

Welcome To

Online Income Partners

**Work just 4 Hours
a Week for Only 8
Weeks Total to...**



**Earn an Income that
Keeps Coming In
Month after Month!**

Wealth Building Training Lessons

“How to Build a Membership Site”

A Repeatable Money Making Machine

How will the Live Classes work?

1. You must take notes to work from during the week.
2. You'll be given many assignments to complete during the week. It will be a very quick paced course in order to get your product up and making money in a short time which is our goal.
3. We will go over all the instruction required for you to get started on each weeks assignments.
4. We'll pair you off with another student to contact during the week should you need help or motivation. Be sure to share each others email addresses before you leave here today. If you want to share phone numbers that will be totally up to you. We expect you to contact each other at least once during the week to compare note or more if you choose.
5. You'll report at the beginning of the next weeks class on how you did in the previous week so we can critique and assist you.

How will the Live Classes work?

6. You must keep up with the class as we cannot slow down or cater to anyone who falls behind. This would affect the entire classes progress. You can catch up during the week. If you fall behind each progressive weeks classes will not be as effective for you.
7. Each week's recordings will be posted on a webpage we'll give you to refer to during your live training. They'll be posted within 2 days of each class. We'll email you the location when their up.
8. Once your product is ready to begin selling we'll guide you through the process of marketing it while you're still completing your training videos.
9. We will be having a Q & A segment at the end of each class so be sure to save your comments until then.
10. You understand that all lessons are being recorded and used for future training, courses and marketing purposes.

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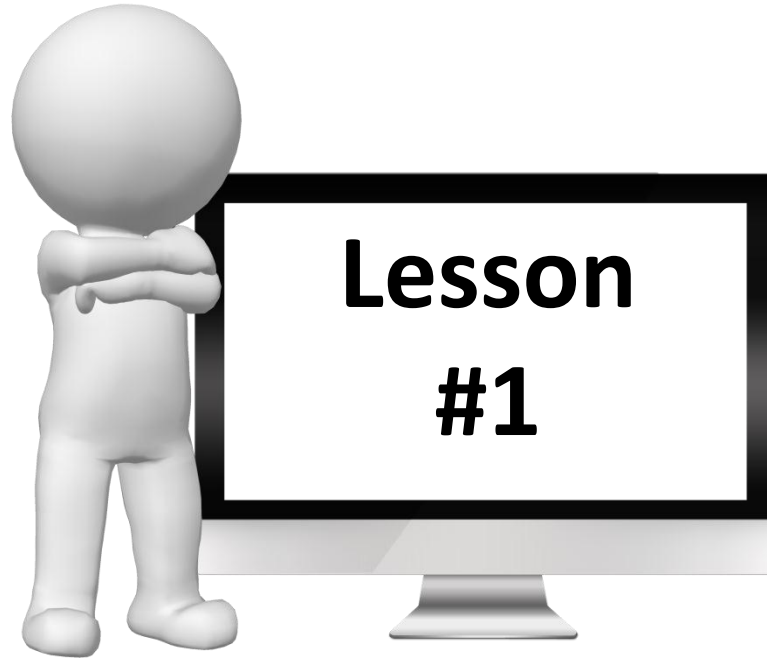


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Lesson

#1

What we're going to do in this weeks lesson

- Inventory
 - Choosing a topic
 - Test it
 - Decide on freebies
 - Bonus products
 - Finding the experts
 - Assignments
 - Q. A.
- Product format
 - Name it
 - Domain name
 - Create an outline
 - Find your USP

What is an Information Product?

Do I purchase any?

It's just what it sounds like.

It's information that has been compiled into a product such as a:

Newspaper

Paper book

Course

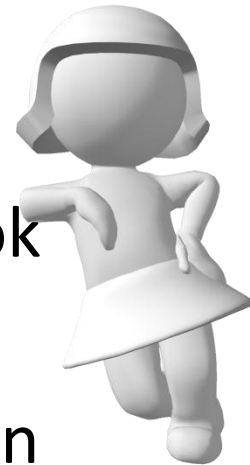
Membership site

Magazine

Audio book

Interview

Association



What's a Membership Product?

- A product that is sold and delivered through a daily, weekly monthly or even an annual delivery.

