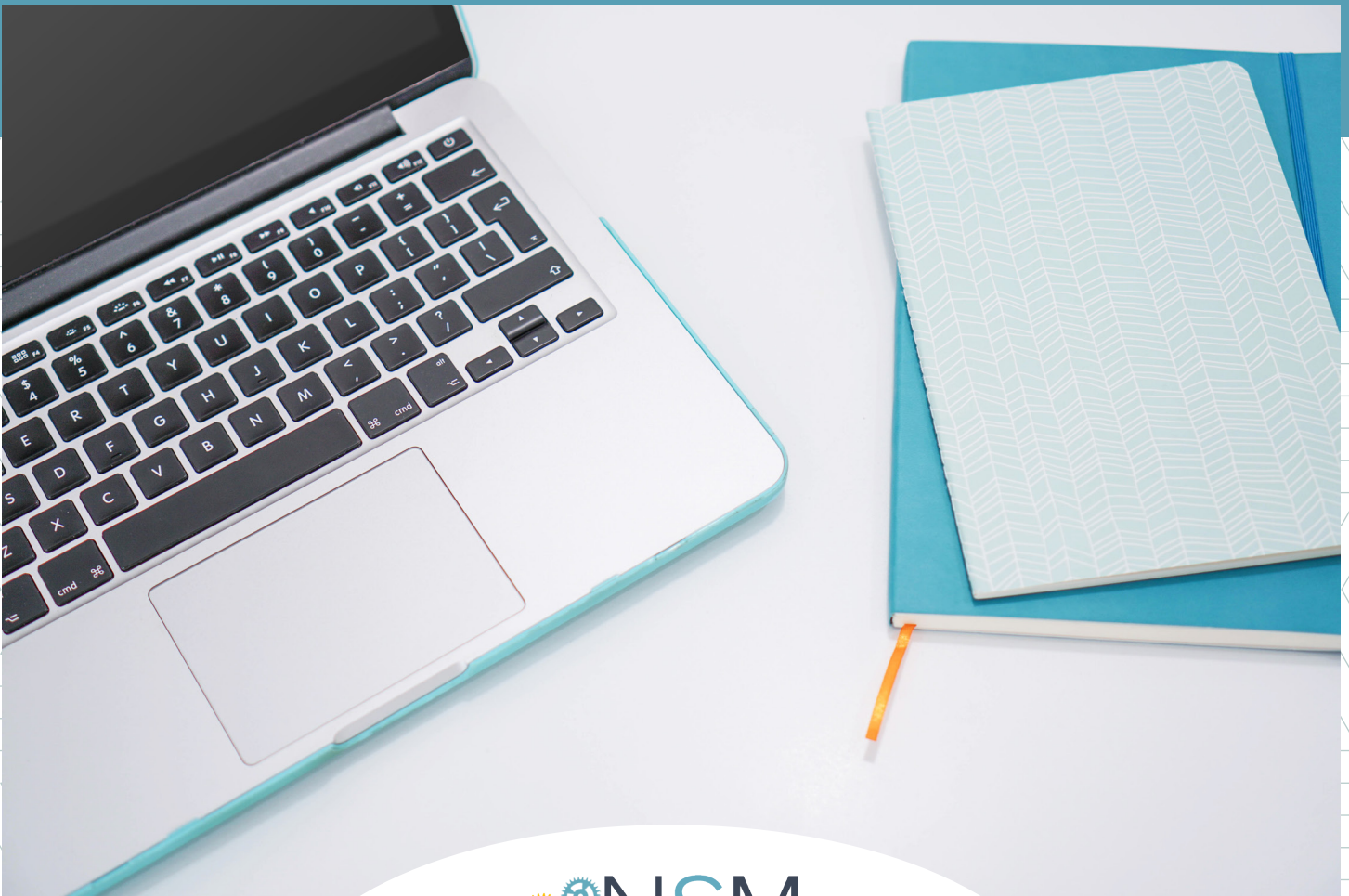


# 10 IDEAS

## TO CREATE **MONEY MAKING** CONTENT

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WITH ASSETS YOU ALREADY HAVE



WE'VE HELPED OVER 200 ENTREPRENEURS

# SET UP THEIR MEMBERSHIP SITE

*In Just One Week*

At NSM, we helped 207 coaches set up their membership site or online course in 1 week. Over the years of working shoulder to shoulder with some of the world's top coaches, we witnessed first hand what works and what doesn't. In this report, we are offering you some valuable insights into what our clients do to create profitable membership sites, some yielding 6 figures in the first months.

With the best intentions,  
The NSM Team

## INTRODUCTION

Membership sites are a great and easy way of creating a predictable income and consolidating content and assets that you already have.

### WITH A MEMBERSHIP SITE, YOU CAN...



#### **GROW EXPONENTIALLY**

Wrangle up members as time passes and slowly build up your list of active members.



#### **PRE-QUALIFY YOUR AUDIENCE**

Use free content to pre-qualify your audience and get them one foot inside the platform and a step closer to purchasing your trainings or services.



