



Product Pipeline System Module #1

Residual Income Reports: How To Create Your Own Monthly Continuity Program

By



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Introduction

You've heard that continuity programs – like membership sites – are among the best ways to make money online. That's because –

**Your members pay their membership fees every month,
so you have money coming in without any additional selling on your part.**

In exchange, you offer new content every month to your members.

But if you've done any research, then you also know there are problems with this traditional business model. Namely:

- ✖ **People drop out.** Most people tend to only remain members for three or four months, at which time they drop out. That means you need to constantly scramble to find new members. It's exhausting.
- ✖ **You're a slave to the site.** The other thing that's exhausting about a traditional membership site is that you become a slave to it. That's because every month – without fail – you need to create new and exciting content for your members. One day you wake up and realize that there's no end in sight to the work you've created for yourself!

Fortunately, there's a way to avoid these problems. You simply create an FTM instead. Let me explain...

FTM stands for "fixed-term membership" site.

This means that instead of having a site go on indefinitely, you choose to end it after a set length of time. This fixed term could be three months, six months, one year or even more.

Tip: As we talk, pay attention to the ways in which members are encouraged to remain members, such as through the use of graduation bonuses and other time-delayed bonuses.

So, why run a fixed-term membership site rather than a traditional membership site? Here's why:

- ✓ **You retain members.** When members realize there's an end date, they feel compelled to remain members to see it through to the end. After all, no one

likes to quit when they've already invested several months and they know that the end is in sight. That's what makes a fixed-term membership site so profitable!

- ✓ **You only need to create a defined amount of content.** For example, if you set up a site for 12 months where you deliver one report per month, then you need only create 12 pieces of content (plus any bonuses you decide to give away). When you or your freelancer has completed that last piece, you're done. And that's what makes a fixed-term membership site so easy to run!

It's simple. It's profitable.

And starting in just a few moments you're going to discover how to set up your very own 12 month FTM using my ***I.N.C.O.M.E. System™***:

- **I – IDENTIFY a Topic and Theme.** This is where you'll learn how to choose a topic around which to create your year-long site.
- **N – NAME Your Membership and First Report.** In this section you'll discover branding and titling secrets.
- **C – CHOOSE the Parts.** Here you'll find out how to research your content.
- **O – ORGANIZE the Content.** This is where you write, organize and prepare the content for your eager members.
- **M – MAKE it Automated.** In this section you'll find out how to automate your site so that you're not a slave to it.
- **E – ESTABLISH a Routine.** Finally, this is where you'll get checklists you can use to make setting up and running your site a breeze.

Let's get to it...

I – IDENTIFY a Topic and Theme

As the above suggests, this particular step is broke up into two steps:

- **Identifying a topic for your membership site**, one that's broad enough so that you can offer 12 reports (one per month for a year).
- **Identify a theme for your membership site**. Each report you create will be based around this theme.

Let's look at these points separately...

Identify a Topic

In order to pick a topic, you need to first pick a niche market.

This could be something you're interested in, such as your hobbies or a problem you're trying to solve. It could be something your friends are interested in. It could be something you just stumbled upon while watching TV, surfing online, or reading newspapers and magazines.

Examples:

- You just started a diet to lose a few pounds. Other people all around the world are doing the same thing. That's a possible market.
- One of your friends complains about her dog's bad habits, like digging up the flowerbeds. Dog owners with problem dogs – that's a possible market.

Here are still more examples, just to kick off your brainstorming:

- Gardening
- Bodybuilding
- Classic car restoration
- Homeschooling
- Pets (dogs, cats, parrots, etc)
- Farming
- Golf

- Fishing
- Archery
- Hunting
- Hiking
- Traveling
- Running
- Biking
- Raising kids
- Mental illness (e.g., depression, anxiety, etc)
- Physical disability (e.g., blindness, deafness, etc)
- Making money online
- Making money offline
- Saving for retirement
- Scrapbooking
- Adopting children
- Infertility
- Motivation
- Spirituality and religion
- Collecting for fun and profit (e.g., collecting baseball cards, comics, coins, etc)
- Fixing computers
- Writing a novel
- Getting into graduate school
- Do it yourself home-repair
- Buying or selling property
- Investing
- Fundraising

And so on (the list is just about endless).

Just draw up your own list and then read on...

Now, the key to picking a good niche – which leads to picking a good topic – is to choose ones that are proven to be profitable.

Think of it this way: You need to find a group of people (this is your niche) with an identifiable problem. They should be willing and eager to spend money to solve this particular problem.

Once you know which problem meets these requirements, you'll know what to choose for a topic.

So how do you uncover this topic?

Simple: By finding out what your prospective niche is ALREADY buying. Then you can just offer them more of the same.

Example: Let's go back to the previous examples of weight loss and dog training. Simply go to Amazon.com and enter in broad, relevant search terms (also known as "keywords") such as "weight loss" or "lose weight" or "dog training." You can do the same thing in the Clickbank.com marketplace. In both cases, pay particular attention to the first dozen or so results, as these are your bestsellers.

Here's what you're looking for: Lots of books, videos, and other information products that are based on the same topic. If you see a lot of "competition," then that's just a good sign that a market is big, it's profitable, and there's plenty of room for you to jump in and claim your share of the niche pie.

Example: If you go to Amazon and type in "weight loss," you're going to find hundreds of books. It's a big, profitable market. But type in something like, "build a catapult," and you're likely to find only a few books - meaning there's not as much market demand. The niche and topic simply aren't all that profitable.

Basically, at this point your research is accomplishing two goals. One, you're finding out if your prospective niches are profitable. And you're finding out what topics within those niches are profitable.