Newsletters

Of the month clubs

Subscriptions

Software applications

Directories

Reviews

Newspapers

Fan clubs

Courses

Associations

What's the Advantage of an Information Membership Product?

1. Easy to set up!
2. Easy to manage!
3. Self-sustaining / Automated
4. Easy to market!
5. Easy to make money!
6. Repeatable



Inventory

What tools do you have now?

Here's what you'll need as we go:



- Webpage or Blog
- Web or Domain name
- Payment processor
- Auto responder
- Microphone (*quality sound*)
- Cam (*quality picture*)
- YouTube site (*for hosting vids*)

Format - Who will Author it?

Can you write it yourself?

What are you knowledgeable in?
Are you considered an expert or guru?
Will others see you as the expert?
Do you have the knowledge others will pay for?
What do you know about the topic?
What do you still need to know?
Can you get enough content to write it?
Will it be spectacular enough for someone to want to buy?

PROS: No setting appointments for interviews
Quicker to build
Can direct the product the way you want

CONS: You are the only expert
Must rely on your own advertising efforts

Will you require experts?

Who are the best experts in the field?
What makes them an expert?
Who is writing a book on the subject?
Who has the largest followings on the topic?
Who will bring in the biggest interest if they participate?
What can they bring to the table?
Knowledge? Fame? Credibility? A big following?

PROS: Use of their name & pulling power
Joint Venture / Affiliate possibilities
Perceived as a better value since there are multiple experts.
You become an expert through association.
Can be done on “any” topic.

CONS: Takes a little more work interviewing
May not be able to steer it exactly as you like.

Choosing a Topic

Personal preference

- Does it motivate you?
- Is it a passion?
- What do you love?
- What would you like to share with others?
- What are you really good at or have more knowledge of than the normal person?
- What would you like to write about or learn?
- Will you enjoy the trip? (*Is the end result worth it?*)

Is it Already a Popular Topic?

Popularity

Here are places you can test out its popularity.

Magazines.com: http://en.wikipedia.org/wiki/List_of_occupations
<http://www.ehow.com/search.html?s=toaster&skin=corporate&t=all>

Google Search: Are there similar topics or products being advertised or sold?

Forums: <http://groups.google.com>
<http://groups.yahoo.com>

Ebay.com: Are there similar products being sold?

Is it Sellable?

Would you buy it?

- If your searches show lots of related items for sale then there's obviously customers buying them.
- Be sure to make your product worthy of someone wanting it. **Would you?**
- Is it information that will fill their need?
- What would be the benefit for the reader to read your book or buy your product?

Is it Niche Enough?

Is it too Niche?

- Is it a growing or shrinking niche?

(Computers are growing – video rental stores and the pay telephones are shrinking)

- Be careful that your niche or target market is not too small so you can make a nice profit but not so large that you get lost in the shuffle and huge competition.

Google: At least 1,000,000 searches - At least 2 – 3 keyword searches

Ebay, Amazon: At least 2 – 3 information products being sold

Are there other similar sites?

Is there an association?

Are there Forums and/or Blogs talking about it?

Magazines?

Is it Niche Enough?

Is it too Niche?

- Are there burning questions on forums in that market?
- Are other advertisers spending money on PPC ads in that market?
- Virtually all of those questions can be answered with a Google search, or by looking on Clickbank to see how other products are selling.

Every motivation falls into one of these 5 categories.

Gain: Visitors want to gain some kind of advantage, whether financial or personal.

Pain: Visitors want to avoid some kind of pain like losing assets, or their health.

Pleasure: Download their favorite music file, meet someone online, improve their sex life.

Doom & Gloom: Fear of getting sick by drinking unfiltered water, or supplies in case of a terrorist attack or natural disaster. What scares them into purchasing?

Controversy: They want to read the latest gossip, or to learn about a theory or practice that others may disagree with, etc. Controversy sells!

Does your membership site topic cover one of these points?

Is it a Must Have?



- **Does it solve an immediate problem?**

My kids driving me crazy, help!

A teen with a pimple on her face just before Prom.

- **Teaches something needed?**

A newly divorced man that has no idea how to get into the dating scene again.

