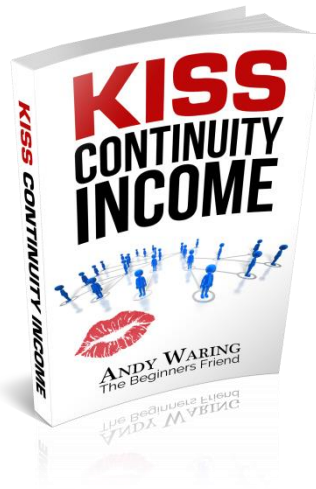


# **Keep It Stupidly Simple**

# **CONTINUITY INCOME**

By Andy Waring  
The Beginners Friend



The boring but important legal bits, I'm sure you know them, but here they are in black and white for you ☺

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Andy Waring

**The Beginners' Friend**

— Making Money Online With a Little Help From A Friend



## **KISS Continuity Income**

### **WELCOME**

Andy Waring here...

I do appreciate that you might not know me at all and so might like to see what I'm all about before continuing with the information.

Rather than pad this blueprint out, you can find out a bit more about me and what I like to get up by following the links below:

The *About Me* post on my Blog:

<http://www.TheBeginnersFriend.com/About-Andy>

On Facebook (feel free to send a friend request, I look forward to getting to know you a bit better):

<https://www.facebook.com/andywaringthebeginnersfriend>



# INTRODUCTION

I often get asked what made the difference in my online business.

What was it that finally turned me from being someone who regularly saw more cash leaving my PayPal account than entering it?

**The KEY that resulted in me starting to earn a regular, semi-automatic income.**

As much as all the usual things had a positive effect; building a list, sending regular engaging emails and creating my own products, *they weren't **the** key.*

The ONE addition that had the biggest effect...*BAR NONE*...was **promoting and selling continuity products.**

*Products that had some sort of on-going recurring income element.*

This could be a service or a club or group that has a regular membership fee.

The important part is the fact that there are regular payments.

Meaning **you are paid more than once for one sale.**

AS that statement is so important, let me repeat it...*'you are paid more than once for one sale'*

To illustrate why continuity based products are so important to your success, let's imagine that you have just created a product.

You have done all the right things and spent time recruiting an army of affiliates to promote the offer.

You have been on social media making sure people are ready and waiting for your launch.

You have been sending out emails to further prime people for the product you will be presenting to them.

You do all of this and your launch is a huge success

*(Ever more difficult to do in these days of launch overload it has to be said).*

And let's say you bring in around \$5000 in income.

A BIG success!

You put your feet up with a big smug grin, puffing on a huge cigar rightly proud of your efforts.

Then after a day or two the realisation hits you...*what now?*

As nice as that lump sum was...it was just that, **a one off lump sum.**

Yes, if it is an ever green product, you might have a few more sales come in...

*...but nothing to compare with that initial income.*

You are now faced with having to repeat the whole process to create the same sort of income.

And if you want to make a living from it, you are going to have to do it over and over again...

**...with all the stress and hard work that entails!**

Now let's look at the situation again...

**...this time you are launching a membership with a monthly fee.**

You put in all the same effort, and again the launch is a big success.

This time though, you know that a large percentage of those signing up will remain with you next month...

...and the month after that...

...and the month after that until they stop their membership.

Rather than panic and think about what new product you can cobble together, fretting about all that work, you can *just continue the promotion of the membership.*

If the membership is good (*I'll show you over the coming pages how to make it good*), people will stick around.

This means that you only have to find a few new clients to INCREASE your membership month on month.

**Which in turn means your income increases month on month with little extra effort.**

Even if you do *'diddly squat'* for a month or two, *your income is not going to diminish that much...*

...and maybe not at all if you include the promoting of the membership in your automated autoresponder follow up sequences!

As you can see having at least one decent continuity product within your portfolio **adds lots of security to your online income...**

...not to mention a way to **steadily increase your income**, *with limited effort*.

If you can see how beneficial a continuity style product would be in your business, just imagine if you had more than one.

**The mind really starts boggling then 😊**

Over the rest of this guide I will be taking you through the steps to creating a continuity product of your own.

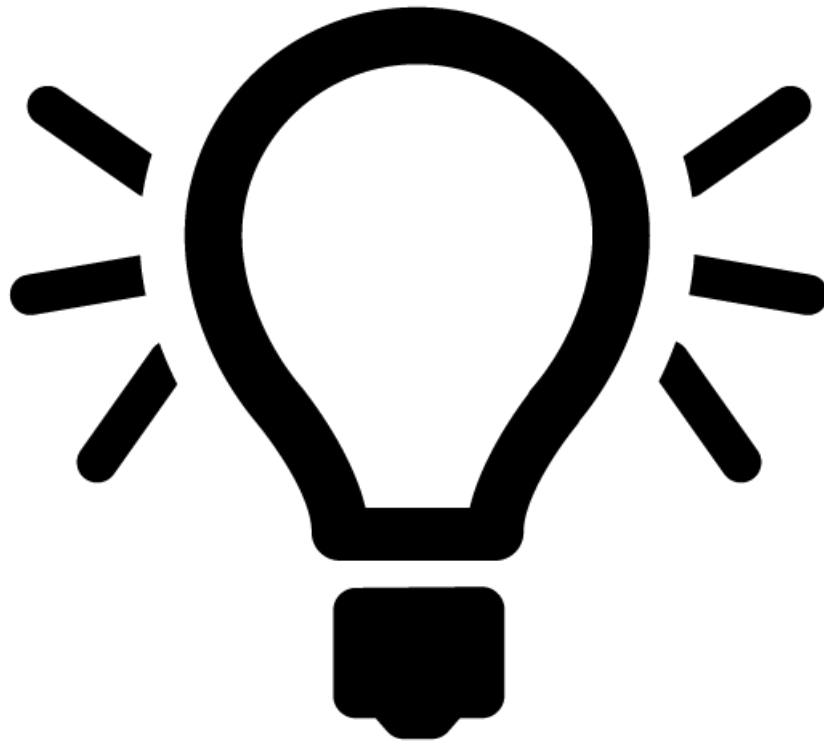
All the things I have learnt from setting up several successful continuity products.

I will be showing you that it doesn't have to be that difficult.

In short I will show you the '*stupidly simple*' to create continuity income.

So that said, let's crack on with the information you need to set up your very own continuity income machine.

# SHORTCUT CHEAT



**Before I get into the guide proper I wanted to give you a short cut cheat that could have you benefiting from continuity income within the next few hours.**

If you haven't already guessed, the method I'm talking about is promoting affiliate continuity products.

This is something I did before I ever believed I could create my own continuity products...

...and it started bringing in the recurring incomes I have spoken about.



**Would you believe, some of the products I promoted way back when, I am still receiving income from!**

Yet further proof that having continuity products in your portfolio (*whether your own or promoting as an affiliate*) is an absolute no brainer.

My recommendation though, is even if you have affiliate continuity income coming in; **you should still aim to get something of your own off the ground as soon as possible.**

At this point you might be thinking that if someone is willing to do all the work and let you benefit from it, why bother creating your own product.

My answer is the same for any kind of product...

CONTROL

If you don't own the product, *you can't control anything about it.*

You can't control the price

You can't control how much of the price you get

You can't control the quality

And you can't control whether the offer will still be available next month.