Example: You may like to play golf so you decide to research golf. You find hundreds upon hundreds of golf books in the Amazon and Clickbank marketplaces. Good, the market is profitable. Then you find all sorts of popular topics under the general heading of golf, such as:

- Selecting the right equipment.
- Being a better putter.
- Choosing the best golf grips.
- Perfecting the stance and swing.
- Getting longer, straighter drives.
- Dealing with hazards.
- Improving one's fairway play.

And so on.

What you need to do next is figure out which topics are broad enough that you create 12 reports around the topic. Let's continue with the golf example:

Examples:

- **Be a Better Golfer.** This would be a GOOD general topic which would include all seven of the topics above. You could easily deliver 12 reports on this topic, because there are so many subtopics to cover.
- **Be a Better Putter.** This is also a GOOD, broad topic, where you could talk about everything from grips to club selection to stance, swing, drills and more... all designed to allow your members to become better putters.

Tip: The key here is to make sure that each of your 12 reports work together to help the member solve the overall problem. For example, reports on subtopics like grips, club selection, stance, swing and more all work together with the end result being that the member will improve plays on the putting green.

- **Dealing With Hazards.** This is a relatively POOR topic. You could probably deliver a few solid reports, but after that you'd be delivering nothing but fluff. It's just too narrow to base a year-long site around this topic.

OK, see what I mean?

Pick a niche, discover the popular topics by researching Amazon.com and Clickbank.com, and then choose an overall topic that's big enough to allow you to deliver 12 reports.

Indeed, take a moment right now and write down the 12 most popular subtopics around your overall topic, making sure these are topics around which you can create a 25 to 30 page report.

Later on we'll talk about how, exactly, to come up with the 12 EXACT topics – but for now, just make sure you have enough material for 12 reports.

Note: If you can't come up with at least 12 ideas for separate 12 reports, then you need to find a topic broad enough to meet this requirement. Once you have your overall topic and 12 subtopics, then move on to the next step..

Identify a Theme

You've chosen your overall topic and you know you can create at least 12 separate subtopics for each of your monthly reports, all of which will work together to help the member achieve a specific goal.

Now you need to choose a theme around which all of your 12 reports will be based. Here are some possible templates for themes – along with examples:

- **Template #1:** [Number] Ways to _____.

Example: 27 Ways to Improve Your Putting Stance.

- **Template #2:** The Secrets of _____.

Example: The Secrets of Housetraining a Puppy.

- **Template #3:** _____, A to Z.

Example: Losing Weight, A to Z.

- **Template #4:** The [number] Best _____ Tips.

Example: The 10 Best Carburetor Cleaning Tips.

- **Template #5:** [Number] Secrets of _____.

Example: Five Secrets of Retiring Rich.

Got the idea? Now let me give you an example.

Example: Let's suppose you've chosen to create a weight loss site for new moms who're looking to lose the baby weight. Weight loss is your overall topic. And perhaps you've chosen "15 ways to _____" as your overall theme. So here's what your monthly reports might look like:

- Month 1: 15 Ways to Lose 20 Pounds
- Month 2: 15 Ways to Cut 100 Calories Per Meal

- Month 3: 15 Ways to Boost Your Metabolism
- Month 4: 15 Ways to Burn 500 Calories
- Month 5: 15 Ways to Get Rid of Belly Fat

... And so on, all the way through month 12.

Quick Recap

You've identified your overall topic and you've identified a theme for your 12 reports.

Now let's name your site and your first report...

N – NAME Your Membership and First Report

Now that you know what your site is about, you need to name your site as well as your monthly reports. Here's how to do it...

Site: Choose a Memorable Brand

You need to come up with a name for your membership site. This name/brand should give your prospects some idea of what's inside your site and/or who the site is for. But it should also be memorable and catchy.

Let me share with you a dozen templates and examples. You can use these templates directly, or use them as inspiration to come up with your own memorable brand...

- **Template #1:** [Topic]ology
 - Nicheology
 - Trafficology
 - Dogology
- **Template #2:** [Topic]naire. (*This is my brand, but I share it here for illustration purposes.*)
 - Membernaire
 - Affiliatenaire

- **Template #3:** [Topic]tastic. (*A combination of your topic and the word "fantastic."*)
 - Dogtastic
 - Farmtastic
- **Template #4:** [Topic] University
 - Organic Gardening University
 - Dog Training University
- **Template #5:** [Topic] 101
 - Golf 101
 - Marketing 101
- **Template #6:** [Topic] Classroom
 - Copywriting Classroom
 - Candle Making Classroom
- **Template #7:** [Beginner/Intermediate/Advanced] [Topic]
 - Advanced Marketing
 - Beginner French
- **Template #8:** [Topic] Secrets
 - Golf Secrets
 - Budget Traveling Secrets
- **Template #9:** Master [Topic] // [Topic] Master
 - Master French Cooking
 - SEO Master
- **Template #10:** All About [Topic]
 - All About Weight Loss
 - All About Skiing

- **Template #11:** i[Topic]
 - iBusiness Owner
 - iDog Trainer
- **Template #12:** [Topic][Combination]. *(This is where you put two words together.)*
 - Product Pipeline is a good example...
 - Work1099.com -- Work and "1099," the self-employment tax-code in the US, combined to form Work1099.com.

Choose your site name carefully.

For starters, you'll want to use this name (or something very similar) as your domain name.

Secondly, if you ever start a site in the same overall market, you'll have the power of branding on your side.

Example #1: Let's suppose you start multiple cooking FTM sites. They would all be named around your brand, such as:

- Master French Cooking
- Master Mexican Cooking
- Master Italian Cooking

Example #2:

- Poodles 101
- Yorkies 101
- Chihuahuas 101

And so on.

Once you have your brand, then move on to naming your reports...

Reports: Select a Good Title

Since you've already selected a theme for your membership site, then titling your reports is actually pretty easy. That's because the theme determines at least part of your title.

Example: If you chose a theme of "15 Ways to _____," then all you have to do is fill in the ending.

