

Commitment Ascension, Membership Models & Content Strategies

**Everything You Need To Know About
How To Create Content,
Package That Content
And Make Money With It.**

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&

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COOLEST GEEK ON THE PLANET :-)

My name is [Ravi Jayagopal](#).

I'm a Business Coach, [7x-Author](#), Speaker, Podcaster, Entrepreneur, Digital Marketer, and Amateur Ventriloquist.

I've been selling online since 1997. And I've created – and sold – a wide range of products and services: Information products, Desktop Software, WordPress Plugins, Membership Sites, Online Courses, E-books, Real Books, Kindle books, Audiobooks, Premium Podcasts, T-Shirts, Agency Services (Marketing, SEO, Website & Membership Site setup), Webinars, Local Meetups, Consulting and Coaching.

I'm the Co-Founder & Co-Developer of [DigitalAccessPass.com](#) (DAP), a leading membership plugin and marketing automation platform for WordPress.

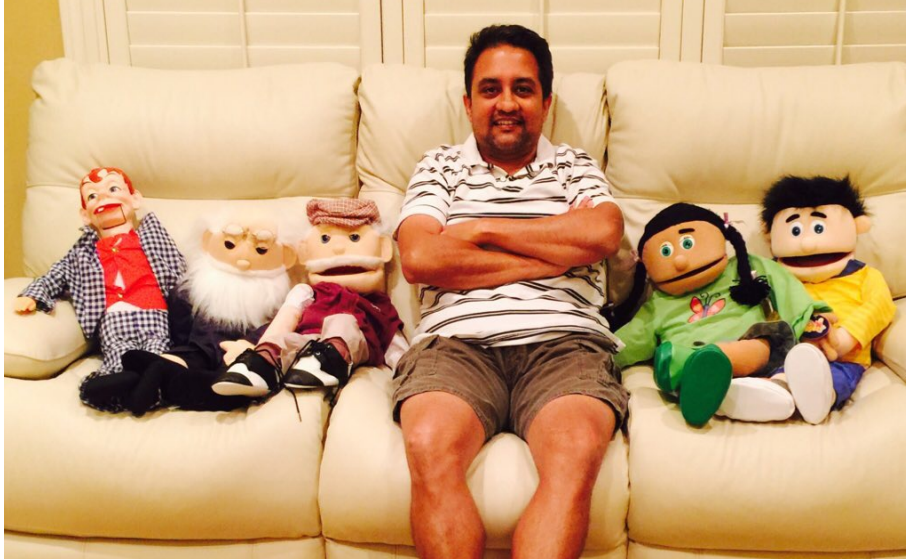
I have a podcast at [SubscribeMe.fm](#) where I talk about creating Membership Sites & Online Courses, how to Create, Sell and Deliver digital content, WordPress, Podcasting, Creating Audio, Video, & Reports, and tools and tips that you can use to create a long term, profitable online business.

I am also the creator of [CoolCastPlayer.com](#), "Prettiest Podcast Player on the Planet"; [S3MediaVault.com](#), a secure file protector and media player for Amazon S3; [PodcastReviews.me](#) (check your Apple Podcasts reviews from all 155 countries, for free) and many more.

I live in sunny San Diego with my stunningly beautiful, super-smart wife Veena Prashanth (Co-founder & Co-developer of DAP), 2 amazing kids, and a male dog inexplicably named Vanilla!

Learn more about me at [SubscribeMe.fm/ravi-jayagopal](#)

And I love to play with dolls... er, I'm a super-amateur Ventriloquist 😊



DigitalAccessPass.com (DAP) is an e-Commerce and Content Delivery platform that helps you sell access to a whole bunch of different types of content: Videos, Audio, Articles, PDF's, WordPress Pages/Posts/Categories, Online Webinar or even Live Seminar tickets, etc.

You can use DAP to for all parts of your funnel, and at all stages of what we call the “Commitment Ascension Model”. You can use it for free content, or to charge for that same content in many different ways: One-time Products, Recurring Membership Subscriptions, Low-Cost or Free Trial followed by Recurring Payments, Manual or Automatic Renewals, and so on.

Regardless of whether you use DAP to power your web site, the content in this report will give you some very powerful insights into the types of content you can create and sell access to, and the various ways in which you can “Slice-and-Dice” and package that exact same content and sell it in different formats, at different prices, using different pricing models.

So without further ado, let's dive right in.

Note: There are a few affiliate links in this report. If you click on such a link and purchase a recommended product, we *may* get a commission. But I did not recommend it because of that. I would've recommended it to you anyway, because I've used and enjoyed almost all of them, or have been recommended by my own network of DAP users, affiliates, associates and partners and social contacts. But do your own due diligence before purchasing any products mentioned in this report.

COMMITMENT ASCENSION MODEL (CAM)

Let's consider a popular type of sales strategy, where your potential customer starts by giving you their email address, and they slowly progress towards more expensive products.

We call this the "**Commitment Ascension Model**" (CAM). In this, the very first act of them giving you an email address is the smallest commitment they're making to you. All they're giving you is their email address – and in certain cases, not even their first name. As you progress them along the *Commitment* scale, at each step, *their* trust, commitment and investment in *your* brand increases. And at the same time, *your* promise & commitment towards *them* also increases.

