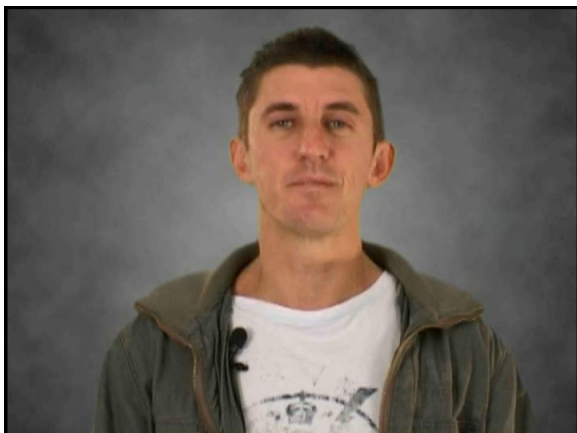
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### Criteria for a great topic

1. People are **fanatical** about the topic, and willing and able to spend money on it
2. You are **outstanding** in your niche
3. You have a step-by-step system that provides a **tangible outcome**
4. You can easily find **potential clients**
5. It's easy to create **content**



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Home Training Speaking Best-Selling Book Blog Login Contact About Us

"You're About To Discover How YOU Can Start An eBay Business From Scratch Today, And Start Earning While You Learn... Even If You're A Seasoned Seller or You've Never Sold A Thing On eBay Before."

You'll Learn How To Create Extra Streams Of Income Using Every Advanced Tip, Proven Strategy and Jealously Guarded Secret That Could Literally Turn You Into The Next eBay Success Story, Living The Life You've Always Dreamed Of... And You Can Get It All For Only \$49 A Month

eBay Has Given Nick His Dream Lifestyle & Security

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**"Helping You Become Time & Cash Rich With eBay"**

Home Training Speaking Best-Selling Book Blog Login

"You're About To Discover How YOU Can... Success From Scratch Today, And Start Earning While... You're A Seasoned Seller or You've... On eBay Before."

You'll Learn How... Income Using Every Advanced Tip, Proven Strategy and Jealous... Would Literally Turn You Into The Next eBay Success Story, Living...s Dreamed Of... And You Can Get It All For Only \$49 A Month

**\$15,000 a month**

eBay Has Given Nick His Dream Lifestyle & Security

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**FOUND FREEDOM YOU**

**Ever Been Stuck At The Same Income Levels and You Just Can't Seem To Breakthrough?**

Finally, here's your **step-by-step blueprint to identify and forever eliminate your subconscious blockages, re-programming you to financial success!**

If you've been stuck at the same income level for more than 2 years and just can't seem to break through, join the program that reveals the secrets that husband and wife team Andrew and Daryl Grant (and many others) used to break through their ceiling and **MAKE MILLIONS!**

We've loaded Money Freedom You with the most cutting edge strategies designed to **IDENTIFY** and **REMOVE** your subconscious blocks which are chaining and programming you at your current levels.

If you're wondering who we are, this website has been put together by a group of successful entrepreneurs from all industries and walks of life, who **think** differently from the norm, and are achieving **ASTUTELY** different financial results.

But what makes this site different is every single person in this program was **STUCK** for a long time at a certain level, and had to **BREAK-THROUGH** a ceiling that had been holding them back for years, decades in some instances.

Since you're here, it's likely you are wanting to shoot down the years of conditioning that is stopping you from earning more than your current income block states... what has your

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### Tips for a great topic

- Narrower niches work better
- Tangible sells better than intangible
- Don't choose a topic where you need to educate about the need for it
- People buy WANTS, not NEEDS
- Make it something you're interested or experienced in
- The opportunity to make money usually outsells other topics



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**EVERYONE can find  
a good membership  
site topic...  
even if you don't feel  
like an expert!**



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### Questions to help identify topics

- What is your area of expertise?
- What has been your greatest achievement?
- What are you most proud of?
- What has been your biggest ever challenge?
- What's the hardest thing you've ever done?
- What are you most passionate about?
- What else do you do in your spare time?
- What do you enjoy reading about?
- How would your friends and family describe you?