So as good as promoting affiliate products with recurring payment plans is, **if you want a REAL business you want to ensure you have something you own AND control as soon as you can.**

However having said that, if the concept of continuity products makes sense, but you just can't imagine currently creating something yourself, here are some of

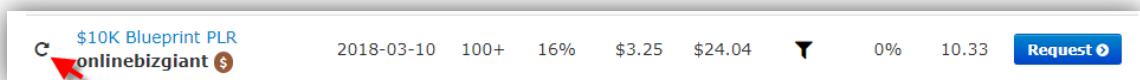
the products and services you could look to promote that will normally have some sort of recurring payment:

- ✚ Web hosting
- ✚ Autoresponder services
- ✚ Page building software (eg Click funnels etc)
- ✚ Cloud space
- ✚ Certain software services
- ✚ Specialist site membership
- ✚ PLR membership sites
- ✚ Newsletter sites

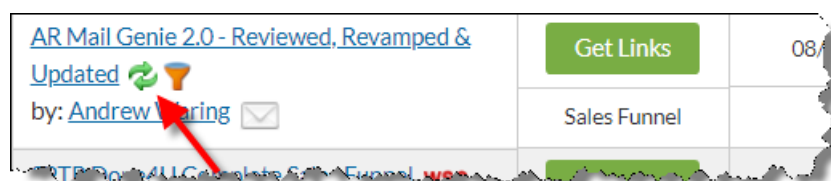
This is by no means an exhaustive list, but hopefully gives you some ideas for the sort of offers to look out for.

If you are in the IM Niche and looking for affiliate products on Warriorplus or JVZoo, the continuity products are fairly easy to spot.

On Warriorplus, you are looking for an arrow going in a circle, to indicate that the sales funnel has a continuity element:



In JVZoo, there is a similar icon, but this time with two arrows forming a circle:



I should just state at this point, that initially (i.e. at the front end), **continuity products tend to convert less well** than one off products as people know they are committing to more than one payment.

We will be looking at ways to improve conversions in some detail later.

For now though, when searching for good affiliate products to launch, check out any potential products with trial periods.

**The best offers will provide a free/low cost trial for a short period of time for people to try out the offer.**

For example my [AR Mail Genie](#) and [IM Success Academy](#) memberships both allow people full trial access for just a dollar.

With trial offers like this, people who *think* the offer might benefit them, can try it out.

This results in far more people signing up.

So when you are looking for a product to promote, **look out for a good trial offer** to encourage potential customers to sign up.

This WILL have an impact in the success or otherwise of promoting the offer.

The other tip to bear in mind is the price is always going to have a bearing on the conversion rate you see as an affiliate.

In general terms the higher the cost of the product, the lower the conversion rate you will see.

Under normal circumstances you would probably steer clear of low price products as an affiliate because they just aren't worth the time and effort.

With continuity products, **you must remember that you will be receiving the commission more than once and so the initially small looking commission soon starts to multiply.**

Add to this the fact that people are less likely to cancel memberships with a low cost, means those commissions can really add up.

One product (no longer available for new subscribers) had a price point of only \$4.95...

...and yet to date I have earned 4 figures in commissions from just that product alone.

I am even still getting commissions paid to me from the product **despite the fact I have not promoted it for over 3 years!!**

Without doubt in terms income vs effort, the promotion of continuity products is a must for your business

Even if you stop reading this guide here and just follow the advice given above, you will find your regular income increasing.

**But there is so much more potential if you start driving the bus and create your own products or services!**

# WHAT TO OFFER



The first challenge for most people when thinking about a continuity product, is what on earth should you provide?

The fairly obvious answer to this is '*What does your audience want?*'

It may be fairly obvious, but it is amazing how often this is overlooked.

**The KISS way of doing this is to be aware of those products and services that are doing well around you.**

You are not going to copy these services (*although if you can see a better way of doing it, why not*).

What you really want is to get ideas and inspiration for coming up with something of your own.

However this is only half the equation.

The second part of this question is what are you able to create or get created?

Ultimately whatever you decide to provide to your clients, you are going to have to create (or get created).

So the ideal product/service is going to be something that your audience will devour and something you feel comfortable creating (or having created.)

Let's look at some of the potential options for your offer.

## **Getting Your Creative Juices Flowing**

From my experience, here are some evergreen topics and themes to help you get your creative juices flowing.

### ***'Done For You' Provisions***

As humans we tend to be naturally lazy and therefore if we can find other people to do stuff so we don't have to, we will happily pay them for the privilege.

People get their car valeted.

Their lawns cut, or garden tended to.

Ironing done

Windows cleaned

...and I bet you could come up with a hundred and one other things that are regularly outsourced by busy individuals.

So it is not a stretch to image this applies online as well.



For example, one of my most successful continuity products is my [Autoresponder Mail Genie](#) membership.

I realised that a lot of people struggle with the creation of engaging emails and therefore I created this site.

Members of the site get a month's worth of engaging emails done for them every month. They can then just add their own links and add the emails to their own autoresponder.

So think about what you can do/are good at, and see if it is something that you could do for other marketers.

There has ALWAYS been a need for done for you services...

...and I can only see that increasing as people become more time poor.

## **'Building Block' Resources**

You could describe this as an offshoot of the 'Done For You' niche.

This is where you **supply resources that people regularly need in their hobby /business.**

This uses the principle first identified by Mr Gillette.

If you don't know his story, in the 19<sup>th</sup> Century, he spotted that there must be a better, safer way for men to shave than using the cut throat razor.

He also recognised that it would also be a lot more profitable.

With this in mind he developed the safety razor, with disposable blades.

He was able to provide the razor at a cut price (*even giving it away*); because he knew that he would **MORE than make his money back from sales of the replacement blades.**

*Clever bloke eh?*

So in IM terms, an example of this would be the sites that provide PLR material, or blog posts...or even follow up emails ;)

What do people need on a regular basis, and is it something you could supply or facilitate the provision of?



## ***Training Provision***

Training material is always a good seller.

We all want to get better or more effective at the topic we are interested in.

Whether it be improving your golf swing, building a list or gaining a six pack...

...information that will help us develop in these areas will always be popular.

Usually you will see access to a training package sold as a one off purchase.

However there is nothing stopping you putting your training in a membership site and charging people a membership fee to access the information.

My ***IM Success Academy*** is an example of this type of continuity product. You can check it out in detail [HERE](#).



So have you got information that people will find useful in your niche.

Information that people might want to dip into again and again.

Another twist on the continuity training idea is that you could also provide a single training program, but **drip feed it with a lesson every month.**

This lends itself to training skills that require a number of stages to complete.

I remember when I was first starting in IM, I signed up for training that provided me with a short PDF lesson every couple of weeks.

That membership lasted 18 months – that's 18 months' worth of fees I paid for the training!

### ***Software Access***

Are you a software developer?

**There is nothing stopping you 'leasing' access to your products** on a monthly/annual basis, rather than selling access for a one off fee.

Just think of the likes of Click Funnels and you will see how profitable leasing software can be.

### ***Service Provision***

This could be described as a 'Done for You' sub niche.

Do you have a skill that other people need on a regular basis.

This could be something like providing SEO to ensure your clients' sites are kept high in the ranking.

Or maybe it could be providing a help desk / advice service; either for them directly or for their customers.

Anything that you believe others will find useful you can charge a fee for.

### ***A warning though.***

There is a **potentially BIG downside** to this type of offer.

You have to ask yourself how much of your time is going to be taken up providing the service.

If you are not careful, you are just creating another job for yourself.

If the service is potentially going to take up a lot of your time, ask yourself if there is any way you could automate any part of it?

As well as the automation, you could also consider outsourcing some/all of the provision.

**So although very much worth considering, do be aware of the pit falls of this type of provision as your continuity income**

### ***Group or Forum Membership***

I have left this to last as it has to be my favourite type of offering.

Providing membership to a private group in the niche or topic you are in is **possibly the easiest type of continuity product you can provide.**

There is very little/no content to create.

It is easy to set up.

It is a great way to help people and build a relationship with them.

For example, my [FREEDOM Mastermind group](#) is actually great fun to run due to the relationships I and other members have built up.

The members benefit from very low cost help, support and guidance (not to mention several other perks)...

...and in return I not only benefit from the membership fees but also from the information that is shared and discussed.

All I did to create the group was to set up a private group on Facebook.

**No complex membership scripts or plugins.**

I will look in detail later how you can create your own group and make it stand out from the crowd.