Here are three tips for creating these titles:

- **Offer a benefit.** In other words, give prospects a reason to read the report.

Example: "15 Ways to Look 10 Years Younger" or "15 Ways to Look Younger and Start Turning Heads Again."

- **Push the "easy" button.** People want their problems solved quickly and easily.

Example: "15 Quick and Easy Ways to Look 10 Years Younger" or "15 Instant Ways to Look 10 Years Younger."

- **Arouse curiosity.** People also like to know secrets.

Example: "15 Little-Known Ways to Look 10 Years Younger" or "15 Surprising Ways to Look 10 Years Younger."

Take a moment now and develop a title for your first report. Take your time with this, perhaps brainstorming a dozen or more titles until you find the best fit.

Quick Recap

You've now selected the name for your membership site as well as the general titles for your monthly reports.

Next up, you'll find out how to research these reports. Read on...

C – CHOOSE the Parts

Choosing the parts is all about choosing and research ideas for your 12 monthly reports.

Indeed, earlier I asked you to list at least 12 possible subtopics for your membership site, just as a means of making sure that your topic is broad enough around which to create a 12 month FTM site.

Chances are, you discovered there were at LEAST 12 topics.

So now we need to do some research to narrow down your list to the 12 BEST topics. Read on...

Choosing Your Lesson Topics

As previously mentioned, you need to choose a topic for each of your 12 lessons. And the best way to do that is by choosing topics that are already popular – that is, topics that your market is actively buying and/or wanting to know more about.

Here are 10 ways to come up with at least 12 lesson topics...

- 1. Look at popular book titles on Amazon.com and Clickbank.com.** Let's say you've chosen golf as your overall topic. If so, then look for popular books for golfers, such as "how to putt" and "how to drive." These are all possible lesson topics for your monthly reports.
- 2. Get inspiration from tables of contents.** This is where you pick up a general book on your topic and look to the table of contents for inspiration. You can do this for free on Amazon.com. Each chapter could be a potential monthly report.

Tip: I am suggesting that you look at the table of contents ONLY! Do not copy the book in any way, shape or form. Just use the chapter titles as inspiration for lesson topics.

- 3. Read sales letters of popular products.** If you can't take a peek at the table of contents, then look at the sales letter. In particular, pay attention to the bullet points, which serve as a great inspiration for your lessons.
- 4. See what's popular on Yahoo! Answers and Quora.com.** That is, what questions are people in your niche asking repeatedly? If the question is asked frequently, that shows that people are actively searching for information on the topic.

- 5. Browse niche forums.** In particular, look at those forums that show you both how many views and how many replies a particular thread is getting. Which threads are "hot" with lots of views and replies? And which questions and topics seem to be brought up repeatedly?
- 6. Look for hot blog topics.** Check the niche blogs. If you see all the major bloggers talking about a particular topic, it's probably a good topic to include in one of your 12 reports. Likewise, if you see a topic that's generating a lot of discussion, it's one to consider for your FTM.
- 7. See what your competition is sending via email.** Are you signed up to the mailing lists of the big marketers in your niche? If not, do so now – you'll get plenty of lesson ideas from both the articles and the promotional materials they send. And again... if you see several marketers talking about the same topic, then it's a good bet that the topic is hot right now.
- 8. Find out what's popular on EzineArticles.com.** Browse the relevant niche categories to see what types of article topics come up again and again. If multiple marketers are writing about the same topic, it's a good bet that there's a demand for information on that topic. While you're browsing, be sure to also look at the most popular articles. (Just scroll down to the bottom of the article you're currently reading to find other popular, related articles.)
- 9. Use keyword tools.** Yet another way to uncover hot topics is by discovering what your market is currently searching for in Google and other search engines. One way to do this is to use a keyword tool like MarketSamurai.com, KeywordDiscovery.com or WordTracker.com. Simply plug in your broad niche keywords (like "golf" or "gardening"), and the tool will deliver hundreds if not thousands of related searches. Pay particular attention to those keywords that get the most daily or monthly searches.

Tip: Also, pay attention to groups of keywords that indicate the searchers are all searching for the same thing.

Example: The following searches are all related to the same topic: Lose belly fat; get rid of belly fat; get flatter belly; get firmer abs; how to get washboard abs; flatten my abs. As such, it's clear that getting a flat stomach is a popular topic.

- 10. Ask your market.** Finally, you can survey your market to ask them what topics they're most interested in. The topic suggestions you should pay the

most attention to are those that either 1) are mentioned multiple times by multiple people, or 2) the topic has come up in your other research.

Don't use any of these methods by itself. Instead, use as many of these methods as possible together, which will give you the clearest picture about what topics are the most popular to your niche right now. Then you can choose what you believe to be the top 12, one each for your monthly reports.

Once you've selected your 12 lesson topics, then your next step is to start researching them. Read on...

Researching Your Lessons

Maybe you're already an expert in all 12 of the lesson topics you've selected. If not, you'll need to research each topic.

Here are five tips to help you do so:

- 1. Search multiple terms.** Let's say you're researching the topic of housetraining. Don't just enter "housetraining" into Google. Instead, search for multiple related terms such as housetraining, puppy potty training, kennel training, dog housebreaking... and similar. Doing so ensures you see a variety of sources and thus you get a better understanding of the topic.
- 2. Rely on credible sites only.** You're going to see articles in article directories, blog posts on unknown bloggers' sites and more. Generally, however, you only want to rely on known authority sites and individuals who're known experts in the field.

Example: You can trust what Cesar Milan (the "Dog Whisperer") says about housetraining.