#### **FOSTER RELATIONSHIPS**

Ascertain demand directly from the source by getting to know your members proactively!



#### **CREATE LONG-STANDING RELATIONSHIPS**


Earn the loyalty of your members and create long-standing business relationships.



#### **ESTABLISH BUSINESS REPUTATION**

Centralize your content to build authority and brand reputation



A close-up, high-angle shot of a man with dark hair and a light beard, wearing a blue and white checkered shirt. He is focused on writing in a white notebook with a white pen. The background is softly blurred, showing a wooden desk and a teal cup. The lighting is warm and natural, creating a professional yet approachable atmosphere.

## ALTHOUGH IT MIGHT SEEM TROUBLESOME AT FIRST, LAUNCHING A MEMBERSHIP SITE IS NOT THAT HARD.

I've had personal experience with people looking to start anew with their paid and free content with a membership site, and whilst the initial planning might have overwhelmed inexperienced clients at first. With my help we are usually able to complete the setup process in a flash. How? Well, all you really need is a solid base and, more often than not, people looking to establish membership sites already have that foundation in the form of old content and assets.

The important thing to remember here is that repurposing content is perfectly OK. Don't think about it as presenting the same stuff over and over again. Think of it as polishing-up, and giving a new shine, to your very own diamonds in the rough!



# 1

## USE COURSES, TRAININGS, AND E-BOOKS YOU'VE CREATED IN THE PAST

EVERY WEEK, SPEND AT LEAST HALF A DAY WORKING ON YOUR BUSINESS

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When starting a membership website, the first thing most of my clients end up repurposing are courses and training E-Books. These usually can be put up immediately without editing, which can speed up the initial setup process.

As an example, I had the pleasure of working with Sigrun on a membership site that would allow her to pack all her content (both paid and free) on a platform where she can begin to consolidate her pre-existing audience. The process went smoothly, in part thanks to her already solid arsenal of mini-courses. It was one of the easiest projects I've done to date, and Sigrun and her team enjoyed the full control they had on which courses they included and excluded from their online business.

### REFERENCE:

<https://newsoftwaremarketing.com/project/sigrun-com-accessally-infusionsoft/>

# 2

## USE YOUR LEAD MAGNETS AND FREEBIES

EVEN IF THEY ARE AVAILABLE FOR FREE, THERE IS REAL VALUE IN PROVIDING THEM INSIDE A MEMBERSHIP AS A CONVENIENCE

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Offering services for free in exchange for contact information or even a full-on subscription can wrangle in leads for you right quick! If you have old and successful lead magnets in your arsenal or any form of free service, now is the time to bust them out. Give it a new name, publish it in a different format (if it was an E-Book put in the extra work to offer it as a video course or vice versa.) It doesn't even have to be content you specifically offered as a freebie before either.

Lead magnets can take many forms. Just make it irresistible, hit the highlights, and offer answers that your clients are desperately searching for!

*With solid lead magnets, not only will you be able to foster a good and loyal relationship with your clientele, but you can establish a reputation that builds-up and grows your brand over time.*



# 3

## TAKE YOUR BEST BLOG POSTS AND CREATE A CHECKLIST, WORKSHEET OR INFOGRAPHIC

SOMETIMES, ALL YOU HAVE TO DO IS GIVE OLD CONTENT A NEW LEASE ON LIFE.

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Blog posts, as an example, are great bases for visually compelling infographics that can compress deep data in an eye-catching and easy-to-read manner. It marries the best of both worlds. Allowing you to use words in a manner that introduces deep analysis and content while also providing graphics that simplifies the subject and makes it much easier to understand.

Old blog posts also translate well as checklists or worksheets, which are always good work material to offer your members in between their courses. Just because you've written it already, doesn't mean that you can't present the information in other ways. Reuse your old content by giving it a face lift and creating additional assets like checklists or TO-DO lists.

# 4

## USE YOUR PODCASTS OR AUDIOS

EVEN IF THEY ARE AVAILABLE FOR FREE, THERE IS REAL VALUE IN PROVIDING THEM INSIDE A MEMBERSHIP AS A CONVENIENCE

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If you have old podcasts or audio stored up somewhere, then consider repurposing it into something new! Transcripts of podcasts, for example, are great for re-using as blog posts. You can also transform regular audio into a slideshow or a full-on video if you want to. That way, you can grab your client's attention not just through your audio content but also with a visual-aid that makes it much easier to understand.

On the other hand, if you're not up for changing things up too drastically, then just give your podcast a new home. In the case of one of my clients, Monica and her membership site Fast Forward, she took advantage of her audio content immediately by using them as they were. So, don't be afraid to do the same! You can also always share it on a platform where you think the content would catch the attention of prospective members.

