Residual and Automatic Income: Part 1 - Explain A Process
Jenni Hunt
www.jennihunt.com

So, you are interested in starting a membership site.

Before you do anything - you need to consider your niche and your topic. Think about it for a minute... Who is your audience? And what kind of information are they interested in?

The goal to generate residual and automatic revenue is to get members to HAPPILY pay you month after month for information.

To do this you simply need to:

1. **OVER-deliver with quality content.** It's all about making your members HAPPY and feel like they are getting more than they paid for!

2. **GIVE your members what they WANT.** If you are just starting out,, and not sure what your members would be interested in, you can do quick research by looking up top selling products within your marketplace or niche to see what your audience is already paying good money for.

But, there is another little trick that will get new members excited to stay with you and pay you month after month...

You need to be able to MAKE them look forward to each upcoming article or lesson. **The best way to do this is to develop a membership site around a step-by-step process.**

This isn't as hard as it sounds... Take a few minutes to brainstorm about your market or target audience. As you are thinking about what these people are interested in, look for information that could be put into a step-by-step (or how-to) format.

You see, if you can simply provide tips and tricks to your members, there isn't a sense of continuity... and your members will struggle to develop a strong sense of needing to stick around until the end of the course.

I think another way to think of this kind of 'membership site'... is as a PAID e-course.

Now...
Imaging having numbered steps... lessons that your members go through to reach a desired end goal. If they know there are 10 lessons to a step-by-step

process, they will likely stick around once they have started because they have already made an investment.

Let me share with you a few examples of membership sites that are based on a step-by-step process...

- How to start an online business.
- How to start selling online.
- How to choose, train, and raise a puppy.
- How to adopt a child.
- How to homeschool your child.
- How to do basic, general maintenance on your car.
- How to lose 10 pounds.

You get the idea... Now it's your turn. What sort of 'how-to' subjects can you come up with that your audience would be interested in?

Next, let me give you an example of what a full course with 10 steps could look like...

This is straight from my [Start Here Program: Write an eBook in 10 Days Course](#):

Step 1: Research for a hot topic of interest
Step 2: The tools you need
Step 3: What if I'm not a writer?
Step 4: Getting it written (creating an outline and building on it)
Step 5: Getting it written Part II (using PLR)
Step 6: Turning your document into an eBook (or other information product)
Step 7: Publishing your eBook
Step 8: How to use your eBook as an incentive
Step 9: How to make money with your eBook even if you are giving it away!
Step 10: Marketing your information product

Notice how each step builds on the previous step.

It starts with a member not even having an idea for a topic... and ends with a finished product that has been published and marketed!

In other words, if the member completes the steps while they are going through the course, they should be able to enjoy a significant result by the end of the course.

One final thought...

Over delivering usually makes customers happy... but, to help ensure they are glad to continue on in the course, it is important that you build in a strategy that

gives them progress and success right from the beginning.

For example:
If you create a year long course... you won't want to stretch the process out for the entire year. Instead, give them a step-by-step that gives them some immediate gratification. My blogging course, [Start Here Blogging]() is a 6 month course – but, if members follow the course assignments they can have their blog up and running within the first 3 weeks! The rest of the course is all about strategy for growing it.

In short...
If you satisfy your customers' needs for instant gratification... and provide them useful step-by-step content that will keep them as a member, they will stick around month to month and you will have a residual, automated income!

You'll learn more about that in Part 2 of this series.

Www.StartHereProgram.com