- **1. Lead Magnet:** Get the first and smallest possible commitment from your visitor - their email address (Free signup) - by offering them something for free - like a free how-to guide, a focused report about how to do one thing, checklist, cheat codes, plugin, software, execution plan, etc. Also known as "Lead Magnet" or "Bribe".
- **2. Front-end Offer:** Then sell them a low-cost product (eg., \$7) up-front. Also known as "Low-Cost Offer", "Front-end Offer" or "Tripwire" (though personally, we don't like the word *tripwire*, as it gives a negative feeling – as if you're going to make them "trip" on something unknowingly that would then blow them up into pieces 😊.)

These front-end offers could even be a physical product, where your offer could be "Product is free, just pay for Shipping & Handling". You then price it such that you break even (sometimes even barely, by choice) on the sale. This type of offer is called a "Self-Liquidating Offer" where you make enough from the sale to pay for the cost of acquisition of the lead.

Another option is, you could price it for (say) \$7 and offer affiliates 100% commissions. This is a great way to build a **list of buyers**, and because of the high up-front commissions, you can get a lot of affiliates aggressively promoting it. And using an instant affiliate commission network like Paygear.com, you could even offer instant commissions where the commission gets deposited into the affiliate's account instantly at the time of the sale.

- **3. Core Product:** This is your main "flagship" product - like a training course that comes with a private member's area (one-time \$97).
- **4. Continuity Upsell:** This is the next step in the Commitment ladder - you can have a membership program that includes video training, how-to articles, productivity tools (like plugins or software), Forum/Community access, and Group coaching calls – all this for say \$97/month.
- **5. Community Upsell:** Tickets to a private event like a Webinar, an in-person Seminar, a Private Mastermind with other like minded and successful members of your program who all meet virtually or in-

person once a month (or thrice a year, etc).

- **6. Commitment Consummator:** Finally, this should be most expensive product you have to offer: 1-on-1 private coaching with you, where you personally work with them, mastermind and brainstorm with them, offer your expertise, perspective and guidance, complete with your mentorship and accountability.

If you want to implement all stages of this Commitment Ascension Model, you'll need a powerful e-Commerce, Content Delivery and Marketing Automation system (like DigitalAccessPass.com, DAP 😊) .

But that is beside the point.

The main take-away is that if you want to maximize your profits, then you should consider implementing the Commitment Ascension Model.

We have heard of some gurus talk about skipping the commitment ascension modular, and head straight for the jugular – as in, go directly for the highest possible sale – which is the 1-on-1 coaching and consulting. That would be similar to meeting a girl in a bar for the first time, and asking her to marry you. Relationships don't - and won't - work like that, as you know. There is no "instant love-pill" that you can slip into someone's drink while they go to the bathroom which would make them fall in love with you in the 15 minutes and then agree to your marriage proposal within the hour.

There has to be attraction, interest, giving out a phone number, a first-date, multiple dates, moving in together – during which time, you are constantly building trust and credibility, where they get to find out that you're not a creep, or worse yet, a criminal who will drug them and they wake up in a bathtub full of ice and find a missing body part.

For long term success, you have to go slow. Sure, there are a number of things you can do to speed up the process of building trust and credibility – like providing different kinds of proof, but it is still going to be a process.

If you don't already have a 6 figure business, then you probably can't afford to skip, or even speed up this process. You have to go through the regular season to get to the playoffs, and then win throughout the playoffs to win a championship. There's no shortcutting long-term success.

CONTENT STRATEGIES (OR) CONTENT MODELS

Let us look at all of the different types of content involved in the **Commitment Ascension Model (CAM)**. You can take this content that you create and use it for any part of CAM, from **Lead Magnet to Core Product to Commitment Consummator**. There is no one-size-fits-all – these content types can be mixed-and-matched however you deem fit.

The following are the most commonly used, most popular methods of making money with your content – whether you build an email list and send it offers, write articles, create audio and videos, or whether you offer a 1-on-1 consulting. The primary purpose of this report is to explain the various content strategies available to you at your disposal.

1. Email Subscription
2. Email Subscription with Free Membership to Private content
3. Digital Downloads
4. Video Courses
5. Audio Courses & Podcasts
6. How-To Articles
7. Live Events: Webinars & Seminars
8. Coaching Services
9. Consultation
10. Member's Area for Affiliates & Partners
11. Client/Customer Portal
12. Community/Forum Access

EMAIL SUBSCRIPTION

(CONTENT STRATEGY)

If you can do one thing and one thing only in your online business, that is **building an email list**. You've probably heard that "the money is in the list". Sure, there are some qualifiers to that statement, like... **the money is actually in the relationship with your list**. And then, there are things like not burning-out your list by sending them too many offers, providing value in your emails rather than just sending out non-stop "buy my stuff" emails, etc. But we'll save list building strategies for another report.

If you build a list, you can drive traffic to any offer of your choice. Have a new blog post? Email your list. Have a new product launch? Email your list. Have a new event coming up? Email your list.

You get the idea. Which is why, building a “list” is at the very top of our “list” of Content Strategies.

This strategy is about building an email list, and being able to send emails to your subscribers. You will need to send out pre-scheduled emails, as well as on-demand broadcasts. The software you use on your web site needs to be able to do both.