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## Step Two

# Plan and prepare your content



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# Come up with a “Big Promise” (that members will achieve in 12-15 weeks)



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## Planning your content

- Allow about 2 hours
- Plan “top down” – list the topics for your first 12-15 eclasses that lead to a tangible outcome
- After 12-15 weeks, give more advanced content
- Give enough content that members can apply it in 30 min - 2 hours a week and see progress
- Give activities that provide quick wins early, rather than starting with theory
- Don't be surprised if your plan changes once you start writing the eclasses



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## Prepare your first lesson



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### Steps to write your first lesson

- Brainstorm the key points and prepare an outline with 6-8 key points
- Write the headline (interesting and descriptive)
- Write the sub-headings. This builds the “skeleton” of your eclass, and makes the rest of the writing easier
- Write the text under each of the sub-heads. Keep paragraphs short. Use lists or bullets
- Put a summary at the start and end



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## Finish each eclass with a “big promise” of what’s in next week’s lesson



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**Three quicker ways to create content**



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**1. Record rather than write eclasses**



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**Recording eclasses**

- Prepare your eclass outline (6-8 points)
- Record yourself talking about the points using a voice recorder like Audacity
- Have the recording transcribed and edited (Tip: give the editor your outline)
- You can also have them produce a one-page summary
- Deliver as audio plus text (more value)



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## 2. Interview experts



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### Interviewing experts

- Ask them (I'm the editor of...")
- We don't pay for interviews
- Send them the questions beforehand
- Record using Skype or Zoom
- Allow the expert to promote their business at the end of the interview



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### Expert Interview Questions

- Tell us about you and what you do
- Tell us about the people you help / problems you solve (expand on answers)
- Tell us about your method and how it works
- Tell us about the successes you've had
- If people want to find out more about you where can they go?



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**Yaro Starak**

**Interviews Club (Monthly Plan)**  
**\$29/month x 12**

PAY MONTHLY and receive membership to "Yaro's Exclusive Interviews Club" with **Action Plans, Transcripts, Show Notes** and **3 Bonuses**, delivered over 12 months.



**YARO'S EXCLUSIVE INTERVIEWS CLUB**  
 Plus Bonuses!

**GET STARTED**

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# 3. Buy and repurpose PLRs



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## Private Label Rights

- Search Google for PLRs on your subject
- Check the terms and conditions
- Ensure you can edit them and claim authorship
- Quality and price vary widely
- Buy several PLRs and combine them



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# Step Three

## Prepare your marketing materials



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### Marketing materials

- Offer
- Offer page



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### Offer



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### A great offer

- “I’d be stupid not to buy it”
- Deliver exact solutions to specific problems
- Show how they will make or save more than the cost of the program
- Include bonuses (low cost, high value)
- Reverse the risk, eg have a guarantee
- Add urgency and scarcity



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### Urgency and scarcity

- First month for \$1 – limited time offer
- Half price charter membership for the first 100 members
- Extra bonus – limited number or limited time offer



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### Offer page



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### Offer page components

- Headline
- Story
- What's in the program
- Price
- Urgency and scarcity
- Money-back guarantee
- Join Now buttons
- Testimonials



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### Example



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### Step Four

**Market your membership site in multiple ways**



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**Warmer Traffic  
means  
Higher Conversions**



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**Marketing methods**

- One-on-one 80-100%
- Stage presentation 40-50%
- Webinar 20-30%
- Emails to own or JV list 10%
- Offline free publicity 5-10%
- Facebook and other SM 1-5%
- SEO 0.5-1%



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**Let's look at two of  
these in more detail**



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### Email marketing

- Email your list or a JV list
- Use a “launch process” with a defined end date, eg a 7-10 day launch period
- Send 3-4 marketing emails over the launch:
  - Announce the offer
  - Answers to FAQs
  - Feedback from new members
  - Last chance to join



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### Email marketing

- Use urgency and scarcity during the launch to maximize the number of new members, eg first month for \$1, half price charter membership, special bonus
- Relaunch every 6-8 weeks (either use the same offer, or test different urgency and scarcity offers)



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### Facebook Marketing

- Create a Facebook business page for your membership site
- Post videos or do regular Facebook lives about your topic
- Promote videos to a cold audience (people in your target market who haven't yet heard of you), to create a warm video view audience
- Promote image ads to your video view audience with a call to action for your launch



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# Step Five

## Upsell higher priced programs



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## Here's how to turn your membership site into a 7-figure business



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## 1. Sell a mid-priced program off a webinar



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### Mid-priced program

- Ideal price point \$997 or 4 x \$297
- Two ways to create a mid-priced program:
  - Package up 12 months of lessons from your membership site
  - “Sell it before you build it” and offer a series of 6-10 live webinars
- Add bonuses that are high perceived value, but low cost and easy for you to deliver



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### Bonus examples

- Guides, workbooks, checklists, templates
- Support (email, Skype)
- Screen capture videos for technical things
- Vouchers for done-for-you components (eg build your website, critique your copy, etc)
- Swipe files (eg successful marketing)
- Tickets to a live event
- Live Q&A call



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## Add an Action Takers’ bonus for urgency and scarcity



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# Example

# Warren Black



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# Warren Black



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## “How to Legally Reduce Your Tax, Grow Your Wealth, Get More Cash Flow and Protect Your Assets”

Here's what you get in the "How to Legally Reduce Your Tax and Protect Your Assets" pack:



