

Cheat Sheet

Organizing Your Content and 1-Page Memberships

Brendon Burchard Experts Academy Video 3

Step 1: Watch The Video:

Video Outline:

This is a time in the economy where people are looking for help. They want to get from where they are to where they want to be faster. You can help them, because you're an expert, you've figured out the path, and can become a servant to others.

How do you create content frameworks that people will find highly valuable so they will understand it, digest it and pay you for it?

This video will teach you how to create most famous secrets – how to create one page continuity programs.

Most of us discount our stories.

As an expert, all you're doing is two things – inspiring and instructing people.

The expert world is all about two things: how-to advice and how-to information.

You don't have to be a millionaire to coach people about money. You can be an expert by interviewing other people who are millionaires and report on them.

The ultimate question is what do you know or what can you learn that places you in a spot where you can look at other people and say "let me help you get to this spot." That's the beginning of your expert business.

Now all we have to do is to take your story and your life strategies and package them so that you're seen as an expert.

Frameworks – how do you break down information for other people

People need a step-by-step system, a step-by-step process or framework of thinking through how to do something. Most people, when they think about being an expert, throw out a bunch of philosophies, a bunch of ideas on how to do something. Your job is to structure and organize ideas. Give a chunk, a piece of information, a big idea and break it down with examples, evidence, stories, and strategies for



how to do that. Then repeat with other chunks. When you do that, people know you have a system, and they'll buy from you.

I learned this from watching one of the most famous systems out there, [The 7 Habits of Highly Effective People](#). Stephen Covey was able to create this amazing framework, then take that framework around the world. He speaks in frameworks the entire time. He breaks down information. Stephen taught that framework to trainers, and they were able to go around the world and teach those concepts to others. If he hadn't broken it down in a way that others can teach, his message would have died.

If you don't create a framework, a system or a process, which others can follow and others can train from, then your message is always going to be completely stuck with you. Nobody can ever go and teach it beyond you. Once you create a system or a framework, now they're able to say "oh, I get this," and they're able to go teach it too, which is incredibly valuable for you, because the further your message gets perpetuated, the more you're going to be able to make money and make a difference.

So now how do you take all of this information and put it online?

The one page membership site

When people go to membership sites or continuity program site, what do they actually do? Most people go to a membership site, click one link, watch one video, then they're gone. Very few people actually go to a membership site and click on all of those other links there.

They don't want to look at all the old stuff, they don't have the time. They just want the new thing this month.

Here's how you structure your one page membership site page. There are only 4 things on the page.

1. Banner image
2. Video
3. Some things they can download
4. Like this? Not subscribed? Subscribe form which charges them to be part of the program.

So you send out an email: "I've just put up this killer training. If you like it, go ahead and subscribe, and I'll send you stuff like it every month." That's it.

Video has to be awesome (2 hours of content.) Download amazing, then people subscribe.

They'll get it every month, but they're free to share it with others. They can forward it to their friends. When their friends like it, they subscribe. That puts them into a charging system which charges them each month and feeds them the next month's content.)

It's an open model of membership. Each month's content link goes viral. No logins, no passwords, killer value, they keep signing up.

But what if they want previous month's content? If they're a member, they just go back into their email and find the old link. You don't put links to that other information onto the succeeding month's pages.

Thirty days later another video goes out, thirty days later another one. That way they all get the same series. Each thirty days they get another link. They all start at the same point in the process and move through it at the same pace. A given person will be in a different place than another person, I don't care. All of the content is stand alone – this video doesn't relate to the month before, it doesn't matter where they start in the series, the value's there.

But Brendon, you're crazy, you're giving away great content that's worth thousands and they can just forward it on to their friends. Are you crazy? Yes.

But won't people get mad because they're paying \$97 and the new people get it for free? No, because if they like it, I've got to subscribe too.

It just keeps running on the side, and keeps growing and making money on the side.

Outline of Brendon's Program

Brendon's program is called Experts Academy. It's a DVD Home Study Course, online course, continuing education and coaching. 20 DVDs that teach you exactly the only 4 things you need to know in this business.

1. How do you position yourself as an expert?
2. How do you package your information?
3. How do you promote yourself intelligently
4. How do you partner with others to get your message out there in a bigger way?

It covers elements like:

- **Gurus are authors.** They write books, ebooks, and more. If you're going to become a best-selling authors have to know to structure your content, whether to self-publish or go with a major publishing house. If go with a publisher, how do you find an agent? What does a book proposal look like? Gives 2 \$500,000 book proposal examples. Shows best practices in book proposals.
- **Gurus are always going out there and getting on stage.** How do you position yourself as a speaker, how do you package your information so people can learn from you? How do you get on stage? How do you put together a speaking campaign that people pay you for? If you want to do seminars or workshops, how do you put people in seats? How do they pay you on the front end and on the back end? What's the entire seminar revenue model? If I knew that one thing when I first started, we'd be ten times where we are now.
- Maybe one day you're going to want to do **life coaching or business coaching.** If you're going to do that, how are you going to get clients? What agreements do you have with them? What do you teach them on or coach them on over the course of the year? What are best practices in the coaching industry? How do you charge money and how much do you charge?

- **Online marketing.** If you're going to put your information out on the internet, either through products or programs, or subscriptions or membership programs, how do you get your message out there online and get paid for it?

You already know whether or not you want to be an expert. You just need to know whether you want to get paid for it.

For more information on Brendon Burchard and The Expert Academy, visit

<http://www.doncrowther.com/a/ea3>

Cheat sheet courtesy Don Crowther. For more social media and online marketing tips visit

www.DonCrowther.com and subscribe to the newsletter there.