DAP TIP: Yes, DAP supports this Content Strategy. DAP can store your entire list – no matter how big it is, on your own server, and use your own web host or a third-party email system like Amazon SES to send out the emails. Or you can also save your list on a third-party email provider like Aweber, MailChimp or GetResponse (among others). Or, you can do both.

EMAIL SUBSCRIPTION WITH FREE CONTENT (CONTENT STRATEGY)

In this strategy, you’re not just collecting email id’s but you are also automatically creating an “online account” for them on your site, where they can log in and access members-only content, such as your free report, free video, etc – essentially, a “Free Membership”.

You can also continue to send them emails because now they’re also on your list.

And they can also log in to your web site to view private content that you’ve made available only to “free members” or “registered users”.

DAP TIP: Yes, DAP supports this Content Strategy. DAP can do something called “Auto Login”. So if you have a free sign-up form, and someone enters their name and email and submits the form, they are automatically added to a “list”, a free membership account is created for them, they are automatically logged in to the site, and they can be redirected to any page of your choice. All in just one click.

DIGITAL DOWNLOADS (CONTENT STRATEGY)

In this strategy, you’re providing access to digital downloads.

These could be PDF reports (like this one that you’re reading), Word documents, Spreadsheets, PowerPoint presentations, Audio Podcasts, Zip files containing software, Image or collection of HTML, CSS, Javascript and PHP files.

A downloadable digital product is probably one of the easiest products to create online. Just sit down and document a specific solution to a specific problem.

Doesn't matter if it's 5 pages or 50 - if it shows how to solve a problem that your target audience has – albeit a minor one - then you now have a Product that you can sell - or give-away to build a list.

DAP TIP: Yes, DAP supports this Content Strategy. We recommend that you store all media files, big and small, on Amazon S3, which is like a hard-disk in the cloud. And you can then use a plugin that integrates with Amazon S3 and generates secure, expiring links to your media - like S3MediaVault.com - to make sure links to your S3 media don't get passed around. On top of that, if you also wish to provide private access to that page - like making people sign up for free or pay for it first before accessing it, and want the page with the S3 links themselves to be protected from un-authorized users, then use DAP to also protect the pages and posts that contains these secure S3 links to PDF's, videos, audio files, etc. So you get 2 layers of protection: 1) DAP protects the page from being viewed by un-authorized users, and 2) Even after a authorized, valid member logs in to the page via DAP, they still cannot copy the link to the file on Amazon and send it by email to their friends or post it on a public forum, because the download links are expiring links that stop working a few minutes after they're created. For more details, see digitalaccesspass.com/doc/amazon-s3-vs-your-web-host/

And please, call it anything but an “E-book” 😊

VIDEO COURSES

(CONTENT STRATEGY)

This is probably the most popular type of content. People love watching videos, which is why “More than 1 billion unique users visit YouTube each month and over 6 billion hours of video are watched each month on YouTube— that's almost an hour for every person on Earth”, per [Youtube.com](https://www.youtube.com)

Statistics

Viewership

- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
- 100 hours of video are uploaded to YouTube every minute
- 80% of YouTube traffic comes from outside the US
- YouTube is localized in 61 countries and across 61 languages
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
- Millions of subscriptions happen each day. The number of people subscribing daily is up more than 3x since last year, and the number of daily subscriptions is up more than 4x since last year

Almost everyone today has a smart phone that can shoot high-quality video. It doesn't have to necessarily be 1080p HD. Even 720p HD is more than good enough. Especially for YouTube, unless you are a video professional, you should shoot at least 720p videos, and if you're doing screencast videos, try to make them 16x9 in size which is perfect for the standard YouTube video sizes.

Many people embed YouTube videos in their member's area. If you're thinking of saving bandwidth, then it might seem like a great idea – you know, mooch off of YouTube's bandwidth and save yourself some money. But just so you know, using YouTube to serve commercial video from a password-protected member's area is against their terms of service – especially if you're trying to use a WordPress plugin that removes all YouTube branding and links from the video. Beyond that, it is also not secure – your members can easily figure out where the video is playing from, visit that video on YouTube.com (which is public) and then pass around that video to others – or worse yet, realize that you're charging for something that's already freely available on YouTube.

Marking a YouTube video as "Private" doesn't mean it is secure. It just means that the video will not show up as recommendations at the end of other videos, and it won't come up during keyword searches on YouTube. From your embed page of your "private" video, your viewers can still get to the same video on YouTube, and then they can pass it around. So "private" doesn't mean "protected" in this case.

Instead of YouTube, you can host your videos on Amazon S3 (see the DAP TIP below). Or you can use a service like Vimeo.com/Pro – which is practically like YouTube. They charge for the service, but that allows you to confidently embed your videos on your commercial web site. Vimeo also allows you to prevent your videos from showing up on their web site as part of their video recommendations. They also have a "whitelist" feature where you can configure your video such that the video embed code will only work on certain domain names – like say, only on sites you own – something that's not possible with a YouTube video.