- **Delivers on the solution?**

A frustrated dog owner whose dog won't stop barking and keeps the neighbors up.

- **Has an immediate return?**

Miracle technique to alter a wedding dress to fit perfectly.

Can it have a Great Freebie?

Give before you get!

“In the Race for Leads it’s much easier to Attract Leads rather than Attack them.”

How do you Attract them?

Giving and sharing content attracts

- Content gets More sales
- Content gets More leads
- Content gets More interest



The Law of Giving –

“You can get anything you want in life if you are willing to give others what they want.” Zig Ziglar

Is it Sharable?

We share what we like.

Is your topic and content good enough that people will want to share it with friends and family?



- Just like a great magazine article that someone may share with you. If you like the article then you may also subscribe to the magazine as well.

It can work the same way with your membership site.

Can it be Sponsored?

Pepsi-Cola, Nike, Ford, Domino's, HP, Sprint

Your Product or membership site can be

Sponsored By

a Corporation, Non profit Organization, School or just about anyone if you share the same or similar message or target audience.

The benefits can be staggering!

Can you Over-Deliver?

Added value or bonus products go a long way

- Added transcripts of the videos
- Forms or charts to use with the program
- An additional eBook
- Audio mp3s
- Quick pocket-sized reference guide
- Handy carrying case
- 24 hour answer hotline

Name it

Power words

Prefix -

Main topic -

Suffix

Powerful

Healthy

Leading

Secret

Masters

Organic

Six figure

Healthy

Smart

Wise

Elite

First

Breakthrough

How-To



Inner circle

Guru

Experts

Workshops

System

Secrets

Report

Legend

Owners

Tips

Renegade

Case studies

Solutions

Methods

Test it

Test the market before you start

- Are others selling similar products?
- **Wordtracker:** www.wordtracker.com: shows how many people have recently searched a specific term and similar terms.
- **Ebay:** <http://listings.ebay.com/> : find the topic / click advanced search then completed listing to see the popularity of the items sold.
- **Clickbank:** <http://www.clickbank.com> - go to market place. Type in a topic similar to yours and see how many people have bought them. Also check the price of the average item. If your product sells for \$150 and the average product sold is only \$3.00 then you may have too expensive a product for that marketplace.
- **Warrior Forum:** How many views does each topic have? This site will relate mostly to marketing and money making products and programs.
- **Google search:** Type in your type of product and see if there are others or similar products being sold. Is it real popular, somewhat popular or non-existent. This shows you the need or desire for it.
- **KeywordSpy:** <http://www.keywordspy.com> – A great tool to find search volumes and CPC that we will use a lot later on. *(example on next page)*



child behavior

United States

Search

Domains
 Keywords
 Destination URLs
 Ad Copies
 ?

Category ▾

Keyword: child behavior

Vol: 165,000/mo CPC: \$1.52

Overview

Ads (53)

Related (1,000)

Similar (149)

Misspell (10)

PPC Competitors (39)

Organic Competitors (19)

Keyword Statistics

PPC Advertisers:	39	
CPC:	\$1.52	
Search Volume:	165,000/mo	
Search Results:	N/A	



Related Keyword Overview

Related (1,000)	Search Volume	CPC	Related	Search Volume	CPC
parenting	1,830,000/mo	\$1.45	antisocial behavior in children	1,900/mo	\$1.01
bad behaviour in children	4,400/mo	\$1.14	behaviour problems in young children	720/mo	\$1.96
child behaviors	33,100/mo	\$1.37	discipline children	60,500/mo	\$1.42
child discipline	49,500/mo	\$1.21	child behavior disorders	8,100/mo	\$1.80
parenting skills	18,100/mo	\$1.78	discipline kids	27,100/mo	\$1.37
behaviour children	165,000/mo	\$1.39	defiant children	18,100/mo	\$1.59
behavior problems	135,000/mo	\$1.80	childhood behavior	27,100/mo	\$1.78
child behavior problems	18,100/mo	\$1.98	parenting teens	0/mo	\$0.05
disciplining children	14,800/mo	\$1.19	behavior modification	74,000/mo	\$2.51
children discipline	60,500/mo	\$1.41	behaviour management in young children	210/mo	\$1.59

Get a Domain Name

Order it during the week.