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## Contents

- 7 Live Training Webinars:
  - The basics of minimizing your tax – key foundations
  - 7 Things your accountant never told you about how to minimize your tax
  - Introduction to protecting your wealth – companies, trusts, super funds, and how they work
  - 7 simple yet cost effective, advanced strategies to protect your assets, that your accountant never told you about
  - Superannuation – why it's a "must have" for anyone over 40 and how you can use it to build your wealth super-fast
  - The Online World ... how to set up your own company, trust, Self Managed Super Fund, Will or any legal document online
  - A beginners guide to financial freedom
- Training Guide
- 3 Checklists:
  - Tax Deductions Checklist
  - Asset Protection Checklist
  - Investment Strategy Checklist
- Tax and Asset Protection Live Review

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## Results from 7 webinars

- \$197 per month for 4 months
- 811 registrations
- 296 attendees
- 60 upfront sales, 8 upsells
- Total ad costs \$4,123.19
- Total income \$60,548
- Profit \$56,424.81



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**Tip: You can automate the webinar once you have refined it**



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# Example

## Liz and Andrew Dunoon



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**Note: you can also run the same webinar live every week**



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# Example

## Kerry Fitzgibbon



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### Results

- FB marketing webinars, over 43 webinars:
- 4,450 registrations (43%)
  - 1,354 attendees (30.4%)
  - 199 sales (14.7%)
  - Total ad costs \$20,373.41 (\$4.58 per rego)
  - Total income \$174,381 (\$39.19 per rego)
  - Profit \$154,007.59 (756% ROI)



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## 2. Sell a high ticket program at a live event (\$10k - \$50k)



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### High ticket programs

- People who buy your membership site or mid-priced pack are most likely to buy your high ticket programs
- Ideal price point is \$1,997 per month for 13 months, or \$19,997 for paying in full up front
- Sell at live events
- Make it exclusive, and by application
- We have done almost \$50m in sales of high level coaching in the last 13 years



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### Example

# Ben and Sheri Jones



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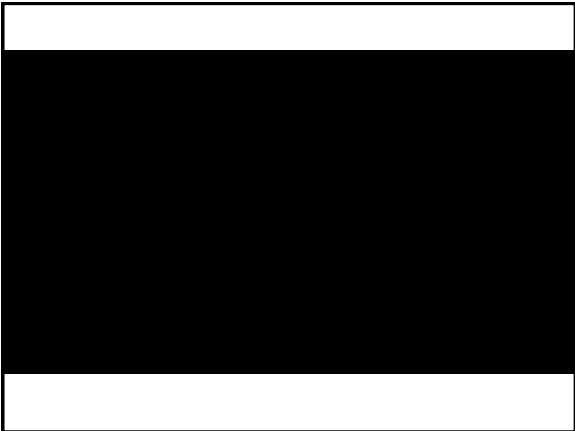
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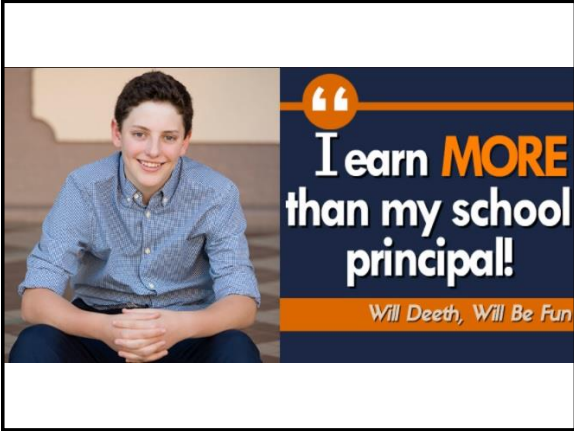
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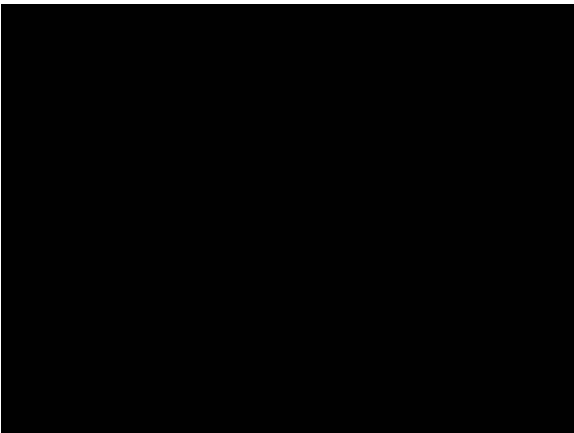
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**High ticket coaching income**

At \$1,997 a month:

- 10 members                      \$239,640 per year
- 20 members                     \$479,280 per year
- 50 members                    \$1,198,200 per year
- 100 members                  \$2,396,400 per year



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**If you knew you could  
be financially free in  
12 months what would  
you be prepared to  
do?**



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