DAP TIP: Yes, DAP supports this Content Strategy. Instead of using YouTube to host your private videos and risking getting your YouTube account banned, or worse yet look unprofessional and like a cheapskate to your members, Amazon S3 to store your videos – the same was what we recommended in the Digital Downloads section earlier - and use S3MediaVault to play the videos. S3MediaVault can not only generate expiring download links for files, but it can also play video and audio files. It is HTML5 compatible, doesn't need Flash, and is responsive and can be viewed on all mobile devices, including all iOS (iPhone, iPad, etc), Android and Windows devices.

And let's say you have a video course that consists of 10 videos. Just like you would embed Youtube videos on a page, similarly you would embed a S3MediaVault shortcode for each video. And you can have 10 videos on a single page, and protect that page using DAP. Or you can create 10 separate WordPress pages, insert one video per page, and then use DAP's "ContentResponder" content dripping module to drip the pages one per day, or one per week, etc.

AUDIO COURSES & PODCASTS

(CONTENT STRATEGY)

If you are doing a free Podcast and you want maximum distribution for your podcast, then it is better that you host your files on a Podcasting hosting service like LibSyn, SoundCloud and Podbean. You can also hook it up to iTunes and other podcast delivery networks where you can get maximum exposure for your podcast.

You could also host your files publicly on Amazon S3 if you have a public podcast. But for delivering private audio content, like for registered users or paid members, nothing gives you the power and flexibility of delivering it from Amazon S3, and protecting it using S3MediaVault media player along with DigitalAccessPass.com (DAP) membership plugin.

The S3MediaVault plugin comes with a built-in Audio player. So you can upload your audio files to Amazon, and then use the S3MV plugin to embed an audio player on your page. Your members can listen to the audio file right from a page on your site, without having to download it first. S3MV also protects it such that the audio file will only play from your own web site.

And then, you would protect that page using DAP, so that only registered or paying members can access that page in the first place. So the combination of S3MV and DAP makes sure that only authorized users can access the audio player. And you can also use S3MV to provide additional download links below the player, so that members who wish to download your mp3 file for later use (to listen to on their personal mobile device) can do so.

DAP TIP: Yes, DAP supports this Content Strategy. Use S3MediaVault plugin with DAP to completely lock down your private Audio files. For free podcasts and other free audio, host your files with LibSynth and deliver through iTunes and DogCatcher.

ARTICLES & TEXT-BASED ONLINE CONTENT

(CONTENT STRATEGY)

The content you create can also be text-based - like written articles, tutorials, documentation posts, web pages and blog posts. You can create...

- “How-To” training
- Technical documentation
- Do-It-Yourself instructions
- News articles & updates
- Blog posts
- Informational updates
- Insider Tips & Tricks (eg., Stock trading tips, Video gaming cheat codes, Golf tips)

- Cheat sheets
- Flowcharts & Diagrams
- Mind maps

And these can be published in conjunction with a Video, Audio and other downloads.

And using a DAP feature called "Sneak-Peek", you can make some parts of the article public, and make other parts private. That can be a great incentive for those casual visitors to your blog to see the message "And to read the rest of this article, sign up for free below". Or even for them to see "To finish watching the rest of this video, sign up for free".

Generally, with a membership sites, your member content gets locked-up behind a password-protected private area, and the content is securely locked away from the general public, and is available only to authorized users.

Search engines like Google cannot "read" this private content, so none of your member content gets indexed. Same thing goes for your casual visitors too - they can't see any of your member content either.

Now, for 99% of web site owners, that's exactly what they want. But what if you're in the 1% that wants to allow both Google as well as your casual visitors to get a "taste" of your content, and be able to see at least a little bit of your member content, but not the entire thing?

DAP solves this using a cool feature we call "Sneak Peek". This is where you can let the top half of your page or post remain "public", and you just protect the bottom half using the WordPress "more" tag.

So when a casual visitor or not-yet-logged-in member visits the page, they see only the first half. And to see the second half, they would have to either sign up for your free list, or buy a product - your choice in how you set it up.

DAP lets you take this even a step further: Using DAP "Shortcodes" (special tags you place around your content), you can not only protect different parts of an existing page, but you can also do cool tricks - like showing one version of content to non-members, and a different one to logged in members, all on the exact same page.

So this allows you to show a shortened version of your "cool video" or "awesome how-to tutorial" to non-members and casual visitors. And the video/article would then stop at a certain point, and then you can show a message that says "To finish watching the rest of this video (or reading the rest of this article), please sign up below/become a paid member".

Cutting off a video right before the best part where you show something awesome, lets you create a fantastic "Cliffhanger" effect that will have the highest conversion rate to convert your visitor into a member. And that's because, a video showing actual proof of whatever it is you are selling, works 10 times better than a long-form sales letter.

Cliffhangers have long been used to great effect in TV shows, where at the end of each episode, something dramatic or crazy starts to happen, and the episode suddenly ends. And now you can't wait until the next episode airs one week later! Years ago, we all had to breathlessly wait for one more week (and sometimes, for the next season) to find out what happened next.

But now, with Netflix, simply click on "Next Episode" or pop in the next CD to watch the next episode, or even the next season. And that's what leads to the "Binge-Watching" of popular shows like Breaking Bad, Dexter and 24.

This does not have to stop with just videos - you can create similar cliffhangers with written articles too – if you’ve read any thriller novel before, you know this already.