- 3. Use multiple sources.** Don't just read one credible source. Instead, read at least six different sources – and more if needed (i.e., there is no maximum number). This makes sure you have a better understanding of the topic. But it also makes sure that you don't accidentally make your lessons too similar to any one source. Which brings us to the next point...
- 4. Develop your own angle.** The whole goal of research is to understand the topic. Once you do, then spend some time thinking about it. If you're already

part of the niche, you may be able to add a twist to the method. If not, how can you describe the method to make it fresh and exciting?

Tip: Look to this report as an example of making a method fresh. You'll note that I didn't simply list the steps for you. Instead, I "formulized" them by sharing my I.N.C.O.M.E. formula with you.

- 5. Close the sources before writing.** This ensures, again, that you don't accidentally make any of your writing similar to your sources. Read six sources, think about the material, and then write it all in your own words.

Quick Recap

You now know how to quickly and easily decide on the 12 lessons for each of your monthly reports. You also know how to research these reports.

The next step, of course, is to organize and then create the content. Read on...

O – ORGANIZE the Content

Now it's time to organize your research to create your lessons. In just a moment you'll find out how to write these lessons OR hire someone else to do it.

But whether you do it yourself or hire a ghostwriter, you'll need to first organize the content...

Creating an Outline

If you've used at least six different sources to research each of your 12 topics, then you should have a pretty good idea of how you'd like to structure each lesson. If not, follow these guidelines:

- **Organize into "step by step" order.** This is simple enough – if you have five steps, then you'll have five chapters in order of the steps the reader needs to take.

Tip: This report is an example of a "step by step" lesson. And note that each main step (such as "organize

the content") includes its own set of step-by-step instructions.

- **Order from "easiest" to "hardest".** If your lesson doesn't have a clear step by step procedure, then you can order the topics in order of easy to hard.
- **Shortest to longest time.** Yet another way to order the information is based on how long it will take to implement the information and see results.

Example: If you have a lesson on search engine marketing, then you may put pay per click marketing first (because the reader can get nearly instant results from this method) and search engine optimization second.

- **Order from "beginner" to "advanced".** If your lesson is composed of information for beginners as well as those who're more advanced, put the beginner information at the beginning of the lesson.

Note: Not only should you use the above ordering strategies for each of your 12 lessons, but you can also use it to decide in what order you'll deliver your 12 lessons.

Once you've arranged the subtopics in the order in which you'd like them to appear in an individual lesson, then you can assign a range of pages you'd like to use to cover each chapter. (Keep in mind that I suggest your lesson is 25 to 30 pages long.)

In some cases, you may devote a roughly equal number of pages to each step in your report. In other cases, your research will show that you can explain some steps or topics quickly, while others may take much longer (i.e., more pages).

Here's an example outline for a housetraining report, complete with the approximate page numbers devoted to each step (note how the pages aren't equal for each topic)...

A. Introduction (1 page)

1. Any announcements or even promotions you'd like to mention
2. Reminder of what the last lesson was about. If this is the first lesson, then welcome readers to the membership site and give them an overview of what's coming in the next several months.

3. Overview of what's in this lesson

B. Step 1: Choose a kennel (2 pages)

1. Right size
2. Wire, plastic, collapsible or other?

C. Step 2: Get your puppy used to the kennel. (4 pages)

1. Rewarding for using the kennel.
2. Being sure not to reward crying
3. Staying in kennel for gradually longer periods.

D. Step 3: Develop a schedule for your puppy. (6 pages)

1. Create feeding schedule.
2. Create schedule for going outside.

E. Step 4: Handle accidents. (5 pages)

1. Catching in the act
2. Finding messes after the fact
3. How to clean messes

F. Step 5: Gradually give the puppy more freedom. (6 pages)

Considerations:

- How long has puppy been accident free?
- How long will you be gone?
- Is the room puppy proofed?
- Does puppy have separation anxiety?
- How old is the puppy?

G. Conclusion (1 page)

1. Summarize the lesson they just read, perhaps even offering an additional tip.
2. Encourage readers to take action on what they just read.
3. Get readers excited about next month's lesson.

Example: "Next month you'll discover how to socialize your puppy so that he grows to be a loving, confident dog that everyone loves!"

Once your outline is complete, then you can move into the writing phase...

Writing the Lesson

There are two main ways to create the content:

1. Do it yourself.
2. Hire a freelancer.

Let's look at these two separately...

Do It Yourself

If you choose to write the content yourself, there are multiple ways to do it:

- **Write from scratch.** You've created your outline and completed your research. So now it's just a matter of writing the lesson. Sometimes it's easier if you think of each chapter or section as an article. Then all you need to do is write a series of articles (which most people find psychologically easier than writing a "report").
- **Use PLR (private label rights) content.** If you start with a good, well-researched and well-written report or series of articles, then all you have to do is tweak the content to make it sound more like your "voice". Then you can add in your own tips, examples, formulas and so on to make the content unique.
- **Interview experts.** Yet another way to create unique content is to interview experts and compile your interviews. You can even do the interviews on the phone, record them and then transcribe the recordings.

Tip: The downside of this method, of course, is that your lessons will have links to other peoples' products. This isn't a bad thing if you can use an affiliate link to promote these products.

Hire a Freelancer

If you'd rather not create the lessons yourself, no problem – you can hire a competent ghostwriter to do it for you.

Here's how...

Step 1: Find a prospective pool of ghostwriters.

You want to start by developing a large list of prospective ghostwriters which you'll then narrow down at a later point.

Here are the top ways to find these writers:

- Post projects on freelancing boards such as Elance.com, oDesk.com, vWorker.com and Guru.com.
- Search Google for "ghostwriter" and "freelance writer".
- Post an ad on Craigslist.org.
- Browse ads on Craigslist.org.
- Search the "Warriors for Hire" section of WarriorForum.com.
- Browse and/or place ads in your local newspapers (including college newspapers).

Step 2: Do your due diligence.