Definitely a route to consider.

The idea of this chapter was not to go through every single continuity option. The objective was to get your brain cells working.

I'm sure with a bit of thought you will be able to come up with something that is even better than anything I have

suggested. Something that is ideally suited to both your clients' needs and your skills and abilities.

### ***The KEY to Your Continuity Product***

Before I leave this chapter, a quick question for you:

*'What is brown and sticky?'*

As all school boys know, the answer is *'a stick'* ☺

As I am a big child at heart, I love that joke and it smoothly gets me to the idea that whatever type of continuity product you choose, ***it has to be sticky.***

Roughly translated, this means you want whatever you are providing to make people want to come back again and again, month after month.

*Paying their membership fee month after month.*

**So choose something people want, something you can provide and something that will be sticky when deciding on what you will provide.**

In the next chapter I will cover the duration of your membership and why it can affect both sales and how long people stick around.

# **DURATION OF THE MEMBERSHIP**



Once you have an idea about the sort of thing you are going to offer, you then need to think about the duration of your membership.

You have the option of providing an open ended offer or one that has a fixed term ie ends after a set period of time.

Each has its own advantages and disadvantages that I will cover in this section.

## ***Open Ended Offers***

As the name suggests this is where you offer your product or service for as long as the client wants to pay for it.

The very obvious advantage of this sort of membership is that, **in theory at least, you can continue receiving membership fees forever.**

In practice it is VERY rare that you will get members that will remain a member indefinitely. However open ended memberships do provide a huge potential for providing an on-going income.

*I still receive payments from members that signed up for offers I promoted years ago (both my own and as an affiliate).*

The downside of creating SOME open ended memberships is the effort of keeping the content fresh and up to date.

For example if you are providing resources, you will need to be creating / finding new resources every month.

This can turn the site into **an almost fulltime occupation.**

In turn this can pile on the pressure as you try to come up with fresh new content on a regular basis.

This pressure to create fresh new content is not present for all the types of memberships I outlined earlier though.

**Forums and Facebook groups, for example, just need a minimum amount of content creation,** as a lot of the content creation comes from members (*but more about that later*).

Also licensing software, or providing access to a set resource (like training collections), doesn't suffer from the stresses of producing on going content...although you still

might want to revamp / refresh your offering from time to time.

### ***Fixed Term Offers***

The fixed term membership is one where **the membership period is time limited**.

For example this might be where you provide training over a pre-set number of lessons over a set time.

The member only pays their fees for the duration of the program.

As mentioned earlier, one of the first examples of a continuity membership (*before I even know what a continuity product was*), was an IM training program that ran for about 18 months.

I received a lesson every 2 weeks and paid \$27 every month for the privilege.

That's the best part of \$500 or so I paid in total.

Would have I spent \$500 upfront for the training?

Not a chance! (*Not back at that point anyway*)

**The fact I paid for it over a number of months reduced my perception of the cost.**

You will also see examples of this on the TV all the time.

The advert shows a detailed model of a car, plane, ship or something similar.

It then lets you know that you can also build the model with the parts you will receive on a weekly/month basis with a magazine.



If you check the small print on this type of advert, you will see **it normally takes a year or more to get all the parts** to build the model.

The next time one of these adverts comes on, check out the cost of each of the magazines and then work out how much the complete model will cost...

*...it will very likely make your eyes water!*

Something else you will notice about these offers, **they always provide the first edition of the magazine at a discount.**

I have mentioned already that offering a reduced price trial access is a great way of increasing the take up of your offer, and this is a great example of it in operation.

**People do it because it works.**

One of the little known advantages of the fixed term membership is that on average, **members will remain longer than with an open ended membership.**

The reason for this is that when people understand when their fee will stop, they are more likely to let it run as they know it will end soon.

On the other hand those individuals signed up to an open ended membership, don't have this certainty. This means if they start questioning the expense of the membership, they are more likely to cancel straight away.

Yet another advantage of the fixed term model is that you only need to create a pre-set amount of material.

For example the training I told you I signed up to; once the owner had created and set up the delivery of the training

once, **he could then leave it to run on autopilot and just concentrate getting new members.**

Both options have pluses and minuses which I have highlighted. I don't think one is better than the other, it really does depend on what you are offering.

I use both options in the continuity products I offer.

# PRICE POINTS



Apart from deciding what you want to provide to your customers, and how long you want to provide it for, there is also the cost of the membership to consider.

Each price point has its own advantages and it is well worth giving some consideration to the topic once you read the following information.

## ***FREE ACCESS***

*OK, by definition, this isn't directly going to bring in lots of income, but it is still worth bearing in mind depending on your objectives.*

The first advantage of using a membership based lead magnet is that **it is perceived as having a far greater perceived value** than the standard offerings.

And because of this, people will be more willing to exchange their contact details for it...

...and as we know building a list is hugely important if you are serious about creating an online income.

But there is something even more beneficial than this.

If you are using a 'drip feed' approach, **you gently extend the contact you have with your subscriber.**

With a standard PDF/video/audio lead magnet, the subscriber usually visits the download page once (if at all!).

*In addition there is a good chance they also unsubscribe immediately.*

Under these circumstances, the chances of you building the all-important relationship is about as likely as me ever knowingly consuming peanut butter (*the food of the devil as far as I'm concerned!* 😊).

When you have a continuity based lead magnet, you are *building in* the ability to communicate with the subscriber on a regular basis (to deliver the access to the drip fed material)

**This extended length of contact with the subscriber allows you to communicate regularly and so be able to build trust and a relationship...**

...both of which are an ABSOLUTE cornerstone of being a successful marketer...either offline or online.

Of course that's all well and good, but how can we start creating an income from a free resource?

## ***Monetisation***

Although you are providing free membership/access, there are still opportunities to monetise this sort of offer.

The obvious method, especially as you are building the aforementioned relationship, is to offer suggestions about products or services.

These can be your own offers or alternatively, ones you are promoting as affiliate.

The fact you have had time to build trust with members of your site/group will **often mean you achieve very healthy conversions when you suggest products or services** your client might find useful.

Another very simple way to create an income from your 'free' resource is to offer an upgrade.

This could be more content, in-depth access to you, further support, etc.

In other words anything that builds upon what they are already getting.

Again, because you have built a relationship, there is a high likelihood that they will sign up to the upgraded version of the free membership they are receiving.

## ***ONE OFF FEE***

If you like the relationship building advantages that a continuity product provides (as described in the FREE option)...

...but would like to start creating income straight away, you could look at asking for a onetime fee.

Customers pay once upfront, but then get on-going access to the continuity resource.

**By doing this, you get the relationship building advantages of the FREE option mentioned above AND instant income.**

On the downside, the conversions are going to be less than free access...

...but will be greater than for a membership with a true continuity payment model.

### ***RECURRING CONTINUITY FEE***

Although I have used all the payment models I describe here, without doubt this is BY FAR my favourite method.

**This is the one that will bring the security discussed at the beginning of this guide.**

As obvious as it might be, when you have payments coming in again and again, it just makes your life as a marketer so much easier.

You can spend time away from your business and KNOW that your income this month is going to be similar to last month.

In addition you know that any new sales you make will be added to the members you already have.

If there is any downside to a recurring payment model, it is that the initial conversion rates tend to be lower than a product with a one off payment.

**But to put that in context, once you start taking into consideration the on-going payments, the conversion rate goes through the roof for continuity products.**

So it might be slightly more difficult to get the initial sale, but you will earn a lot more from it in the long term.

### *Trial Access*

One simple method touched on previously to increase conversions is to use the old adage of 'letting the customer touch the merchandise' (*having just written that, it sounds slightly wrong!*).

**This translates to offering a free or very low cost 'trial' access.**

For example I offer potential members of my FREEDOM mastermind group a seven day free 'Guest VIP Membership'.

