



Membership Profits

- CHECKLISTS -

#5 Membership Site Content Calendar Checklist



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Checklist #5

Membership Site Content Calendar Checklist

The Membership Site Content Calendar Checklist



One of the requirements of running a membership site is that you're going to need to create a lot of content. This is particularly true if you run a traditional monthly membership site, where you need to create new content on a regular basis. But this holds true even if you're running a one-off payment vault site or fixed-term membership site, because at the very least you should be contacting your members weekly by email to offer them additional offers and solutions.

All of this can feel a little overwhelming if you're new to running a membership site. Fortunately, you can make the whole process a lot easier by using this content calendar checklist. Take a look...

Step 1: Determine How Much Content You'll Need

The first step is to figure out exactly what you'll need for the next six to twelve months. Ask yourself these questions:

- How much content will you need in terms of lessons, reports or other products? HINT: Depending on your membership site model, you may be offering new content as often as once per week, or at a minimum of once per month.
- How much content will you need for your mailings? Generally, you should plan on emailing your lists at least once per week.
- How much content will you need for bonus products? If you're sending member-retaining bonus reports or similar products, be sure to note them on your list.
- How much content will you need for other activities, such as posting on members-only forums? Again, the minimum here would be once weekly, but may be as often as daily.



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For example, you may decide that for the next six months (24 weeks), you're going to create the following content for your site:

- 24 training modules, which you deliver one every week.
- An email that you send every week to announce the new module as well as promote a related offer (24 total emails).
- Three bonus reports and three bonus videos (six total), which you deliver on a monthly basis to retain members.

The above questions will help you determine how much regular content you need just to run your membership site. However, you may need extra content to promote offers on the backend. So answer these questions:

- What other related offers will you promote to your audience?
- Will you be launching any new products?
- Will you be holding any special sales, like a flash sale or dime sale?
- Will you be running a contest, offering a webinar, or any other special event?
- What products and services will your partners be launching (that you'll want to promote)?
- What holidays or other events do you wish to observe?
- What other time periods are important to your niche? (Example: New Years is a good time for those wishing to stop smoking to make a resolution or lose weight.)

While you're brainstorming and answering the questions, write down any other event or activity that you may want to write to your customers about.

Next...

Step 2: Decide How You'll Create The Content



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Next, you need to decide whether to create this content yourself, hire a freelancer to create it for you or purchase PLR (private label rights) products as a base for creating products. If you want to use PLR products, I'll put a list of really great resources at the bottom of this checklist.

Take note that you may do a combination. For example, you may decide to write the emails yourself, but hire a freelancer to create the lessons (or vice versa).

Step 3: Define Your Time Frames

Now that you know who's creating the content, you need to figure out how long it will take to create each piece. Specifically:

- Determine how long it will take you to create the pieces you intend to produce yourself. Then whatever date you determine as your deadline, add in a cushion of several days to account for problems, content that takes longer than you thought, illness, etc.
- Find out the turnaround time for those pieces being created by freelancers. Again, add in a cushion on what the freelancers tell you as their estimated delivery dates.

NOTE: Life happens. A freelancer misses a deadline, you get sick and miss a deadline, etc. That's why you'll want to build a cushion into your content calendar. Plan so that you're always at least a month ahead in terms of content creation, so that you never accidentally miss a deadline with your customers (which can destroy your credibility and trustworthiness).

And finally...

Step 4: Develop Your Calendar



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Now that you know exactly what kind of content you need and how long it will take to create it, it's time to develop your calendar. List the following on your calendar:

- The exact day you intend to complete each piece of content (or the day your freelancer will complete it). Again, aim to complete each piece at least a month before you intend to deliver it to your customers.
- The exact days you intend to work on the pieces you want to create yourself. Be sure to assign not only the exact days, but the number of hours you'll work. That way you don't accidentally schedule something else over your work time, such as a dentist appointment.
- The exact days you intend to deliver each piece of content. If the content is somewhat flexible (e.g., it can be delivered any time within a two week period), then note this on your calendar. In general, it's a good idea to deliver flexible content earlier rather than later, as that gives you a chance to send out a reminder near the end of the time period.

NOTE: As you complete content, you can upload and schedule it if you have the tools to do so. For example, many membership scripts allow content scheduling. If you're using WordPress and delivering blog content to members, you can use a content scheduler plugin such as <https://premium.wpmudev.org/project/scheduled-content/>.

In Sum...

Ever heard the saying, "If you fail to plan, then you're planning to fail?" That saying definitely applies to running a membership site, which is why you'll want to plan out your content creation and delivery calendar at least six to twelve months ahead of time. And you just



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reviewed the checklist that shows you how to do it, so put this tool to work for you today!

Private Label Rights Resources

Coach Glue – Workshops & Planners <https://nams.ws/coachglue>

White Label Perks – Articles, Email Autoresponders, Planners, Blog Content and Graphics <https://nams.ws/wlp>

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