

Hello and welcome to video number three, we're going to talk about gathering and organizing your content.

Here is how it is going to work – first, you're going to get all of your content and put it all in one folder, it doesn't have to be organized; and then you're going to start making other folders. You're going to need to have some sort of system to know which folders are which, so what I recommend is – you figure out your delivery plan, so once you figure out your delivery plan, then you can do week one, week two, week three and so forth. Month one, month two, month three and so forth. But you never want to do something that is easily guessed, like week one, week two – you always want to add some sort of numbers after it or before it, but you still want to keep it where you know exactly what week one and two and so forth. You don't want to do something like, something random like a bunch of numbers and a bunch of numbers. You want to make it so you understand what it is, but then at the same time, other people can't guess it because when we're setting up this type of fixed term membership site, we're not going to be doing any protection whatsoever.

Now I know you're probably thinking, "well, can't somebody share it, can't somebody you know, this and that," – yes, they probably could but in reality – you know, you do this so you can take one step forward to get ahead and to protect yourself, but at the same time if you begin to worry about all these complicated protection scripts and so forth, I guarantee it'll put you back a month or two or even more than that, and you will not get things done. So this is an extra added layer of protection to protecting yourself.

So once you've done that, you've put everything into the folders and it's time to move on so with that said, now you know what to do, I'm going to show you how to do it and let's hop over to Windows and start gathering that content and organizing it.

The first thing that I recommend that you go ahead and do is to create a folder with the name of your fixed term membership site or the theme, and then add all of your content in this folder.

Okay, so I went ahead and copied the content over to the folder, and let's say for example, that I want to create a fixed term membership site about outsourcing. And each and every month, I'll have a different course on outsourcing. Now, let's say for example, month number one – I have a video series on fiver outsourcing, how to outsource different tasks on fiver.com. So in this case, I have about nine different videos. Now before I begin to say, "okay this is week, day one, or week one, or day two, day three, day four" you have to think about "okay, if somebody's going to watch this specific video or read this specific piece of content, are they going to feel satisfied for that day?" Well, in this case, because video number one is just an intro, they probably not going to feel as satisfied because they're going to want to have some more actionable content. So you could do it in a way like, let's say, the first week they get access to the first three videos, and then the second week they get access to the four, five, and six; and then seven, eight, nine is the third week. So if I were to do that, and think through it and say "okay, people are going to be satisfied with these pieces of content, and this and this" and I've gotten to that conclusion where I feel that they're going to be satisfied. And I know they're going to be satisfied, then I can actually begin to make my delivery plan.

Now, the reason why I want you to think through this is because if somebody were to receive on the first day – something that's not very satisfying that they feel that they didn't get their money's worth, then guess what? They're going to cancel, and they're going to ask for a refund, so you want to make sure that you give enough, but not give too much. Now, if I were to give, let's say on the first day – all of this, and all of this is way too much, it's very overwhelming, then – and let's say I give for every week or maybe every

day I get a brand new course. Now that would be very overwhelming, and what happens there is somebody will actually get the stuff, they're going to be really happy at first, but then they're going to realize that they're just going to not have time. So you're going to get people who have buyer's remorse and they feel like, "wait a minute, I really don't have time, you know I'm going to have to get my money back, I'm not going to be able to do this, I'm not going to be able to make money with this, or I'm not going to be able to learn this, and this and that". So that begins to enter the picture, so what I'm trying to get at is – don't give too little, and don't give too much.

So now that you understand that process, let's go ahead and organize all of this content. So let's say for example, this is just month number one and week number one, they're going to receive these three items and so forth, and so forth. Now, if you're doing text or any type of newsletters with content, then you might want to actually put it inside of the auto-responder itself. But if you have some sort of videos or reports or pdf's or anything like that, then this is when this video or this part of the video will be applicable and will be helpful to you. So in this case, I have avi files and flash files, and let's say because people are learning only, then I'm only going to provide the flash files. And what this means is when somebody goes to the link that I send them, they're going to be able to watch the video on site. So obviously, you need to locate your files. And then you need to zip your files up or if you're not going to do zip files, then you want to make sure that they can read it or they can watch it, or they can download it off of your site.

So in this case, I have decided that – okay all I want them to do is watch the video on my website. So this is flash content, which basically means somebody will come to the site and they'll see the flash video immediately. Now, what I want to do here, is I want to do say, week one, and then dash, and then it could be whatever that specific piece of content is about. So could say, week one, and then let's say for video number two – I also have week one, and then video number three – I've got week one as well, video number four – I have week two, and so forth, and so forth. So I'm going to go ahead and pause this video and go ahead and do that so you can see it all in action.

Okay, so I went ahead and did it, and as you can see, I've got "week one, week one, week one, two-two-two, and three-three-three". So right now we have created an amount of content for three weeks, and of course I can add to this, and create more weeks of content in the future, but in this case I just want to use this as an example. So as you can see, I have named it "week one's" so in this case, I'm going to send all these three videos to people in one email. Now if you want to do it on a daily basis, then you might want to say, "week one, day one". Now I know this looks a little tedious, but I guarantee you that it's going to help you in the long run, so "day one" because that's an introduction video let's say we'll just give that on day one as well, but the third video which is article research – and let's say my target audience are newbies so they really, really need to understand how to do it correctly, and they need the time, so I'm going to say "day three".

And if it's on a weekly basis, you probably want to spread it out among the week, you don't want to do it too far but you want to do it enough where they can watch the videos and take action. Like, take action that day or the next day, and give them enough time so that they take action. And this is one of the strategies too that you can use with, you know, getting them to stay in your membership site. Remember, don't give too little, but don't overwhelm them either, so your goal is to help them take action. If you can help them take action, then you're one step closer to them staying at your membership site, but not only that, they're going to succeed and that's what you want. So week two – we're going to do day one here, and then since that's social networks I'm going to do day, let's see, day three; and then I'm going to pause this video and just go through all of these.

Alright, so now you see that I've gone through everything, and I've got week one, day one (10:29); and then day one; and then week one, day three; and then week two, day one; and week two, day three; week two, day five; and as you can see I've done day one/three/and five. And the reason why I did that was just to leave a day in between so that people will have enough time to take action. If you can get them to take action, then they'll love you; and if they can succeed, then they'll love you even more and of course they'll stay at your site even longer.

So now that you've done that, we're almost done. Now before I end this video, what I want to do is figure out in terms of an auto-responder, okay I've got week one, so there's seven days in a week and if you – you start using an auto-responder, the day one actually starts with zero; so day three would actually be, let's see – one....and then what I'll do is I'll use dots, and this is really not that complicated once you get a hang of it. So day one, week one – so we'll just do day one, okay day one – zero, and then day three, so we're going to put two emails or two links in this one spot, and this is one. And then two is day three, and then and four, five, six, seven. So in actuality, it's just that day minus one– so you've got seven days here, and then the following week is day one. So this is zero, one, two, three, four, five, six, and then seven, and then eight and nine, ten, eleven, twelve, thirteen, fourteen, and then so forth – fourteen, and fifteen, or not fifteen, fourteen, fifteen, and sixteen, seventeen, eighteen, and then so on, and so on, and so on.

So this is actually the schedule that you're going to enter into the auto-responder, and as you can see, it's basically just a day minus one to get that number. And it'll make a lot of sense when we actually set up the auto-responder and set up the sequences and everything like that, so I'm going to close this down and we're going to move onto the next video, and I'm going to talk about how to increase your stick rate so that people will stay in your membership site.