

# **How to Crush It with Continuity Programs & Membership Sites**

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# Crush It With Continuity Programs

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## Intro

One of the most lucrative business models on the Internet is continuity programs. These are programs that have an automatic monthly recurring charge.

Think of it this way - you can sell a product for \$27 and be paid once.

Or with a little bit of tweaking, you can turn that same product into a continuity program where your members pay you \$27 a month for access to information about that same topic.

Which sounds better to you?

Clearly, continuity programs are the way to go. They are a bit harder to get started for sure... unless you know the tricks. Then it's just about the same amount of effort and work with a much greater reward as compared to a stand alone product.

This report will share with you our secrets and shortcuts to succeeding with continuity programs.

## The Easiest - Making Money with "Free" Continuity Programs

If you're just starting out, perhaps free is the way to go. It gets you good experience for setting up your first continuity program and it can easily be made into a paid one later.

First, let's understand the psychology behind it. EVERYONE gives away free reports, ebooks and gifts. So they don't have a high perception of value.

But almost no one gives away free "continuity subscriptions". This will be to your benefit in a few ways, which we will discuss now.

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The first benefit is that you will get more people signing up who visit your site where you make the offer for a free enrollment into your continuity program. So you will get more leads, and more people opting in to your email list.

Second, you have better control of user behavior. If you just give them a free gift, it will likely join all the other free gifts on their hard-drive... and they will forget about you just about as quickly as they found out about you.

Third, people are much more likely to refer others to your membership site if you do it right (we'll show you how).

Fourth, you can create higher levels that your members can upgrade to for "free" if they wish.

### **The Best Approach**

Create a password protected membership site that allows free members to sign up.

There are a lot of options for this but we recommend you use the Wishlist Member plugin for WordPress, which can be found at - [put affiliate link to wishlist here].

Now here's the strategy.

With Wishlist, or any good membership site software, you can allow certain content to only be seen by a certain membership level. So naturally some of the content you put in your free membership site everyone gets access to.

But some content is "premium" which they can only get access to if they do a certain action.

They can see the post... they can click on it... but once they do, it will say they can't get access unless they upgrade their membership.

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### Making It Viral

This is where you can get a ton of traffic.

Here's how - you make the premium content available to them - if they refer three other people who sign up as members to your membership site. Once they do that you will upgrade their membership level.

People do this with free stand alone products and get some good results.

But boy do they really refer free continuity programs, because again it has higher perceived value. So your members can build your membership site for you.

So right now you have two levels - a free level, and a level that's unlocked if they refer 3 friends. What's next?

### Create a Paid Level

This is for the really top-notch content. Again they can see what they would get if they had access to it... but in order to get access to this content they have pay for it.

Think about it. You have them driving traffic for you, and you have the continuity program itself "selling them" for you.

This is truly an automated system. Some will sign up for the paid access. Great! Others will refer people who do nothing more than sign up for your list for the free continuity enrollment. Great.

You're building your list, making money and you have something wonderful to send all your traffic to. And there still is a lot more money to be made.

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### Special Offers

There is nothing stopping you from occasionally promoting special offers to your members.

And you can do this by sending the offer to your email list AND also by posting the offer inside the membership area. It's simple, once every week or two weeks you create a post where you make them an offer - either your own offer, or an affiliate offer.

Each of these offers will be stored in your membership site forever. This is just smart marketing.

Even better - since you now have a site with some traffic, it's very, very easy to get other people to create content for you.

Here's how: tie in your special offers with interviews. Here's what you do - you approach experts in the niche you have your continuity site in... And ask them for an interview.

Then at the end of the interview, allow them to promote something... as long as it's through your affiliate link.

Now they're creating content for you, on the interview... and you're getting paid to let them create the content since they can offer something through your affiliate link at the end of the interview.

Yes, it can be that simple.

### Picking Winning Niches

It's very easy to find topics to create your continuity program around. Just do some research and find information niches that already offer continuity programs that seem to be successful.

Then you simply go into that niche yourself... only you start with the free model, have the referral level added in, and then the paid level on top of it.

You can start at <http://clickbank.com/marketplace.htm> if you have no idea where to start.

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See what information products are being offered in different niches. Then search around and see if you can find continuity programs in those same niches.

You can also hit up amazon.com and look around and see what the best selling non-fiction books are to get an idea of continuity programs to start.

Sound easy? That's because it is!

## **Resources**

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

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**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

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**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>