



Membership Profits

- CHECKLISTS -

#14 The Members-Only Content Checklist



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Checklist #14

The Members-Only Content Checklist

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As you're setting up your membership site, one of your big priorities is to create content that keeps your members coming back for more. Your marketing research will help you determine what topics are in-demand in your niche. And this checklist is your key to delivering this content in the formats that your members will love.

Check it out...

Answered Questions

The reason sites like Quora.com are so popular is because people love to ask questions and get solid answers, particularly from experts.

Why?

Because simply searching for information online is a huge chore. You need to read countless pages just to find the answer. And then you need to determine which content is reliable and which isn't. Plus, you'll also get conflicting information, even among experts. And that's why your members will love getting solid, straight-forward answers from you on topics of interest.

You can do this multiple ways, including:

- Doing your market research to determine popular topics in your niche, and then creating a FAQ based on these topics.
- Soliciting questions from your members, which you answer in a weekly "Ask the Expert" feature on your member blog, forum or newsletter. Or you might even offer it as a downloadable report.
- Encouraging members to post their questions on the members only forum or group, which you then answer.
- Answering questions live during a group coaching session webinar



Next...

Behind-The-Scenes Case Studies

A lot of the content that people read details the “how to” steps of a process, but it never really gets into if or how well something will work. You can provide this information for your members in the form of a case study, which gives your members real-world results. Plus, a case study often provides strategies and tips not found inside a typical how-to article.

For example, you might offer members of a marketing site weekly case studies on how well certain pieces of a marketing campaign convert. To make it even more engaging, you can ask your members to guess which test object converted better. (E.G., Which was more profitable: Headline 1 or Headline 2?)

Laymen Explanations

Depending on your niche, your members may be trying to absorb some pretty high-level information such as articles posted in peer-reviewed journals. This type of content is generally written for other scholars in a particular field, so the average lay person struggles to understand the impact of the article. You can do your members a great service by explaining the content in lay terms.

For example, let’s suppose you run a weight loss membership site. A scholarly article on the topic of metabolism may discuss science terms that are unfamiliar to most people. The article may also go into details of the experiment, including the statistical result.

None of this makes sense to the lay person, who just wants to know, “How do I increase my metabolism?” You can break the article down into lay terms, with a specific emphasis on what your members can do to increase their metabolism.

Next...



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Infographics

Another way to simplify complex, data-heavy topics is by providing the information in the form of an infographic. So instead of listing all sorts of facts and figures for your members in plain text form, you can offer visual representations of this data, which makes it easy for members to consume.

For example, you might provide an infographic that shows copywriters which parts of their sales letters to focus on in order to produce the biggest boost to increase conversions (e.g., the headline, the call to action).

Motivational Stories

While people want and need the “how to” information in order to start getting results, they also need a good dose of motivation to get started and keep going. You can provide this motivation in the form of motivational stories, such as article or videos highlighting successful others in the niche.

TIP: Showcasing your own members' success stories is really effective, as it shows what people can do with the information you provide. For example, if you have a weight-loss site, then you might showcase a member's results after three months of following your dieting advice.

Next idea...

Video Demos

Reading how to content is one thing, but seeing exactly how to perform an action is even better. That's why you'll want to consider offering video demos to members.

For example:



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- A demo showing how to install and customize a WordPress blog.
- A demo showing how to refinish kitchen cabinets.
- A demo showing bodybuilders the right way to do squats safely.

Next...

Tools

Another type of content your members will really enjoy is anything that will help them take action on what they just learned. These tools may include:

- Checklists
- Worksheets
- Cheat sheets
- Planners
- Spreadsheets
- Templates
- Swipes
- Apps

And similar items.

For example, you can offer members of a blogging site items such as:

- Article templates.
- Title swipes.
- Publishing planners.
- Set up checklists.
- Niche worksheets.

And other useful tools.

Here's another idea...

Live Events



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People tend to place a higher perceived value on live events, and that's especially true when the members get live access to an expert. That's why you may consider holding live events such as webinars for your members. As an added bonus, you can offer the recordings and replays to future members.

For example:

- Invite other niche experts for interviews.
- Do group coaching sessions with your members.
- Present actionable information on specific topics of interest to your members (e.g., "how to get out of credit card debt").

Conclusion

Giving good information to your members is key. But providing this information in an engaging, entertaining and easily consumable way is also important if you want your members to remain members. So engage your audience and keep them coming back for more by using the different formats you just learned in this checklist!



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