Now you need to research these prospective freelancers to see which ones are honest, professional, produce good quality work and fall in your price range. Here's what to do:

- See if their portfolio samples are engaging, well-researched and well-written.
- Check their references and testimonials.
- Look at their feedback (on sites like Elance.com).
- Talk to people who've worked with this freelancer before.
- Research the freelancer's name and business name in Google.
- Compare the freelancer's prices.

Tip: It's worth paying more to go with someone who has a long, established history of doing great work.

Step 3: Sign agreements.

Some freelancers want you to sign their agreements. In other cases, you may present any agreement to the freelancer. If you go through a site like Elance.com, you both will be bound by their agreements.

However you do it, just be sure that you have some sort of agreement that addresses the scope of the project, payment terms, delivery dates and other important aspects of the project.

Step 4: Start small.

Unless you're going with someone who has a good, long history online – meaning at least a couple years working as a ghostwriter – you'll want to start small.

That is, give your writer a few test projects (such as a short bonus report or similar) to make sure that the two of you will work well together.

Step 5: Create a brief.

Finally, be sure to create a brief for your writer, which includes:

- The topic of your report.
- The working title.
- The purpose of your report.
- Who'll be reading this report.
- The outline for the report.
- Word count.
- Any research you've already gathered.
- Any notes about specific styling (e.g., you want it in US English, not UK English).

In other words, be as detailed as possible so that your freelancer doesn't have to guess about anything. And encourage him or her to always ask as many questions as needed to get a complete understanding of your project.

Once your lesson is complete, move on to the next step...

Formatting the Lesson

Formatting your lesson (report) actually consists of the following steps:

- Proofreading.
- Formatting the content.
- Converting the document.

Let's look at these separately...

Proofreading

First things first: If you write the lesson yourself, you may want to hire a proofreader to look it over before you publish it. If you hire a ghostwriter, then you can look over the writer's work yourself to catch any errors he or she may have missed, or you can hire a proofreader to do it for you.

Point is, you want two different people to look at the document.

That's because writers are often too close to their work, so they won't catch every error when they do their own proofreading – especially if they're proofing immediately after writing the piece.

Formatting

Once you're satisfied with the lesson's content, then your next step is to format it.

Tip: I suggest you use OpenOffice.org's word processing suite for this lesson. You'll learn why in just a few moments.

Again, look at this lesson to see what I mean by formatting.

The chapter titles and sections are of course bolded and in big font to make them stand out. But you'll see that I've also emphasized other important pieces of text by:

- Bolding.
- Italicizing.
- Centering text.
- Putting text into ordered lists and bulleted lists (like this one).
- Making text stand out in other ways, by indenting it, using colored fonts or using different types of font.

See, you need to keep in mind that not all your readers will read every single word.

That's why you want to emphasize the most important parts of the text.

That way, even those who skim the lesson will get the gist of your lesson. Then they can go back and read the lesson in detail later when they have more time.

Converting

The final step is to convert your formatted file into a PDF, so that all your readers – both Mac and PC users – can read your document.

There are multiple ways to do this. But one of the easiest ways to do it is to use OpenOffice.org's word processing suite, because the suite has a built-in .doc to .pdf converter tool.

Quick Recap

Congratulations – you now know how to create your content, format it for easy reading, and convert to the cross-platform PDF format.

You need only create the first lesson or two before you start accepting members.

Naturally, before you accept members you need to set up your website and automate your business. Read on...

M – MAKE it Automated

Your next step is to set up your membership site.

Here's the good news: You don't have to install any complicated or expensive membership site scripts. You don't even need to create an official "member's area." That's because you're going to deliver your monthly content by autoresponder.

This is a true "set it and forget it" business model. Here's how to set it up...

Get Your Website

This step is composed of three mini steps, including:

- Choose a domain name.
- Get your site hosted.
- Design your site.

Let's look at each of these steps separately...

Choose a Domain Name

Earlier in this report you learned how to create a memorable brand for your membership site. If the .com version of this brand name is available, then you can use it as your domain name.

Here are other tips for choosing and buying your domain name...

- **Use a low-cost registrar such as [Host1099](#).** We offer domains for the lowest price allowed by our license, only \$8.99 per year for a .com.
- **Buy a .com whenever possible.** Most people think of .com names when they think of domain names, so they're likely to remember your name as a .com... even if it's a .net, .org or some other extension. As such, make a .com name your first choice.
- **Keep the name short and memorable.** Think of it this way: If you have to explain the name when you say it out loud to someone, it's probably not a good name.

Example: Here's an example of what I mean: DogTips4u.com. If you used this name, you'd have to say "dog... tips... the number 4... the letter u... dot com." That's not a good name.

- **Don't search for a name until you're ready to buy.** And if you find your first choice name available, buy it immediately. That's because some registrars feed their searches to other parties, meaning these others may buy your domain name. In other cases, someone else may have the same idea as you and snatch up the name before you. So avoid all of this by buying your domain name as soon as you find it's available.

Host Your Site

Once you've purchased your domain name, your next step is to purchase webhosting. I suggest you buy the "Baby Croc" plan at www.hostgator.com. That's because this plan has all the features you need, such as:

- Unlimited domain names (in case you'd like to expand your business).
- Plenty of space to host your files.
- Lots of bandwidth to serve your files to your visitors.
- All the other features you'd expect, such as subdomains, email addresses, FTP, the latest technology and more.
- Cpanel (Control Panel), which allows you to manage your site easily.
- Good customer support.
- Good reputation and uptime.

If you choose another host, be sure to choose one with similar (or better) features.

Tip: You'll notice that many domain registrars offer hosting, and many web hosts offer domain registration. However, you should use two different companies for hosting and registration, so that one company doesn't hold complete control over your domain. If the company went bankrupt or even just went down, you wouldn't be able to access your sites nor your domain. So keep them separate as an extra layer of protection.