Check out the sales page [HERE](#)

My [AR Mail Genie 2.0](#) membership offers 14 days access for just \$1. Customers can download as much as they want in that time.

If you are a reputable marketer (*which I am sure you are*), you will have nothing to hide and therefore be more than happy for people to have a good look around before they commit.

**Showing you have nothing to hide, along with allowing potential customers to see how your**

**offering could help them will drastically increase people taking you up on your offer.**

### ***DISCOUNTED ANNUAL OR LIFE TIME MEMBERSHIP UPGRADE***

*You might be thinking why on earth would you offer such a thing?*

After all the advantage of continuity memberships, as discussed, is that you get income on a regular basis.

Well there are two main reasons:

Firstly, giving customers the option of an annual or lifetime membership will **provide you with occasional lump sum** payments to go alongside the regular membership fees.

The second reason you want to do this is to get **a guaranteed payment** up front.

When someone signs up for your membership, although you will know the average, you don't know how long this particular person will be a member.

And so you have no idea how much income they will provide.

If members take out the discounted longer term membership, you are guaranteed a certain amount.

*What Price Point?*

To work out what you should charge for your discounted long term membership, ideally you want to know the average time a member stays with you.



*(If you don't know this, three months is the usual benchmark.)*

Once you have this figure, multiply it by the membership fee and then add a premium on top of that.

eg. If the average membership lasts 4 months

And the membership fee is \$20

An average customer will be investing  $(4 \times \$20) = \$80$

So to work out the annual price, add a sensible premium on the top of this, so in this case I will add another month fee  
 $= \$80 + \$20 = \$100$ .

(I would also probably bring it below the 3 figures by reducing that amount to \$99).

**Now when someone takes the annual membership I know that I will be earning MORE than I would from the average member.**

It also provides you with another selling point by being able to legitimately tell people they are getting annual access at a greater than 50% discount.

**I would *a/ways* recommend you have an annual lifetime upgrade to your continuity offering.**

*It doesn't take long to add, and provides you with a higher ticket offering in your product portfolio.*

# DELIVERY METHODS



Once you have made your decision regarding the content, you are then going to need to work out which delivery method you are going to use.

Although there are various options, I have focussed on possibly the three most straight forward methods of delivering the information and/or resources you are providing with your continuity model.

## ***EMAIL SEQUENCE***

The most straight forward method of delivery has to be via email.

**With this method all you need to do is set up emails within an autoresponder to go in the required sequence.**

The emails can then either contain the information or provide a link to a web page containing the information or resource.

I have used this method on several occasions for the free lead magnet type offering.

That said, it doesn't necessarily have to be limited to free offerings.

If you are using the information on the email as a lead magnet to build your list, it has the advantage that you don't have to create a lead magnet AND a follow up sequence of emails.

*The emails ARE the lead magnet.*

As the information that people subscribe to get is contained within the emails, this method also has the advantage that people who sign up are FAR more likely to open and read the emails compared to classic follow up emails.

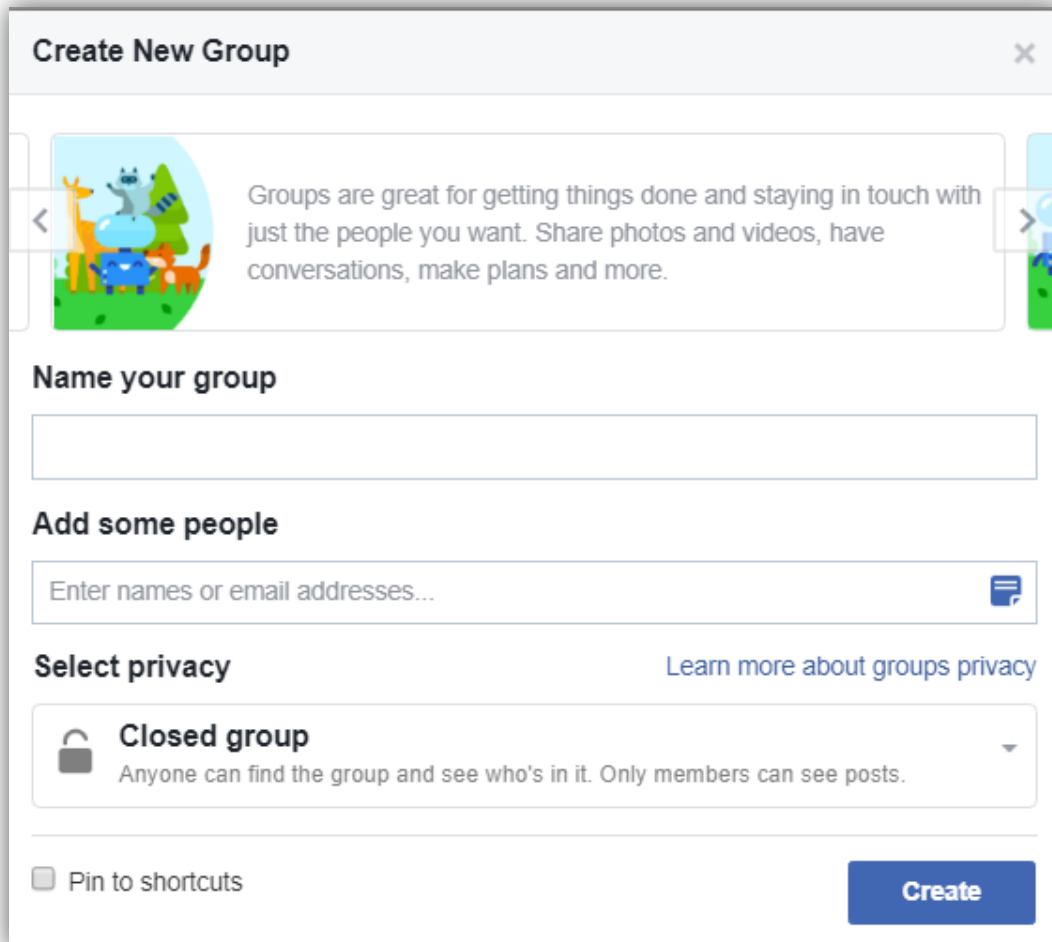
To use this method, you simply need to have a good autoresponder AND collect the customers' emails details.

## **FACEBOOK GROUP**

One of the simplest methods for creating a membership based group is by setting up a Facebook group.

The practical steps to do this are very simple. The details do change slightly from time to time, but as it stands at the moment the process to set up a group is:

1. On the left-hand panel, look for the **Groups** option and click on it.
2. Click on the **+ Create Group** button



The screenshot shows the 'Create New Group' dialog box. At the top, there's a title bar with 'Create New Group' and a close button. Below the title bar, there's a carousel of images. The first image shows a group of animals (a giraffe, a zebra, a lion, and a hippo) in a savanna, with the text: 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' Below the carousel, there's a section titled 'Name your group' with a text input field. Underneath that is a section titled 'Add some people' with a text input field labeled 'Enter names or email addresses...' and a button with a plus icon. Below that is a section titled 'Select privacy' with a link 'Learn more about groups privacy'. There are three privacy options: 'Secret' (with a lock icon), 'Closed group' (with a lock icon and a dropdown arrow), and 'Public' (with an open lock icon). The 'Closed group' option is selected. Below the privacy options, there's a checkbox labeled 'Pin to shortcuts'. At the bottom right, there's a blue button labeled 'Create'.

3. Give the group a name
4. Add at least one member
5. Decide on what sort of group you want; Secret, Closed or Public.

*Secret* - Only members can find the group and see posts.

*Closed* - Anyone can find the group and see who's in it. Only members can see posts

*Public* - Anyone can see the group, its members and their posts.

*(I personally use Secret as I want to provide privacy for my members)*

6. Click in the 'Pin to shortcuts' option to ensure the link to the group is always shown on your FB side panel.
7. Click the **Create** button

### *Regular Interaction*

It is fair to say that recently a lot of people have set up their own Group, but very few of these groups are active and successful.