- A Domain name is not required but more effective.
- Pros:
 - Search engine searches
 - You own it
 - More professional-legit
- Cons:
 - You have a small yearly fee
- *You can get your web-host started also if you wish...* or do it in week 2. I prefer using Host Gator for both Domain Name and hosting to keep everything in one place.

Ordering a Domain Name

Host Gator: <https://register.hostgator.com/>

Yahoo domains

GoDaddy

You'll need to keep testing different combinations until you finally find one that's available.



Domain Name	Availability	Price	Buy Now
findyhourtitlehere.com	✓ Available	\$12.95 - 1 Year* ▾	Add To Cart
findyhourtitlehere.biz	✓ Available	\$12.95 - 1 Year* ▾	Add To Cart
findyhourtitlehere.org	✓ Available	\$12.95 - 1 Year* ▾	Add To Cart
findyhourtitlehere.info	✓ Available	\$12.95 - 1 Year* ▾	Add To Cart
findyhourtitlehere.net	✓ Available	\$12.95 - 1 Year* ▾	Add To Cart
findyhourtitlehere.co	✓ Available	\$29.95 - 1 Year* ▾	Add To Cart
findyhourtitlehere.me	✓ Available	\$15.00 - 1 Year* ▾	Add To Cart

Create an Outline

Building your blueprint (Details in Lesson #2)

- Start form the end result and work backwards.
- If it were the best product imaginable; what would it have in it?
- What would catch your attention on an sales page?
- What additions or Bonuses would it have?
- What kind of experts would be in it and what would they speak on?
- Now build it!

What are the major issues or problems people are having?

Choose at least 12 major points (one for each month) of interest covering everything people will want to know. One topic per Expert.

Expand on the points of interest to 3 or 4 sub categories.

Each expert will cover these three to four points for a 40 - 45 minute interview.

Start the interviews with the most interesting topic first. This will keep your excitement and can give you a great sample interview for advertising.

Here's an Outline for the Outline

1. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

2. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

3. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

4. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

(Continue for all twelve months)

Find your USP

Unique Selling Point

- USP - The reasons why you are better or different than your competitors.
- Yours is the biggest, fastest, funniest, quietest, slimiest, brightest, tallest, least expensive or best in the entire world.
- This is where you get to toot your own horn.
- If you don't toot it, no one else will and your clients will go where the tooting is best.

Make a list of what sets you apart and better than others.

Read your list and see if you believe you.

Can you prove it?

You in 10 seconds or less

Imagine you're going from person to person at an influential business event introducing yourself and what you do for work. You want to make as many contacts as possible and they can only listen for ten seconds. What would you tell them?

Elevator Speech

If you met someone in an elevator on the first floor of an office building and you had until they got off on the 5th floor to give your story what would you say?

Finding the Experts

Get emails or contact info on 30 of them

Using HARO: <http://www.helpareporter.com> “Help A Reporter Out”

Google search: Do a search to see who seems to be the expert.

Amazon.com: Search authors & who do they refer to in their books.

Forums: <http://groups.google.com> <http://groups.yahoo.com>

Ezine articles: www.ezinearticles.com

Associations: Check who is teaching – Possibly even ask them.

Magazines: Who are the authors.

Newspapers: Who writes the columns.

Linked In: Check the forums, who are authors & number of followers.

Blogs / Websites: Larger blogs and who people constantly refer to.

Conventions: Find out who spoke at them, whose running webinars or workshops.

Ask them: When all else fails. Ask any of the above who they feel are the experts in the industry and research their results.

Summary

Take enough time to choose the proper topic and test it before you decide to move on.

It's all in the name.

Is it exciting, helpful or answer a need?

Will you be able to get interesting experts or

Will your own knowledge have enough pull? What will make your product stand out or different?

Would you want to buy it yourself?

Assignments

- Choose a Topic
- Urgency
- Choose a product name - Test it
- Domain name
- Order your domain name
- Create your outline topics and sub topics
- Keep in mind freebies & possible bonuses
- Research and list 30 Expert contacts for interviews
- Check its Popularity
- Niche
- See if it's available
- Work on your USP

Q. A.