Changing Domain Name Servers

Now you need to link your domain with the web hosting you just purchased. That way, when someone types your domain into their browser's address bar, your domain and all its files will show up.

To make this happen, you need to change your domain name servers (DNS) to point to your webhost.

HostGator.com (or your web host) should have sent you a welcome email. Inside this email you'll find two domain name servers.

You'll need to log into your domain registrar to change the existing DNS to the DNS your host provided. Most domain registrars provide complete instructions on their site for doing so. Here are NameCheap's instructions:

<http://www.namecheap.com/support/knowledgebase/article.aspx/767/10/how-can-i-change-the-nameservers-for-my-domain>

Design Your Site

In just a moment you'll learn about the various ways to design your site and upload it. But first, let's talk about what pages you need to create:

→ Sales Page

As the name suggests, this is the page that persuades your prospects to join your membership site. This page usually consists of:

- A benefit-driven headline.
- An opener that tells a story and/or outright talks about the problem.
- An introduction to your site as the solution to the problem.
- A list of benefits (usually in a bulleted list).
- Proof of your claims, such as testimonials.
- Guarantee.
- Bonuses to help the prospect make the buying decision.
- Call to action that specifically tells people how to order.
- Order button.
- A postscript (P.S.) that reiterates the main benefits and/or gives people a sense of urgency by telling them why they should order now.

If you're not familiar with copywriting, then this is a task that's really best left to the experts. You can find a copywriter the same way that you found a writer (as described previously in this report). Be sure to do your due diligence to ensure you're working with a good copywriter.

→ Thank You / Payment-Confirmation Page

The second major page you need on your site is the payment-confirmation page. This is the page your customers will end up on once they've completed their order. Here's what this page should include:

- Thank prospect for the order.
- Remind them of how the order will appear on their credit card statement.
- Provide your contact information.
- Briefly explain why they need to subscribe to your list (e.g., to receive the lessons).

- Provide a subscription form so that they can receive the first lesson. (Note, you'll learn how to set up this subscription form and your autoresponder just a bit later in this chapter.)

Again, be sure to emphasize to the customer that they NEED to "register" for the site by joining your list, as all lessons will be delivered via email.

Tip #1: Your "thank you" page should NOT be in an obvious place on your site, such as `yourdomain.com/thankyou.html`. Instead, you want to hide it by putting it in a hard-to-guess index. For example: `yourdomain.com/dj94lks133987`.

Tip #2: Be sure that this page isn't viewable to search engines, otherwise it will get indexed and people will be able to find it through a simple Google search. One way to do this is by creating a "robots.txt" file, which tells search engine robots to ignore a page, meaning the search engine won't index the page.

Here's how to do it:

<http://www.google.com/support/webmasters/bin/answer.py?answer=156449>

If you find that you're having problems with non-customers joining your membership site list despite this protection (meaning people are sharing your confirmation-page link with others), then you may install better protection, such as by using JVzoo.com.

➔ Policy and Disclaimer Pages

The only other pages you should have visible to your prospects are your policy pages, such as your terms of service page and privacy policy, and your disclaimers. Your attorney should create these pages for you.

Now let's look at the three main ways to create your site...

1. Design it Yourself.

If you know a little about HTML and design, then you may opt to design your site yourself. You can use:

- Kompozer.net , Dreamweaver, or your favorite HTML editor to create the pages.

- Adobe Photoshop or Gimp.org to create the graphics.
- iStockPhoto.com to get photos and illustrations to create your graphics.
- Your website's control panel (www.youractualdomain.com/cpanel) to upload the files to your site. Just log into cpanel and scroll to the "files" section and click on the file manager. Click on it and follow the directions for navigating through the directories and uploading your sales page, confirmation page, policy pages and lesson files.

Tip: Learn more about how to use Cpanel by going to:
http://etwiki.cpanel.net/twiki/bin/view/11_24/CpanelDocs/WebHome

If you're not a good designer and/or you don't know the technical aspects of creating and uploading a site, then this method isn't for you. Try one of the other two methods instead...

2. Start With a Template.

If you're not a good designer but you DO know how to tweak a template and upload it to your site, then you may decide to start with a template instead.

Here are two ways to get a template:

- **Buy one online.** You can run a search in Google, such as "dog web template". Or you can go to a big template site like www.templatemonster.com.
- **Buy one from a designer.** If you'd like something a little more exclusive, then you can go to a freelancing site (like www.elance.com) or even to the "Warriors for Hire" section of the WarriorForum.com to find a designer to create a "from scratch" design or to tweak one of his own templates to make it a bit more exclusive.

In either case, you'll be responsible for adding your content and uploading it to your site (using your cpanel file manager).

If you don't have the technical knowledge required to do this, then I suggest you use this third option...

3. Hire a Designer.

If you don't have the time, skills or technical knowledge required to create your own site or tweak a template, then hiring a designer is the best option for you.

That's because the "full service" designer will not only create the site for you, he or she will also upload the pages.

Tip: Asking a designer to create a site "from scratch" will be the most expensive option. If you're building a site on a budget, you can ask him or her to use a template. OR, you can find a template yourself (perhaps using TemplateMonster.com) and ask the designer to create your site from that template.

Hiring a freelancer web designer is no different than hiring a freelance writer, which means you should:

- Search for a good designer both online and offline, using the methods described earlier.
- Do your due diligence to make sure you're dealing with a professional, competent designer.

Once your site is basically designed and ready to go, there are just a few more things you need to do to make it complete...

➔ **Accept Payments**

Before you can upload your sales page, you need to insert an order button. Here's how to do it...

a. Pick Your Price

How much are you going to charge for your membership site? In order to answer that question, you'll need to do a little market research:

- **Find out what other membership site owners in your niche are charging.** If there are other membership sites in your niche, then this is the best way to make a direct comparison. However, be sure that you're comparing similar sites, meaning look at other sites that deliver one report per month.