DAP TIP: Yes, DAP supports this Content Strategy. Publish any type of content within your WordPress Pages & Posts, and protect them with DAP, and make it available to free “Registered” users, or Paid members. DAP supports “Sneak-Peek” too. If you want to update your list about new content, try not to send too much content in the emails themselves. The best way to let people know about new content updates on your site is to send them a summary of the content – the most attention-grabbing “hook” from your content, and follow it up with a link to the content on your web site. Content on a web site can be better consumed and better shared (by them), and better tracked and better monetized (with your ads and your affiliate links to others’ products). Plus, page-views are a lot more accurate than “email open rates” – so you’ll have a better idea about how many people actually read your stuff.

LIVE-EVENT PRODUCTS

(CONTENT STRATEGY)

You can use live events - like Webinars, Tele-seminars and even In-Person Seminars and Conferences – to promote your product, to get new leads and sign up paying members.

Webinars are a terrific and proven way to promote your brand, build authority, and spread awareness about your company, your product or your business. And with powerful tools like Google Hangouts (free) and Gotowebinar and Gotomeeting (paid), you can easily reach thousands from your target audience and show them what you or your product can do for them.

Webinars are almost as powerful as one-on-one selling, because your audience can listen to your voice, see your screen as if they were standing right behind you looking at your screen over your shoulder, showing them product demos, teaching them and training them about your core competence and skill, and showing them the experience of working with you or your product even before they ever purchase it.

DAP TIP: Yes, DAP supports this Content Strategy. Since DAP is basically an e-Commerce platform that can be used to sell just about any kind of digital products, you can use DAP to sell digital “tickets” to live events. For eg., you can put the sign up form for a webinar on a protected page that only registered users or paying members can access. Or you can keep the signup form unprotected and open to the general public, but then make the Webinar replay page a protected page. Tickets to live events are nothing but another digital Product in DAP. If they buy the product, they’ve essentially bought a ticket. And if it is a Webinar, you can send the Webinar invitation by email to only those who have

purchased the Webinar product. Or if it is a live event, export the buyers list from this “Live Event” product and use it at the gate to verify paid registrants and only hand verified attendees their entrance badges.

COACHING PROGRAMS

(CONTENT STRATEGY)

You can do One-on-One coaching or Group coaching. Obviously, the perceived value of One-on-One coaching is higher, which means you can charge more for it.

Group coaching is a great way to introduce your personalized hand-holding service, but at a lower price and less time commitment from you, and can be a great stepping stone towards your One-on-One coaching service.

We use Gotomeeting for conducting one-on-one calls and Gotowebinar (both of them are from the company Citrix) for webinars with a larger audience (up to 1000 attendees). Both these services are quite expensive, but at the time of writing this, Gotomeeting has a free package that will allow up to 3 people to meet for free. Google Hangouts is another great way to conduct a meeting or webinar. Plus it is free, automatically records your calls and even makes it available at YouTube.com. Quality of video of Hangouts won't be the near-HD-quality of Gotomeeting/Gotowebinar, but it's a small compromise for hundreds of dollars of savings in fees.

There are also tools like [WebinarJam](#) which work on top of Hangouts and add some marketing and automation features to Hangouts.

During your webinar or meeting, you can publish a chat room on a page on your web site – like [YourSite.com/chat/](#) - using a WordPress chatroom plugin like [WPChatR](#). And then as you're delivering the webinar, you can show that page and ask your attendees to visit that page and leave questions or comments behind on that page.

WPChatR allows you to create a private chatroom where all of the chat messages stays on your web site, and the participants can log in to the chatroom using Facebook login. Or you can create a public chatroom using Twitter log in, where every participant's chat message is posted to their own Twitter feed , ending with a hashtag - like #dap -or your product name or your name (hashtag is customizable in the plugin's settings).

DAP TIP: You can use a tool like [LeadPages](#) and publish a cool looking webinar sign up form on your site, and then set up LeadPages to add the email id of the attendee to both Gotomeeting as well as t DAP. And then you can provide special access to content for those who have signed up for the webinar.

CONSULTATION

(CONTENT STRATEGY)

1-on-1 consultation can be delivered via phone, skype, Google Hangouts, Gotomeeting, or even WPChatR as mentioned in the “Coaching Programs” section above.

During your consultation, you can use mind-maps, spreadsheets (Google docs), screen-sharing, a drawing tablet like [Wachom Bamboo](#) to draw on the screen, and share your screen with your client.

Using a chat plugin like [WPChatR](#), you can also create a client-specific chatroom where you can have a private text-based chat with your clients.

DAP TIP: Yes, DAP supports this content strategy.

MEMBER'S AREA FOR AFFILIATES & PARTNERS (CONTENT STRATEGY)

Your member's area doesn't have to be just for your members and customers. You can also create a private section on your web site for your affiliates and JV partners. Using DAP, you can protect this partner-content and make it available exclusively only to affiliates and partners. This affiliate area can have ready-made affiliate links, email swipe files and banner images of various sizes, and using DAP, all of those can be shown to your affiliates, with their own personalized affiliate links already embedded on the page, so that all your affiliates have to do is simply copy, paste & send to their list.