The big difference between your success and failure with a group is activity.

*...but more precisely, YOUR activity.*

Don't think you are just going to set the group up and then sit back raking in regular membership fees!

It just doesn't work like that.

If you want a successful membership group, especially a paid for membership, you need to make an effort.

**Make sure you are REGULARLY posting in your group with thoughts, ideas, tips, help, questions, observations etc.**

*And don't think you can wait until you have enough members to make it worth spending time entering content.*

If the group isn't active, people aren't going to stick around.

**So even if you only have one member, you need to be building engagement.**

In addition, to make your group a REAL success, you need to encourage your members to fully contribute.

The more you can get your members to join in, the more successful your group will be, the more members will want to remain as members and the less work you will need to do.

Ultimately you want to get to the stage where the group takes on a life of its own.

## **WORDPRESS SITE**

The classic delivery method for membership sites, could be said to be via a WordPress site.

If you haven't already created one, WordPress sites are dead easy to set up.

In addition you have the advantage of 'Plugins', small bits of script which provide various options when using a WordPress site...

...including membership scripts.

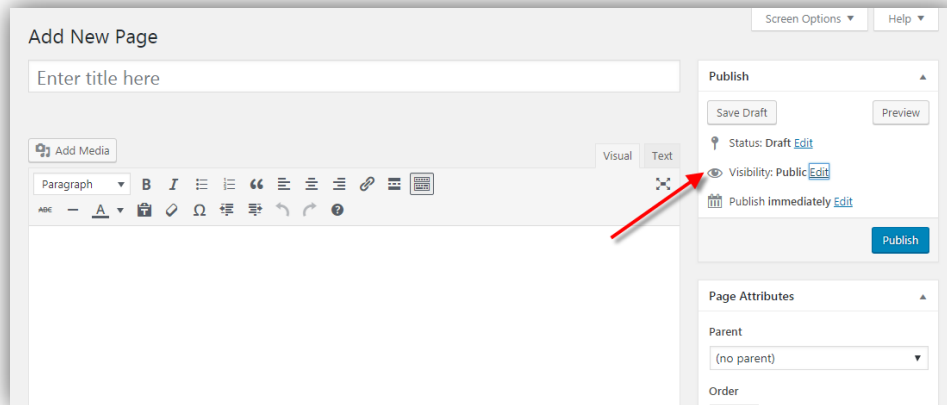
*(I won't pad this guide up with detail on setting up a WP site, as information to do this is freely available on the net.)*

## **WP Simple Method - Password Protected Pages**

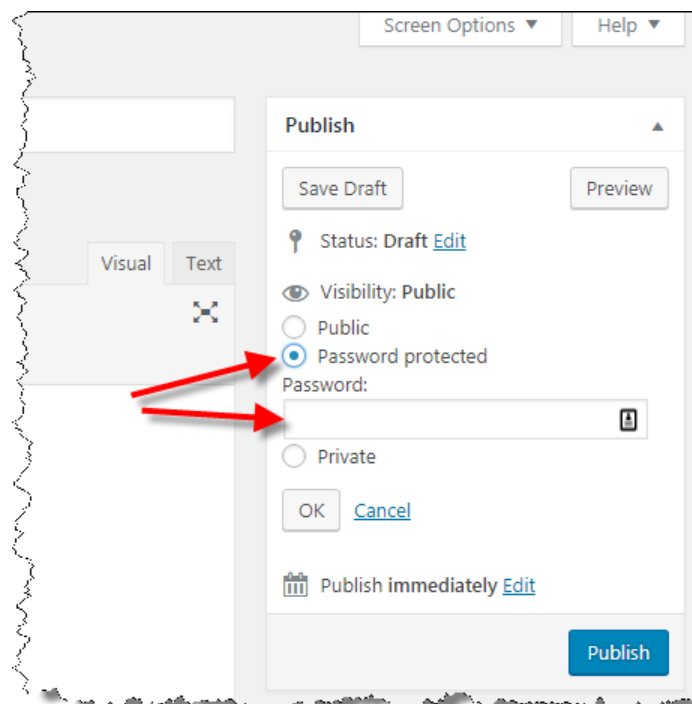
Before we start with the expense and complications that membership plugins introduce, it is worth pointing out that there is a far more straight forward method if you need to drip feed information to your members.

When creating a page/post within a WordPress site you have the option of giving it a password.

1. Click on **Pages – Add page** (if the page has not yet been created).
2. Over on the right of the screen, click on the **Visibility** option.



3. The visibility options will then be displayed. Select the **Password protected** option, which will reveal a field for you to enter your password.



Visitors will then only be able to access that page if they enter the relevant password.

If you combine this, with the email delivery method I mentioned earlier, you can send an email with a link to the required page along with the password to access the information.

I have used this method and it fits very nicely in with the Keep It Stupidly Simple ethos.

## **WP Advanced Method – Membership Plugins**

As useful as the password protected membership site is, sometimes you just need the extra functionality of a membership plugin.

Amongst other things, membership plugins will allow you to have different levels of membership on the same site.

This allows you to provide access to different parts of the site depending on the type of membership signed up for.

Therefore, you might have a free basic option and also provide upgrade options that were progressively more expensive.

There are several WP membership plugins available, all with their own pros and cons.

I have included a few options below for the creation of a WP based membership site.

### *InstaMember*

The plugin I tend to use is InstaMember.

I find this plugin pretty straight forward and there is plenty of help out there if required.



You can check out more about InstaMember and get a copy [HERE](#)

*(Despite it being a membership plugin, it only requires a one-off investment).*

Also, once you purchase the plugin you can use it in as many sites as you wish.

You will find the support includes a number of video tutorials to help you through the process of setting the plugin and your site up.

### *Fiverr*

An alternative to owning a plugin is to get someone from Fiverr to set up the basics of a WP membership site for you.

**There are various gigs starting from just \$5, most offering various custom options for a small extra fee.**

If technology worries you, this is a great way of making sure it doesn't get in the way of you having your own membership site up and running in the quickest amount of time.

### *s2Member*

s2Member is another free and very popular membership plugin.

It does have a Pro version that comes with more features, but the free version is still pretty feature packed.

The free option includes all the standard features, such as protect pages, posts, tags, categories. In addition to these, the plugin also offers some not so common features, such as the ability to protect portions of content within posts,

pages, themes, and plugins, as well as downloadable files and streaming audio/video.

You can get more information about this option [HERE](#)

## **A Hosted Service**

If you like the idea of someone else dealing with most of the techy stuff, then you might want to consider a hosted service.

One that I have just recently invested in is [MemberFactory](#).

This is a very cost effective way to get up and running VERY quickly.

It has all the things you need for a professional membership site. Attractive templates, membership set up, instant or drip feed material, affiliate platforms, payment integration and all that good stuff.

### **But of course the advantage is that someone has already set up the infrastructure for you**

As I say I have only just invested, but it is something I can envisage taking over from my personally hosted WP sites.

The sales page is pretty extensive, so if you want to find out EXACTLY what is included and how easy it is to use (there is a good casestudy video), you can see it [HERE](#)

At time of writing they are pricing with a low **one off** payment (currently a lot less than \$100), and then just a small percentage of any sales you make.

Of course the advantage of this over a monthly membership fee is that after the initial purchase fee you only pay anything when you have made a sale...*very handy for those who have a limited budget!*

## **Delivery Method – In Summary**

Whichever option you chose, it is fair to say that this is one of the likely stages that people will give up.

*It can all look too complicated or too much work.*

But remember the technical stuff can be outsourced for very little investment or you can chose a hosted solution if you don't fancy spending the time and effort mastering the method of delivery you chose.

**Never let your lack of knowledge be a blocker to your continuity plans...**

*...either research the information you need or find someone who DOES know about what you want to do and get them to do it.*

I'll be honest; I hadn't got a Scooby Doo regarding the technical aspects of building a WordPress membership site when I first started.

