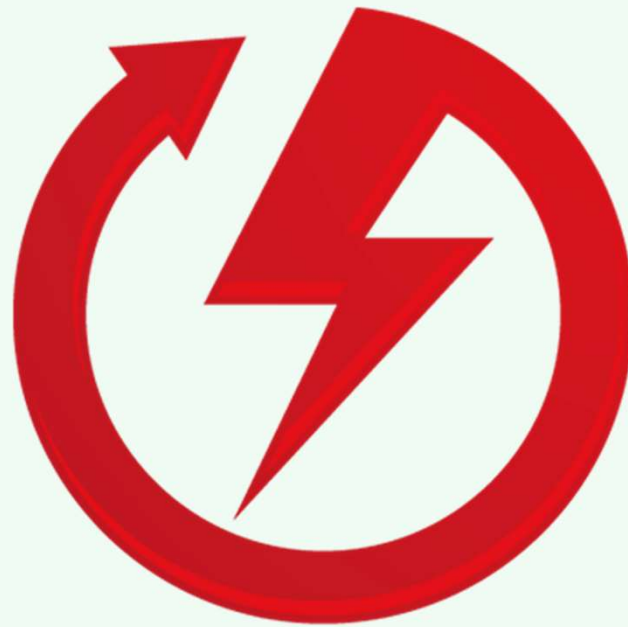


How to Generate *More Sales* From Your Membership *Without Creating More Work*

With Scott Whitaker



BONUS:



Recognition & Achievement

- Motivate
- Create community
- Fulfills the purpose of your membership
- Sets a goal
- Creates movement (not stagnant)



Let's Talk About Your CONTENT



Seven Membership Multipliers

1. Content
2. Assimilation
3. Marketing
4. Retention
5. Ascension
6. Strategy
7. Leadership



Content Multiplier

- What you provide your members
- When you will provide it to your members
- How you will provide it to your members



Content Multiplier

- Content CATALOG
- Content CATEGORIES
- Content CALENDAR



Content Catalog

- Get giant post-it paper
- Write down everything you provide!



Content Catalog



Have a **MULTIPLIER** Strategy



4 Ways to Generate MORE SALES From Your Content (Without More Work)

- Repurpose
- Reframe
- Recycle
- Resell



Multiplier Strategy: REPURPOSE

Putting the same content in different forms of media.

- Blog
- Article
- Digital Book (E-book)
- Cheat Sheet
- Checklist
- Templates
- Podcast
- Masterclass
- Video tutorial
- Book
- Emails
- Videos
- Course



Multiplier Strategy: REPURPOSE

No additional work!



Multiplier Strategy: REFRAME

Putting the same content in a different framework.

- Time of year (season)
- Circumstances
- Audience
- Subject matter



Multiplier Strategy: RECYCLE

Putting the same content in a different in the same place.



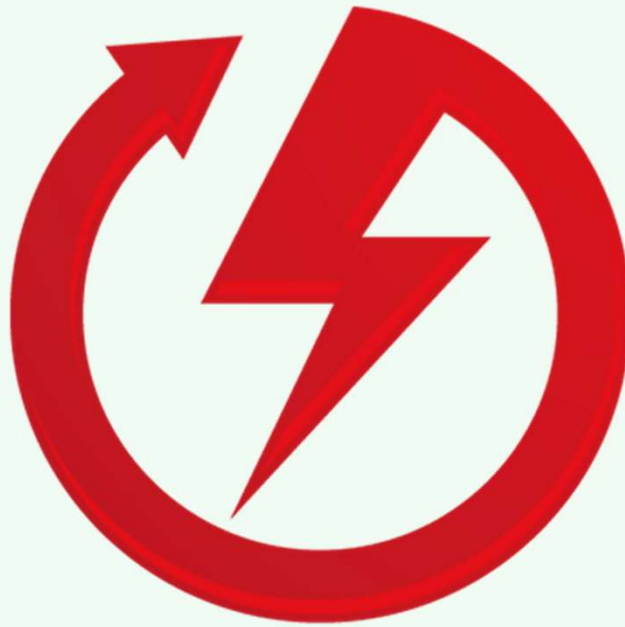
Multiplier Strategy: RESELL

Selling the same content in a different package.

- Version 2.0
- Updated
- Media (CD, download, DVD, event)



POWER MULTIPLIER



POWER MULTIPLIER

- Sell it!
- Create a trial membership
- Use as a “Prospect Attraction Tool”
- Ads
- Nurture your audience

Use again and again and again!





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