You can even publish pre-created tweets that include their personalized affiliate link that they can instantly publish to their own Twitter feed. So you're not only using the help of affiliates and JV partners to promote your products, but using DAP, you can also give them ready-made tools that they can quickly and easily copy, customize and promote to their audience.

DAP TIP: Yes, DAP supports this content strategy. Thanks to DAP's built-in affiliate program, you can create a highly personalized [affiliate tool box](#) containing swipe emails, banners and affiliate links with specific landing pages for various parts of your web site.

CLIENT/CUSTOMER PORTAL (CONTENT STRATEGY)

Using DAP, you can also deliver customized, client-specific downloads – like spreadsheets, images, documents and reports - that they can download from your web site after logging in. And DAP makes them secure so only the client for whom you created the content, is the only one who can access it too.

Using a chat plugin like [WPChatR](#), you can also create a client-specific chatroom where you can have a private text-based chat with your clients.

Using a service like [Dropbox](#), you can create a shared folder for your client, and you can even create a customized page for your client and protect it using DAP so that only that client can access that page (or pages). And on that page, you can publish the private Dropbox link specific to that client.

DAP TIP: Yes, DAP supports this content strategy. See [Member-Specific Content](#) to learn how DAP lets you create this type of content.

COMMUNITY/FORUM ACCESS

(CONTENT STRATEGY)

A popular saying is “They come for the Content and stay for the Community”.

Just providing an “insiders only” group can greatly enhance what is known as the “Stick-rate” – which is the duration for which a member continues to remain a member.

You can make forum or “private online group” access as an incentive for your members to stay and continue paying subscription fees. Forums and groups come in many shapes and sizes.

There are the basic WordPress-based forum plugins like BuddyPress, Simple:Press, bbPress and Mingle. These are not really full-featured (like paid forum plugins XenForo or [vBulletin](#)). A membership plugin like DAP cannot protect individual forum posts or threads if you used these WP-based forums. But you can definitely make it such that only paying members can post threads and participate in the community, and other members can only read the content. These plugins are free, and they all have pretty decent forum features, they’re easy to set up and use, and will work just fine for most people.

But if you want a full-featured forum solution that will give you greater control over the forum content, allow you to protect discussions at a thread- or forum-level, and want tons of admin- and user- features, then we highly recommend going with XenForo (XF), created by an ex-vBulletin (vB) team. XenForo is not free, has a bigger learning curve than the average WP-based forum plugin, and requires more setup and maintenance overall. And like us (we use vB for our forum and will eventually be switching to XF), if you want the best forum plugin, and are willing to pay the price (dollar-wise as well as effort-wise) and put in the time to set it up, then we recommend XF.

You can also create a private Facebook group, and manually add your paid members to that group by invitation. And if they cancel, you can remove them from the group. It is not automated in DAP at the time of writing this, but doesn’t take much time to do this task for each member, and you can always outsource it once your membership increases.

DAP TIP: DAP integrates with both XenForo and vBulletin. But we recommend XenForo at this time.

We’ve seen **Content Strategies**. Now let us look at **Membership Models**.

MEMBERSHIP MODELS

You've seen all of the different types of content you can create online.

Now let's see the various ways in which you can monetize this content, by creating different types of Products that in turn provide access to whatever content you have created.

1. A) One-time Products: Lifetime Access
2. B) One-time Products: Fixed-term Access with optional Renewal
3. A) Recurring Subscriptions: Fixed-term
 - Same amount each month - on Auto-Charge
 - Different amount first month (trial), followed by same amount all following months - on Auto-charge
4. B) Recurring Subscriptions: Lifetime Recurring (until they cancel)
 - with same amount each month - on Auto-Charge
 - with a different amount first month (trial), followed by same amount all following months - on Auto-charge
5. Pseudo Recurring (or) Manual Recurring: Limited-duration 1-time product - like 1 year subscription. Renewal at the end of the current period is mandatory - which means renewal reminder has to be sent.
6. Magazine Model
7. Coaching Portal
8. Credit Store: Selling Credits that can be redeemed towards your Content
9. Online Billing for an Offline Service – like Coaching, Consulting, SEO services, Web site maintenance, Virtual Assistants, etc.

1. ONE-TIME PRODUCTS: LIFETIME ACCESS (MEMBERSHIP MODEL)

You create a one-time product where your buyer or member pays you just once and gets life-time access to the content.

They are never charged again for updates, so make sure you're not giving away lifetime access to something that needs a lot of updates and support. For e.g., a lot of plugin developers get overzealous, and in order to trigger an immediate flow of sales, they over-commit on things like "Lifetime Updates" or "Lifetime Support" – sometimes, both!

It is incredibly hard to continuously develop software for many months, leave alone many years, if everyone is paying you just once, and you would still have to continue updating the software, introducing new features, making bug-fixes and then also support them via email or support tickets for as long as they continue to use your software.

But if your product is a digital information product, then it is easy to update your posts or pages or PDF reports over time without much effort. And information products don't require much support in general (compared to software or services).

So this model lends itself very well to "How-to" courses and training programs and reports and tutorials.

It gives your buyers a sense of satisfaction that they don't have to keep paying for updates, and it also doesn't create too much overhead for you in terms of updates or support.