So for my first one I invested just \$100 to get an online friend to build it all.

*(I could have paid MUCH less, but I wanted the security of his longterm support – not that I have actually needed it)*

**That same site, to date has brought me in multiple thousands of dollars in income.**

I repeat don't let your lack of technical knowledge get in the way!

# STRUCTURE OF YOUR MEMBERSHIP SITE



When setting up your membership, there are several elements you should include and I will cover each in detail here.

## **A HEARTY WELCOME**

As you would in the 'real' offline world, you should welcome your members into your membership.

Make them aware what the membership is all about and what they might expect from you.

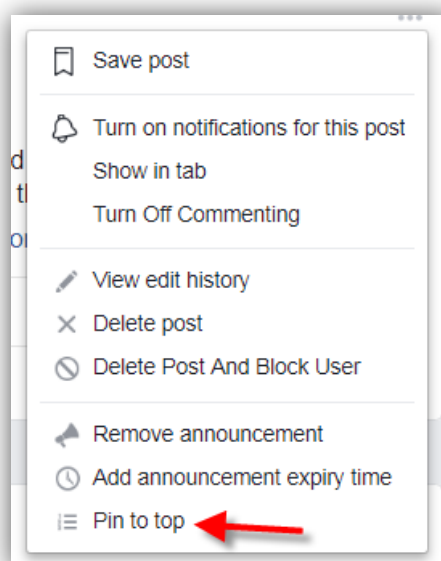
At its most simple, this could just be the first email you send to your new member.

In addition if you have created a Facebook group, make sure you have a pinned post\* that provides information about the group, including an overview of the membership, any rules or guidelines, any actions they should carry out and a reminder that unless they cancel the membership fee (if it is a paid for group) it will be paid on a monthly basis.

*\*a post that remains at the top of the group timeline.*

To create a pinned post:

1. Create a post in the normal way
2. Click on the "... " symbol at the top right of the post
3. From the menu that is displayed, select the **Pin to top** option




If it is a WP membership site you are creating, make sure you have a Home/Welcome page that includes similar information.

As an example of what I mean, here is the one I use in my **AR Mail Genie 2.0** membership site:

## Welcome

### Welcome to the AutoResponder Mail Genie 2.0 Membership Site

**A PERSONAL MESSAGE FROM ANDY WARING:**



Hi

Thanks for deciding to join AR Mail Genie 2.0

My original AR Mail Genie offer proved to be very successful, however, time moves on and so some of the offers I promoted in the emails I provided on that site no longer exist.

Therefore in this 2.0 version, I have reviewed all the emails I provided and made sure that they have either been rewritten to bring them up to date or replaced them with completely new emails.

Although some of the emails suggest a particular product it should be used to promote, the vast majority of the emails are written in such a way that they can be used to promote a general type of product (eg. Traffic creation, step by step training, product creation etc). This is so that you have maximum flexibility with what you are able to promote using my emails.

Each month you will be receiving a new month's worth of professionally written emails designed to build your relationship with your list and at the same time subtly selling to them.

However, it will be much more than that. Each month you will also receive a PLR product (usually video training) that can use in your business to sell or build your list – or possibly both 😊

I recommend you jump in and get started, and I look forward to working with you.

RSS Feed

### Site Navigation

- Welcome Message
- Month 1 Emails & PLR Product
- Month 2 Emails & PLR Product
- Month 3 Emails & PLR Product
- Month 4 Emails & PLR Product
- Month 5 Emails & PLR Product
- Month 6 Emails & PLR Product
- Month 7 Emails & PLR Product
- Month 8 Emails & PLR Product
- Month 9 Emails & PLR Product
- Month 10 Emails & PLR Product
- Month 11 Emails & PLR Product
- Month 12 Emails & PLR Product
- Andy's Useful Resources
- JV With Me
- 1-2-1 Coaching
- Support

To make sure the member is totally comfortable, I also add information repeating that they are in a membership and that they can get out at any time.

By adding something like this, you will find complaints are kept to a minimum from people who don't understand they have signed up to a continuity membership with a monthly fee.

**IMPORTANT NOTE**

Please remember this is a membership site and therefore you have committed to invest in the membership fee every month until you cancel your membership. If you wish to cancel simply cancel the recurring payment in your PayPal account or send me a request to cancel your membership via the SUPPORT link.

*As much as I want you to benefit from the site, I have no wish to have unhappy members.*

*All the best*

*Andy Waring*

You will note that I also include information on where they can get support.

*Again, this is to ensure the new member feels totally at ease with the commitment they have just made by signing up to your offer.*

## **OTHER PAGES TO INCLUDE**

In addition to the Home/Welcome page, there are a couple of other pages I would recommend.

### *Support*

To make it as easy as possible to get in touch with you, I would always include a support page or link.

This is the one included in the AR Mail Genie 2.0 site

**Support**

If you need to contact me with requests, to discuss issues you have or to cancel your subscription, please complete the form below:

**Name \***

First Last

**E-mail \***

**Comment or Message \***

Submit

I have used a simple free plugin to create this form, but it could just have easily been a simple link to your support email address.

As long as the client can contact you for help you don't need to jump through hoops to create some fancy help desk system.

### *Resources Page*

With a continuity site, you have a resource that your client will be visiting on a regular basis, *so make sure you make the most of that.*

Make sure you include a page promoting products and/or services that could be useful to the members of the site.



These could be your products or those provided by others that you promote as an affiliate.

It is a great way of bringing in an extra income stream from your site whilst also helping your members.

### *Upsell Offers*


This could be included as part of the 'Resources page' or could be included as a page within its own right.

**If your membership has an upgrade option, make sure it is promoted here.**

This could be access to further resources or an upgrade to an annual or life time membership (*as discussed in the Price Points chapter of this guide*).

### *JV Page*

**JV With Me**



I hereby invite you to benefit others and yourself by introducing people to the advantages of being an **AutoResponder Mail Genie 2.0** member.

As a partner I want you to share in my success and as such, I am offering you a recurring 50% of the membership fee. This means you could potentially earn up to \$149 for every sale!

You will find below various tools to help you promote the site and you can also contact me at any time with any questions you might have:

**[JV@ARMailGenie.com](mailto:JV@ARMailGenie.com)**

if you have any questions

Sales page: <https://www.midastouchsystem.com/armailgenie>

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**STEP 1 of 3 – [Grab Your Affiliate Link](#)**

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One great way to promote your membership is by partnering with other marketers who will promote it as an affiliate.

**Obviously, the best advocates of your membership, are those that can talk with real conviction, in other words your current members.**

All you need to do is include a '*Partner with Me*' page and use it to outline what they can earn and provide them with resources to help them promote the membership.

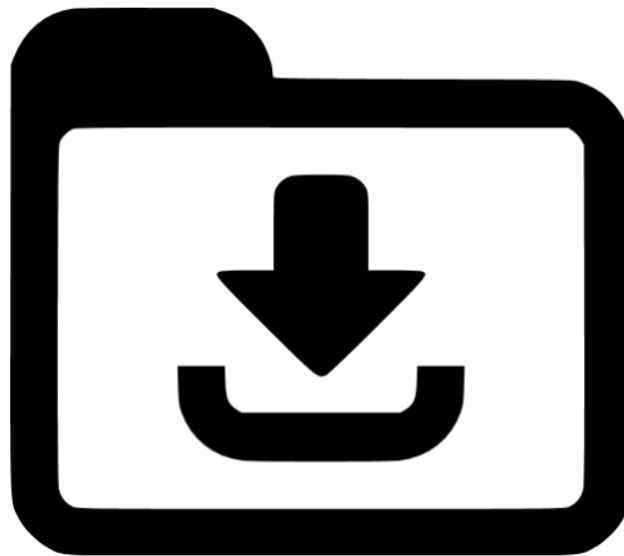
The image is from the page I use in the AR Mail Genie site.