Example: If a similar site delivers one video per month, then your site will probably be valued a bit less (since videos have a higher perceived value).

Also, look at other benefits and features, such as bonus products, members only forums, access to teleseminars, coaching, consulting or anything else other marketers are offering that increase the perceived value of the site

- **Find out what other marketers are charging for similar content.** If you can't make direct comparisons, then look at what marketers charge for similar-length reports and ebooks that have similar content to yours.

Your research will likely uncover a broad range of prices.

The only way to know for sure what the best price is for YOUR site is to test it. That is, test out a variety of prices both within this range and outside of this range to see which price creates the biggest conversion rate.

However, you can start with a price that's roughly in the middle of the price range you uncovered.

Example: If you see prices ranging from \$17 to \$60 per month, perhaps you'll charge \$27 per month.

b. Choose Your Payment Processor

The next thing you need to do is choose a payment processor that allows recurring billing (meaning your members sign up once and then the payment processor automatically charges their credit card on a monthly basis thereafter).

[Clickbank.com](http://www.clickbank.com) is one such processor. And while the fees tend to be a bit higher than other processors, Clickbank.com has an integrated affiliate program. Not only do they give you the tools to get affiliates and track their sales, they even cut the bi-monthly checks.

Clickbank provides complete instructions on their page regarding how to set up recurring billing. You can find these instructions here:

<http://www.clickbank.com/help/vendor-help/vendor-guides/creating-a-recurring-billing-product/>

Tip: Naturally, you'll need to copy the payment link code Clickbank.com gives you and paste this code into your sales page. If you're unsure of how to do this, give your web designer the code from Clickbank.com and ask your designer to do it for you.

➔ **Set Up Your Autoresponder**

As mentioned before, you don't need any complex scripts to run your fixed term membership site. All you need is an autoresponder to automatically deliver content to your members every month. Here's how to set it up...

a. Choose Your Autoresponder

The first thing you need to do is start with a reliable autoresponder – one with a good reputation and good deliverability rates. I usually use www.aweber.com. If that doesn't suit your needs, you may also look into www.icontact.com or www.getresponse.com.

b. Upload Your Email Series

The next thing you need to do is create the emails that will announce your 12 monthly lessons. If you haven't yet finished the lessons yet, no problem – simply create the emails and then upload the finished lessons just as soon as you get them done.

Here's an example email you can send (this is the first email)...

Subject: Welcome to [Name of Site]! Here's your first report...

Dear [First Name],

Welcome to the [Name of Site] membership site!

I'm so excited about your decision to join this site. And that's because over the next several months you'll discover everything you need to know about [topic]. You'll find out how to [get a specific benefit]. You'll discover the secrets of

[another topic/benefit]. You'll even learn some surprising tips and tricks related to [another topic/benefit]!

I know you're excited to get going, so let's get right to it. You can download your first lesson here:

[Insert link to first lesson]

You'll want to read it right away, because inside this first report you'll discover:

- [insert benefit 1] - see page [#]!
- [insert benefit 2] - see page [#]!
- [insert benefit 3] - you'll find it all on page [#]!

I think you're going to really enjoy it!

[Sign off/your name]

P.S. Next week you're in for a surprise - you'll get an unannounced bonus report that will show you how to [insert benefit]. Keep an eye out for it - you won't want to miss it!

Your other 11 emails (and any bonus emails you choose to include in the series) will be similar to the above email, with the exception that you won't welcome the person to the site.

Basically, you'll whet the reader's appetite by telling them what's inside the lesson... and you'll encourage them to read it right away.

Note: Be sure to set each email to go out approximately 28-30 days after the last monthly report.

Tip #1: Of course these automatic emails aren't the only ones you'll send. You should seek to touch base with your members at least once per week, just to keep them excited about their membership. You can offer additional tips, tricks, reports, bonuses, tools, videos and more. You can also promote related products and services on the backend. Overall, however, one of the keys to retaining your members is to have them always looking forward to the next report!

Tip #2: If you upload all 12 emails before the content is done, be sure that you write down the "placeholder" file names/links you've inserted into your emails, so that you upload the lessons to the correct directories, etc when the reports are complete.

Example: If you've created an email for month 3 that says readers can download the report at www.yourdomain.com/dkaod71/filename3.pdf, then be sure you name the .pdf "filename3" and that you upload it to directory "dkaod71" on your site.

➔ **Insert Subscription Form on Thank You Page**

Once you've uploaded your 12 emails and set them to go out every month, then you need to insert the subscription form on your thank you page.

When you're logged into your autoresponder account, you should be able to pick up a piece of code – this is what you'll copy and paste into your web page.

Again, get your web designer to do this if you're not technically inclined. Otherwise, your autoresponder should have instructions on their site. You can get Aweber's instructions by going to:

<http://www.aweber.com/faq/questions/513/Web+Forms>

Quick Recap

You now know how to set up and automate your website by setting up a payment processor and an autoresponder. At this point your site is ready to start accepting orders, so you can start marketing it!

Now, your site requires very little maintenance, especially once you've finished with all 12 of the monthly lessons.

Nonetheless, you'll find out how to quickly and easily set up and manage your site using handy checklists. Read on...

E – ESTABLISH a Routine

You're now at the last step of my Residual I.N.C.O.M.E. formula: Establishing a Routine.

Not only should you establish a routine during the process of actually setting up your site, but you should also develop a monthly routine to maintain your site.