DAP TIP: Yes, DAP supports this Membership Model. You can create a One-time product in DAP, and provide lifetime access to the content assigned to this product.

2. ONE-TIME PRODUCTS: FIXED-TERM ACCESS WITH OPTIONAL RENEWAL (MEMBERSHIP MODEL)

In this, you create your product as a fixed-term membership (like access for 30 days, 90 days, 365 days, etc). And then, access to the content can...

(i) Either automatically expire and they have to manually pay a renewal fee to get further access to another extended period of time, or

(ii) Access to the content they already purchased never expires, but they don't get access to future updates unless they renew.

DAP TIP: Yes, DAP supports this Membership Model. The latter - (ii) - is the exact same model that we use for selling DAP one-time licenses. For a fixed one-time fee, DAP users can get access to DAP upgrades and support for 1 year. And after the first year, they can continue using the version of DAP that they already have, without having to renew. But if they want ongoing upgrades and support, then they can renew for 1 or more years. We also have a monthly membership option for DAP, so keep reading to see how the exact same product can be re-packaged and sold in different ways.

3. RECURRING SUBSCRIPTIONS: FIXED-TERM (MEMBERSHIP MODEL)

With this, you create a recurring subscription product – but one that has a fixed-term of recurring payments – like 3 payments, 6 payments, 12 payments, etc. Basically, the payments stop after a finite-number of payments.

This is also called a **Payment Plan** or **Installment Plan**.

So you could create two versions of your product – one is a 1-time payment for lifetime or limited term access – for (say) \$97. And you offer a payment-plan for the exact same product in the form of “3 Payments of \$37 each”. And because it is a payment plan, you can charge a little bit more in total.

So $\$37 \times 3 = \111 . So they would pay \$111 - \$14 more in total - than if they took the one-time option of \$97. In fact, you *should* make the sum-total of your monthly payments more than the single-payment option, and this can help push your potential buyer towards the single-pay option when you explicitly tell them that they can “Save \$14 when you take our Single-pay option”. Obviously, the more the savings on the single-pay option, the more easily you can make your single-pay option look better.

But sometimes, for big-ticket items – like say a \$2000 product, it may actually be beneficial to keep the sum-total of the payment plan close enough to the one-time option. Like in this case, it could be “One payment of \$2000, or 3 payments of \$697.” The difference between multi-pay and single-pay is just \$91. The difference is not too little, and they can still consider the one-time option. And it’s not too big, so they don’t pay too big of a penalty for taking the payment plan.

Check out Dan Ariely’s [Predictably Irrational](#), a book about how we all make irrational decisions in a predictable manner. In the book, he talks about many pricing-related experiments he conducted, with some very interesting conclusions about how people think.

Two additional things to note about this fixed-term continuity program:

- You can charge the exact same amount each month - on Auto-Charge, or
- You can charge a different amount first month (trial), followed by same amount all following months - on Auto-charge

DAP TIP: Yes, DAP supports this Membership Model. You can create a recurring subscription product in DAP with limited and finite recurring payments.

4. RECURRING SUBSCRIPTIONS: LIFETIME (MEMBERSHIP MODEL)

Here, you create a recurring subscription that is ongoing, and continues charging the member until they cancel. Common examples are your Cable TV subscription, Gym membership, Phone service, Web hosting, etc.

Same two additional notes about lifetime continuity programs:

- You can charge the exact same amount each month - on Auto-Charge, or
- You can charge a different amount first month (trial), followed by same amount all following months - on Auto-charge

DAP TIP: Yes, DAP supports this Membership Model. As we mentioned earlier, this is the model we use at DigitalAccessPass.com for our “Platinum Membership”, where members pay a low monthly fee, for which they get to download and use the entire DAP software as well as every single one of the add-on plugins that we sell. The subscription is ongoing – so Platinum members pay for as long as they wish to continue using DAP and the plugins. But being the nice folks that we are 😊, we also offer a buy-out policy where someone wanting to cancel their subscription and go back to a one-time payment option, can do so by using their past monthly payments as a credit towards the one-time purchase.

5. MANUAL RECURRING

(MEMBERSHIP MODEL)

This is where you create a fixed-term one-time product - like a 1-year subscription. And renewal at the end of the current period is optional.

So the member doesn't get charged automatically. Instead, they get sent a renewal reminder a few days *before* their term expires so they can *manually renew*. The member then has the option of signing up for another term – say, another 1 year – by choice, without committing to an automatic renewal.

DAP TIP: Yes, DAP supports this Membership Model. With the DAP one-time licenses, DAP buyers get 1 year of support & upgrades with their initial purchase of DAP. And at the end of one year, we send them a “Renewal Reminder” email with a link to a renewal page, where they can choose to *optionally* renew for 1 or more years. We have set up the renewal products such that the more years they renew for, the less they pay, and the more they save – that's how we have deliberately structured the pricing. And using DAP's “Reverse Drip” email feature, you can set up an automated, renewal reminder email to go out on day “-7” – that is a *minus* seven – for all expiring users. Which means, 7 days before their current access to the product expires, DAP will send out the email that you've set up in advance. And all of this is fully automated for all expiring users. This email informs them that their access is expiring soon, how they can choose to manually renew, educates them *why* they should renew, the *benefit* of renewing, and gives them a special offer for renewing. And you can set up another

similar email to go out on day “-3” – i.e., 3 days before their access expires. You can even set up a final reminder email with the subject “Last Chance to Renew - Get 30% Off” - or whatever special offer you set up – to go out on day “-1” – i.e., one day before their access eventually would expire. If they renewed when they got the “-7” email, then their access gets extended for another entire year, so they never get sent the -3 email and the -1 email. And if they ignored the -7 email, but renewed when they got the -3 email, then similarly, the -1 email never gets sent because their access end date has already been extended to another year. So that same sequence of “reverse drip” emails will not be sent to them again for another year, or for however long they renew. And when they reach the end of the next subscription cycle, the emails will go out again.