Further on down the page I include email swipes and banners that potential affiliates can use to promote the membership.

Although you don't need all of this to promote your site to potential affiliates, it is fair to say that **the easier you can make it for potential affiliates, the more likely they are to promote...**

*...and therefore, the more traffic and sales you will see.*

# CONTENT CREATION



Without doubt, the biggest reason that many people give for not creating their own membership site, *is content creation*.

Many see this as a HUGE commitment that they don't believe they would be able to cope with.

THIS DOESN'T HAVE TO BE THE CASE.

Yes, there is obviously going to be some investment in terms of effort or expense, **but it need not be as difficult, time consuming or expensive as you might think.**

*In this chapter I will look at the various KISS strategies you can employ to create the content required by your membership offering.*

## **REPURPOSED MATERIAL**

One of your easiest options is to repurpose material you already have.

For example, most of the email swipes I included within my AR Mail Genie membership were based on ones I had used in my own business.

Yes, I did carry out some work to ensure they weren't too personal to me, but overall the effort required to populate the membership was minimal.

Other things you could consider repurposing to use in your membership include:

- blog postings
- Facebook postings
- courses you have created
- YouTube videos you have recorded
- Coaching calls you have recorded
- Other audios you have recorded

These are just a few ideas, but any resource you have in your portfolio could potentially be repurposed and used in your continuity offer.

EDIT: Hot off the press - just prior to launching this guide I stated a simple membership offer where I have offered my subscribers the chance to receive all the emails I sent to my list for the previous month, on a monthly basis.

This is as pure as you can get in terms of repurposing.

**I am in effect being paid twice for my efforts** (initially via the sales my emails create and secondly from the membership fees of the members who took up the offer)

And because of this I am able to offer the membership at a very low cost compared to the cost of my members having the emails outsourced.

**Very much a win-win situation!**

## **PLR AND RESALE RIGHTS MATERIAL**

A great option and shortcut for content is by utilising the work of others.

If you do take this route it is essential that you keep in mind a few things:

### **1. Make sure the material is of the right quality.**

There is a wide variance in the quality of PLR material and so it is important any material you obtain, and use reflects well on you.

One way to make sure this happens is to **use material that has been sold in its own right before and not created specifically to be sold as PLR.**

*(For example this offer from Sean Mize is a great example. He provides over 200 of his bestselling training products that could easily be used in a membership site – See The offer [HERE](#))*

**2. Does the material allow you to use it in the way you want to?**

Not all PLR or Resale Rights material have the same rights, so make sure you check out the license and if in doubt contact the creator of the material.

**3. Is there enough material to satisfy your requirements?**

This isn't such a problem if you are providing a 'Fixed Term' membership, but might be if you are providing an 'Open Ended' membership.

## **MEMBERS SELF CREATION**

If the continuity model you are utilising is based upon a group or forum, you can **use the members themselves to create content.**

The way you are going to do this is to ensure you build engagement with members as soon as possible by:

- a. **Posting regularly** (*I would suggest at least two or three times a day initially*)

One of the issues I see with a lot of new FB Groups is that they don't spend ANY time on this activity.

The upshot being that the group **is as dead as the proverbial Monty Python parrot before it even gets started.**

b. **Encouraging interaction.**

You will find that the level of interaction is directly related to how well you do the first step.

So make sure you give your posts some thought and effort.

When people get to the stage where they know, trust and like you, they will be happy to contribute to the discussion within the group...

*...and even instigate discussions.*

To make sure you facilitate this sort of interaction, there are a couple more things, on top of the regular posting, that you can do.

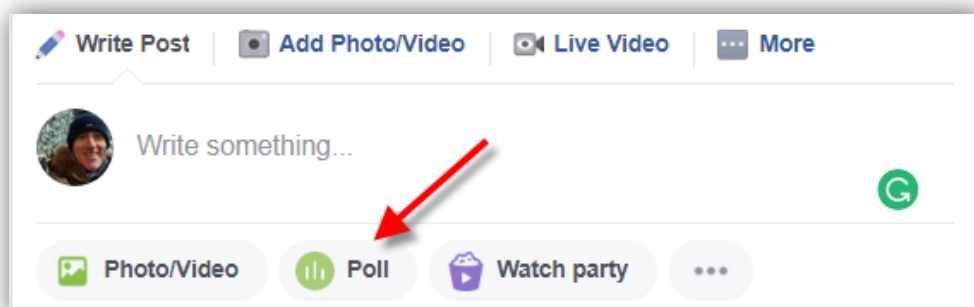
Firstly, ask questions.

We are automatically conditioned to answer questions posed to us.

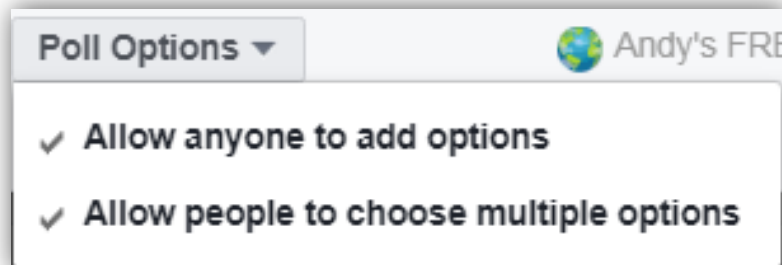
As in our offline 'real life', questions are a great way to instigate a conversation.

Then there is the option of creating polls within Facebook.

When creating a post, just click on the **Poll** button and then enter the alternative options within the poll.



You are also able to allow your members to add options of their own to the poll; again increasing the interaction with your members.



The final way of creating interaction within the group must come with a 'health' warning.

**Be very careful if you are going to use this method!**

The method here is to make a contentious or controversial statement.

This will pretty much guarantee increased interaction, BUT could diminish the rapport you have with some members of your group.

**You have been warned!**

## **YOUTUBE**

You can use YouTube in two separate ways for your membership content.



## *Hosting*

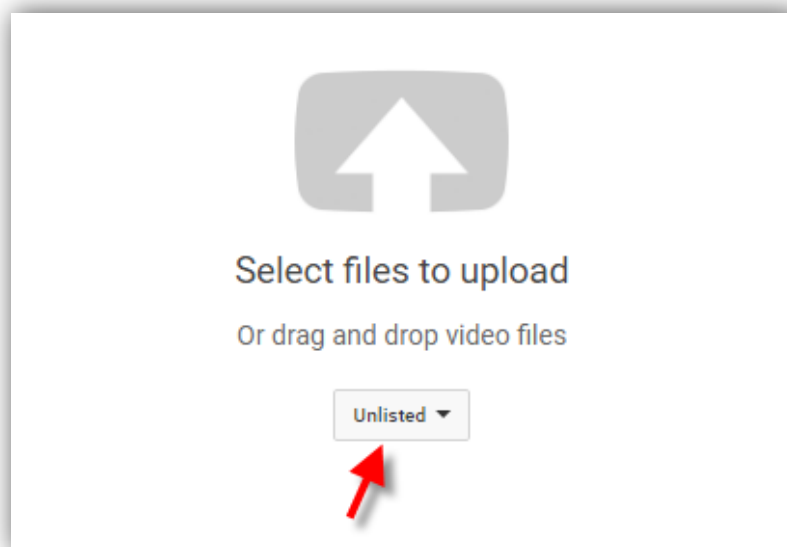
Firstly, if you have videos that you want to present to members, you will need to host them.

Depending on the size and popularity of the videos, this can put a big strain on the hosting resources you have if you try to host them yourself.

One of the options you have is to get the videos hosted elsewhere.

And if you want to do this at no cost, there is the K.I.S.S. option of utilising YouTube.

Just upload them as 'unlisted' to prevent non-members getting access and then use the embed code to add the videos into your site.



The video itself is then streamed from the YouTube's servers, as opposed to the web server on which your WordPress site is hosted.

