Hello and welcome back. This is video number two and we’re going to talk about Mapping Out Your Product Menu.

The reason why we want to do this is because we want to make sure that we understand what your customers are going to see. Before we map out your whole membership site, let’s take a look at your product and you’ll see in just a minute why we are taking baby steps and we’re talking a look at what the people see first before we take a look at the membership site funnel. This is why.

You see, it’s crucial to have an idea of how your tutorial, your video course, your eBook, your software, your digital product or whatever you’re trying to sell is actually broken down into different modules. In other words, what you’re trying to do is you’re trying to create a parent-child hierarchy so that you can keep your membership site organized. We’re taking a look at essentially the inside pages of your actual membership site. Here’s what I mean and it doesn’t really have to get any complex at all.

Let’s say for example that you have module one, module two, module three, four, five, six, seven, eight, nine and ten or something. Module one will look something like this. You would have module one, subtopic one, subtopic two, subtopic three. If this was a video course, your module one could be intro and maybe subtopic one could be the getting started, number two could be different tools that you will need and number three would be something else. Now, that would obviously be easy for something like a tutorial, a video course or an eBook. But if you’re dealing with something like software, then maybe you could have the welcome video, you could have access to the software and then maybe module two, you can have the video training for that specific piece of software.

Now, if you have coaching, if you have consulting, same thing. You would have just break down of all of your subtopics. Same with module two, module three and so forth. If you just lay it all out and you have a better idea of how everything is broken down into, then guess what, as far as getting everything setup, your pages and all of that, it’s going to be a really, really fast process. So that’s as simple as that. Just lay it all out, write down module one, what is module one, what is subtopic one, what is subtopic two and three; and if you have an outline and you can literally create the outline within less than half an hour or an hour.

Once you have that and once you create your whole membership site, all the levels, all the pages, then you can literally go in and just plug and play. Plug it in and then get it up and running and you’re good to go.

Literally, what I’m trying to do is I’m trying to show you all the pieces of the puzzle in baby steps so that when you implement everything, it’s going to be a lot more faster. With that, let’s move on to video number three.