6. MAGAZINE MODEL

(MEMBERSHIP MODEL)

You wish to deliver content as if it were a *monthly magazine*. So only those who were a member during a given month should be able to access that month’s content, and keep access to that content going forward. But they should not get access to any content from months prior to their joining.

So, for example...

- a) For the month of April, you want only those who joined in April to get access to April’s content and onwards (if they continued to be a member, of course).
- b) Those who joined any time in May should only get access to May content and onwards (but no months prior to May).

DAP TIP: Yes, DAP supports this Membership Model. In fact, DAP is probably among the rare few platforms that support this [Magazine Model](#).

7. COACHING PORTAL

(MEMBERSHIP MODEL)

DAP allows you to create products that sell Coaching services. In DAP, even a service is basically created as a “Product”. So just like you sell a digital report, or a software program, a service is *sold* the same way: Create a Product, give it a price, configure what content they get if they buy your “Service”, and that’s it.

With a service, you don’t *have* to provide an online member’s area, because you may be delivering the actual service offline – like SEO or Web Design services, Accounting services, Lawn Maintenance services, etc.

But it is certainly useful to create at least a couple of member pages where they can log in and see a summary of what they purchased, change their Profile information (like name and email id), maybe embed an online calendar from a service like [ScheduleOnce.com](#) , [doodle.com/meetme](#) or [SimplyBook.me](#) , and protect the pages with DAP, and now only members can book an appointment with you for a private coaching call.

Or if you are doing group coaching, you can embed a Google Hangouts video or a Webinar Registration form on a DAP-protected page and allow only certain types of members to sign up for the webinar.

DAP TIP: Yes, DAP supports this Membership Model.

8. CREDIT STORE: CREDITS & REWARDS (MEMBERSHIP MODEL)

Imagine you're at a restaurant, ready to order food. And you tell the waiter, "I would like to start with some ice-cream". The waiter looks at you squarely, and says "I'm sorry, but you must first order something to drink, then eat the salad, then the entree, and only then can you order dessert"! Not cool, right?

Even though we at DigitalAccessPass.com pioneered Content Dripping, we understand that dripping content may not always be the best for your members – especially if you have a lot of content, many different related modules, and you have members who are eager to learn from you, want your content, and want it now!

But at the same time, you can't just disable dripping and give away all of your content in one day either – that would be asking to get ripped off by those who might download everything on day 1, and then turnaround and ask for a refund the very next day.

So your dilemma is this...

- 1) You can't disable Content Dripping
- 2) But dripping is not good enough for your members who want more control over how they access your content.

That's where "In-Store Credits" comes in. Here, you give "Points" or "Credits" to your members - one-time or on a monthly basis - and they can redeem those credits towards your content that you've set up in your "Credit Store". It is a very powerful concept, and you can see sites with a lot of content do this – like Stock Photo sites, where it does not make sense to make the buyer purchase 50 different photographs at 50 different sizes and make them checkout 50 different times. Instead, they checkout just once, buy a bunch of credits, and then redeem those credits towards any photo or media in their store.

DAP TIP: Yes, DAP supports this Membership Model. We have created a dedicated plugin for this, aptly called ["Credit Store"](#).

9. ONLINE BILLING FOR AN OFFLINE SERVICE (MEMBERSHIP MODEL)

Sometimes you may have an entirely offline service – like web design, accounting, or even lawn maintenance! You can accept payments one-time or on a monthly basis for your service. You can optionally add an online member’s area and give them some online tips, send service and billing reminders, etc. It can be online billing for a purely offline service. You can use DAP for such offline services as well. You would basically set up the buy button in such a way that it simply logs them into a one- or two-page member’s area, where you can address them by name, thank them for their purchase, and show them next-steps and explain how the service will be delivered.

You can also add an “Online Report” for an “Offline Product” – for example, if you are selling a Blender, then you can deliver a “How To Lose 10 Pounds in 3 Months By Juicing” report, and deliver it to them securely online via the member’s area. You can add videos and audio to the member’s area showing how to use the blender, give them recipes, have videos that show how to create different types of juices with the blender, etc.

DAP TIP: Yes, DAP supports this Membership Model.

SUMMARY

In this report, you have seen what types of content you can create (“Content Strategies”) and how to sell access to that content in different ways (“Membership Models”).

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I hope you loved reading this book as much as I enjoyed writing it.

Cheers!

- **Ravi Jayagopal**

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A lot of people will finish reading this book, and go on with the "same-ol, same-ol". I know you're not going to be one of them. So here's to massive, mindful action...

Cheers!