## *Content*

The second way to utilise YouTube is going to help with the whole content creation challenge.

**If I'm honest this is probably not a strategy for content that you would want to use for a 'paid for' membership**

*(But hey, I'm not your boss 😊)*

As you may be aware, YouTube is a brilliant resource for content.

You name it, and there are probably hundreds of videos available on that topic.

**In addition to that, YouTube actively encourages you to use the videos by supplying you with embed codes.**

YouTube says that you can reuse copyright-protected material under certain circumstances without getting permission from the copyright owner.

***I will stress I am NOT a copyright lawyer, so please do your own due diligence before using videos in your membership.***

*(I would personally steer well clear of material that is commercial available that has been uploaded by someone onto YouTube)*

That said there are lots of none professionally made videos that would be ideal to share in your membership offering.

This is one method of content creation that is not going to run out any time soon!

## OUTSOURCING

**If you are someone who has the funds, but not the time to create your own content, outsourcing is an ideal solution for some or all of the content you are supplying via your membership.**

This is similar, in a way, to the use of PLR mentioned earlier, but outsourcing the material will provide you with material that is unique to you, as it will have been created specifically for you.

There are several methods for finding a good outsourcer, but one way of getting outsourcing bargains is utilising Fiverr...*but perhaps not quite in the way you think.*

Although the outsourcers on Fiverr tend to get a bad rap (*it is fair to say, some are cr\*p*), there are nuggets of gold amongst all the doggie doo!

The trick is to order the basic \$5 gigs from potential providers and then see if any of them provide a quality of service that impresses you.

Once you have identified the one or more individuals, **get in touch with them about having a longer term relationship outside of Fiverr.**

You probably won't be able to get all your content for a \$5, (*and if you do I would serious question the quality of that content*) but you can set up very cost effective relationships using this method.

Another excellent place to look for providers of services, (especially if you are in the IM niche) is to take a look at the 'Warriors For Hire' section of the Warrior Forum.

Forum	Last Post	Threads	Posts
<b>The Warrior Forum</b>			
<b>NEW</b> <b>Main Internet Marketing Discussion Forum</b> (1299 Viewing) Find out and learn more about SEO, running an online business, latest trends and effective strategies and techniques for marketing your business, website or product online.	'Purchase' Team Members for a... by hfbadvertising 13th April 2018 09:59 AM >	241,028	2,727,473
<b>Warrior Special Offer</b> (1093 Viewing) The world's largest Internet marketing marketplace. Warrior Special Offers (WSOs) are deals available exclusively through Warrior Forum, that no-one else can beat.			
<div><div>VIEW THE LATEST <b>WARRIOR DEAL</b></div><div><a href="#">Launch a WSO</a><a href="#">Launch a MODERN WSO</a></div></div>			
<b>NEW</b> <b>Sub-Forums:</b> Other Website Products & Services Warriors For Hire Web Hosting Offers	<b>[MasterNodes VIP CLUB] Start...</b> by vah120 13th April 2018 10:17 AM >	80,448	2,576,944
Warrior Forum Classified Ads Wanted - Members Looking To Hire You Affiliate Program Database			

Here you will find all sorts of outsourcers at all sorts of price points.

The beauty of this way of finding a resource is that it is a forum, and so you have the feedback of past clients. This will give you a good feel for their level of quality before investing in their services.

## JUST IN TIME CONTENT CREATION

Although not specifically a way of producing content for your membership, it is a hugely helpful way of making sure you have the material you require in addition to making your offer available as soon as humanly possible.

**The concept here is the fact that you only need to be a step or two ahead of your customers.**

One of my favourite expressions from my training days is *"In the kingdom of the blind, the one eyed man is king"* and it very much applies here.

This roughly translates to *'As long as you are a step or two in front of your customer you'll be fine.'*

In practical terms this means if you are delivering a drip fed course you don't need to write the whole course before you offer it for sale.

As long as you have the first 2 or 3 lessons written or recorded, you can go to market.

*Your only requirement is then to stay ahead of the customer.*

For example, let's say you are providing a lesson per month in your membership and you have 2 lessons created.

**This means you are at least two months ahead of your customers.**

So as long as you create your next lesson before the two months is up, the customer will never know that the course isn't complete and they are still getting what they are paying for.

When I created my **AR Mail Genie** membership, this was the strategy I used.

I had the first three months' worth of email swipes and bonuses set up when I launched the membership.

Following the launch, I completed the creation of two or three more months' worth of material each following month...

...all whilst picking up the membership fees.

**Believe me, once you realise you don't have to create a fully complete membership prior to launching, it makes the whole idea of having your own membership so much more achievable!**

The specific advantages of having the J.I.T. approach are several fold:

- **Income Generation** – a drip fed membership can involve the creation of a heck of a lot of material.

This has the consequence that you are creating your site for a long time with no kind of reward if you insist on having everything ready before you launch your continuity product.

However if you use the Just In Time approach, you will launch quicker and consequently start seeing income at the earliest possible time...

...you are earning quicker and therefore more motivated to complete the rest of the work.

You might even consider using this initial income to reduce the effort you need to put in by outsourcing the creation of some/all of the remaining material.

- **Workload** – The volume of content required for a membership, can put a big strain on the time you have available. So reducing the amount of material you need for the membership is a great help.

When I used this method to create my **AR Mail Genie** membership, I was only creating a couple more months' worth of information every month and so I was able to easily carry out the work alongside my other commitments at the time.

Again this has the effect of making it much more likely that you will launch your membership.

- **Do-ability** – I've mentioned this before, but it is such a key point I wanted to really ram it home.

**I'm sure you would agree that the longer something takes to complete, the more likely it is that it won't be completed.**

As much as having a continuity product might be appealing to you (*for all the reason I gave earlier*), it is highly likely that if you do start creating your own product, you will very likely scrap the idea part way through because the effort just seems never ending.

**When you use the 'JiT' approach you chunk the effort down making it seem far more 'doable'.**

- **Motivation** – Once you launch your started project you create a 'carrot and stick' motivation for yourself.

What I mean by this is that on the one hand you have paying customers that create the 'carrot' motivation that your efforts are creating income.

However at the same time you have paying customers that create the 'stick' motivation of knowing you will have some unhappy customers if you don't produce what you have promised.

Both of these factors are very powerful persuaders in getting you to complete the production of the content for your continuity offer.

As you can hopefully see the 'Just in Time' approach is one of the best ways to ensure you get an offer up and running and brining in income.

It just simplifies the whole continuity product concept and brings it within reach of the majority.

**Use the technique, and suddenly something that looked so huge and unobtainable, suddenly comes within reach of just about anybody.**



# IN CONCLUSION

Hopefully the takeaways for this guide are loud and clear.

Possibly the main one is that owning your own continuity offer is one of, if not the, best ways of adding more income and income security into your online efforts.

**It gives you the ability to make a sale once and be paid for it time and time again.**

It was definitely the KEY, for me and for many other marketers, to creating real success online.

Having made the decision that you want to add continuity into your business, it is just a matter of deciding WHAT you are going to provide...

...and then HOW you are going to provide the content.

Again, the content of this guide will have underlined that it doesn't have to be that difficult to do either of these things.

And then there is the idea of a 'Just in Time' approach.

***Success likes speed.***

So if you are willing to put in a bit of time/effort/cash, having your very own continuity product can be kept stupidly simple by following the information contained within this guide.

If you have any questions about the information here or would like to hire me to help you move your business forward, please feel free to drop me a line at:

[workwithme@thebeginnersfriend.com](mailto:workwithme@thebeginnersfriend.com)

I promise I will respond personally as soon as I can (I am a real person with a real family and real interests away from my computer, so I might not always respond straight away...but I WILL respond 😊)

And just remember:

"Do what you have always done, and you will get what you have always got".

Make sure today is the start of your success online.

I wish you all the best with your online adventure.