Here are two checklists you can use for these purposes:

Checklist 1: Setting Up the Site

IDENTIFY a Topic and Theme

- Did you brainstorm as many prospective markets (niches) as you could think of?
 - Think about your own hobbies, interests and problems.
 - Think about your friends' hobbies, interests and problems.
 - Pay attention to the news.
 - Read blogs.
 - Keep an eye out for trends and developments.
- Is your prospective market profitable?
 - Are there popular products selling on Amazon, Clickbank.com and elsewhere?
 - What topics are the most popular?
 - What topics seem to have a lot of competition?
 - Which topics are bestsellers?
 - What do reviewers say about the existing products? What's good about them? What's bad about them?
 - Is your topic broad enough to cover at least 12 months?
- Did you choose a theme?
- Can you work your 12 topics into this theme?

NAME the Site and Reports

- Can you create titles for your reports around this theme?
- Did you brainstorm at least a few dozen possible names for your site?
- Is the site name unique and memorable?
- Does the site name give prospects an idea about what's inside the site?

- Do your report titles share a benefit?
- Do they arouse curiosity? (Where applicable.)
- Do your report titles make the reader excited to read the content?

CHOOSE the Parts

- Did you do your market research to see which topics your market is most interested in?
 - Look at bestselling product titles.
 - Peek at the table of contents of bestselling products.
 - Browse the sales letters of bestselling products.
 - See what topics of conversation are hot on forums, blogs, etc.
 - Find out what other marketers are uploading to article sites.
 - Discover what other marketers are sending to their newsletter lists.
 - Survey your market.
- Did you choose the 12 best topics?
- Did you decide what order to present these topics? (e.g., step-by-step, easiest to hardest, fast results to results that take longer, beginner to advanced)
- Did you research your first report?
 - Use multiple, credible sources.
 - Develop your own hook or angle.
 - Don't copy – just educate yourself using these sources.

ORGANIZE the Content

- Did you create a thorough outline?
 - Did you list the topics in a logical order?
 - Does your outline show approximate length of each chapter?
- Are you creating the content yourself?
 - Are you using private label rights content?
 - Are you using any interviews?
 - Did you hire a proofreader to review your work?
- Are you hiring a ghostwriter?
 - Create a big list of prospective writers.
 - Do your due diligence.
 - Sign agreements.

- Start small.
- Provide thorough briefs, examples and outline.
- Did you format the content?
 - Proofread it.
 - Format it to emphasize the important parts.
 - Convert it to.pdf using OpenOffice.org.

MAKE it Automated

- Did you set up the site?
 - Get a domain name.
 - Purchase webhosting.
 - Change the domain name servers to point to the host.
- Did you design the site?
 - Design it yourself.
 - Use a template.
 - Hire someone to do it all for you.
- Did you complete and upload the following pages:
 - Sales page (created by copywriter)?
 - Confirmation page?
 - Policy pages (created by attorney)?
- Did you choose a payment processor, such as Clickbank.com?
 - Set up your account.
 - Pay the fee.
 - Get your site approved.
 - Copy and paste the order link into your sales page.
 - Do a test purchase to make sure everything works.
- Did you set up an autoresponder, such as through Aweber.com?
 - Upload your 12 emails.
 - Test the subscription and delivery process to ensure everything works smoothly.
 - Upload your lessons to your website and check that the links in the emails work.
 - Copy and paste the subscription box page into your confirmation page.
- Did you start marketing your site?
 - Blogging
 - Email marketing
 - Social media marketing

- Search engine optimization
- Content marketing
- Pay per click marketing
- Affiliate marketing
- JV (joint venture) marketing
- Buying ads

ESTABLISH a Routine

- Are you using the Residual I.N.C.O.M.E. checklists to set up and maintain your site?

Checklist 2: Maintaining the Site

- If you didn't complete all 12 lessons upfront, are you completing at least one per month? If so:
 - Write it yourself or hire a ghostwriter.
 - Hire a proofreader to review it.
 - Format it and convert it (.pdf).
 - Upload the lesson file to your website.
 - Create the autoresponder message with the proper link.
- Are you contacting your members on a weekly basis?
 - Offer bonus reports.
 - Offer additional tips and tricks.
 - Share membership site announcements.
 - Promote related products and services on the backend.
- Have you set aside an hour each day to deal with customer service issues?
 - Get a help desk if you're getting more than a couple inquiries per day.
 - Hire customer service reps (on oDesk.com or Elance.com) if you can't handle your customer service in one hour or less per day (or if you don't want to do it yourself).
 - Create "copy and paste" email responses for the most common inquiries, such as refund requests.
 - Create a FAQ (frequently asked questions) page to help lessen customer service inquiries.
- Have you set aside an hour each day to do marketing?
 - Use the other guides included for more information.

- Are you testing your site (using Google Analytics) to improve your conversion rate?
 - Test price.
 - Test sales letter headlines.
 - Test other parts of sales letter.
 - Test ads and marketing campaigns.

Conclusion

Congratulations! You now know how to use my proven ***Residual I.N.C.O.M.E.***™ formula to create your very own money-making, fixed-term membership site!

This is the EXACT formula I've used to create my own profitable sites as well as help others create their own residual income streams. And now you can put it to work for you, too! Here's how:

- **IDENTIFY a Topic and Theme.** Brainstorm markets, research them to see if they're profitable, choose a popular topic that the market is seeking out and then create a theme around this topic!
- **NAME Your Membership and First Report.** Here you discovered how to create a memorable brand as well as titles for your reports.
- **CHOOSE the Parts.** This is the step where you research and select your monthly reports.
- **ORGANIZE the Content.** Here's where you outline the content, organize it, create it, format it and convert it so that it's ready for your eager members.
- **MAKE it Automated.** In this section you found out how to choose a domain name, set up hosting, accept payments and automate your site using a simple autoresponder.
- **ESTABLISH a Routine.** Here you received two checklists you can use to set up and maintain your sites!

And that's all there is to it – follow these steps, and you too will have your own profitable residual income streams.

So get started right now by identifying your topic and theme – because the sooner you get to work, the sooner this strategy will work for you!