### REFERENCE:

<https://newsoftwaremarketing.com/project/fast-forward-wishlistmember-active-campaign/>

# 5

## RECORD YOUR FB LIVES AND LIVE Q&A'S

FACEBOOK IS ONE OF THE BIGGEST  
PLAYGROUNDS A MARKETER CAN HAVE  
THESE DAYS

Take, for example, the in-depth Your Blogging University membership website I helped established for Crystal Paine. It took us only 1 week to deliver her membership website completely, and from then on, she continued to grow her viewership by taking full advantage of the social media share feature we set up for her and her team.

In any case, content that you post on social media can always be repurposed. Especially livestreams where you share information or answer your audiences' questions. If you have old recordings of informational live Q&As, then you should be able to find a home for it somewhere on your new membership website.

### REFERENCE:

<https://newsoftwaremarketing.com/project/your-blogging-university-accessally-infusionsoft/>







# 6

## IF YOU'VE SPOKEN ON STAGE, ASK FOR THE RECORDING

### OR USE YOUR SLIDES TO CREATE A NEW PIECE OF CONTENT

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If you have old video content of you getting up on stage and presenting information, then use that to your advantage by re-using the footage. Post it straight onto your website, either as free or paid content, and use it to add substantial bulk to the services that your online business offers.

Of course, if you think repurposing that particular type of content is worth a bit more effort than that, you can re-use the information from the recording to create something new. Whether it be transcribing audio for blog posts or making use of the slideshow you used to present in order to create checklists or worksheets.





# 7

## IF YOU'VE BEEN INTERVIEWED, ASK FOR THE RECORDING

### AND THE AUTHORIZATION TO USE IT

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Similar to re-purposing footage from seminars, you can re-use old interviews (video or audio) as well. The one caveat to this method is that you will have to ask for authorization to use the recording before you publish it to your website.

Now, you might be wondering how you'll be able to breathe life back into old and stiff interviews, and well, the world is literally your oyster here! If you want to do more than just re-post the old interview, then you can create a blog post based on quoted responses, reuse audio or video footage for new videos, or even simply host it on a different platform where it can gain some extra views to attract new members.



# 8

## USE WEBINAR RECORDINGS TO CREATE BONUS MATERIALS LIKE CHECKLISTS

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Webinars saw their rise in popularity due to convenience. Nowadays, you don't need to travel far in order to conduct a meeting with someone from out-of-country or even just from out-of-state.

Through the convenience of webinars, one can conduct informational meetings from the comforts of their home for any purpose whatsoever.

Referring back to Monica and her membership site, Fast Forward, for a bit, one of the first things she introduced to her site was her old coaching call recordings. She left the recordings as they were, but that type of information can also be just as easily transcribed and used for checklists, regular blog posts, etc. as extra content. Try and find some of your old coaching call recordings to use right now and don't forget to take the initiative to record future calls that you think will be helpful for your business.

### REFERENCE:

<https://newsoftwaremarketing.com/project/fast-forward-wishlistmember-active-campaign/>



# 9

## IF YOU'VE DONE LIVE EVENTS OR WORKSHOPS...

### USE PORTIONS OF THE RECORDING AS TEACHING MATERIALS

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Workshops are the best place to not only learn something new but also meet people who have similar interests as you. They do take a lot of work though.

Hours are spent on just organizing presentation slides and making sure that the scheduled content is perfectly on-point. If you've experienced hosting one of these live events or workshops, whether it be organizing the entire event or even just guest-speaking in one, then you probably have a lot of content available for repurposing.

Recordings of the actual workshop itself, for one, is great fodder for reusing as free or paid course-like-content. It doesn't have to be the entire thing, break it off into bite-sized portions that target only the main points. If not that, then scrounge up your presentation slides and make something out of it, be it a blog post or checklists.



# 10

## REACH OUT TO EXPERTS YOU PARTNER WITH, AND INTERVIEW THEM

YOU'RE BEING RESOURCEFUL AND PROVIDING VALUE ON AREAS WHERE  
YOU ARE NOT AN EXPERT

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If you're offering services from actual experts, then you should try to make the most out of it. The most important thing here is to learn from these experts, but you should also find ways of sharing their experience in other forms. A good way of doing this is to conduct interviews with the experts under your personnel. Whether it be in the form of written transcripts, audio podcasts, or even full-on video footage. Just make sure that you have some way of storing this information. Expert testimony, after all, is almost always relevant.

I've really enjoyed working with you! I've gotten at least one sale every day since the membership site launched. So far, my new subscribers have been very impressed with the membership site. I'm absolutely thrilled with what you've set up for me and how much more professional this is making my business feel."

– Sage Grayson, Founder [LIFEEDITORCLUBHOUSE.COM](http://LIFEEDITORCLUBHOUSE.COM)

# 11

## CLIENT TESTIMONIALS AND PAST CLIENT RESULTS (CASE STUDIES)

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Experts aren't your only source of testimonials. Of course, expert information is very highly regarded, but there's also something to be said about seeing real-life results from your average joe.

If you can, try to get testimonials from your own clients. Ask them for a quick and honest review of their experience on your site thus far. Having these witness testimonials on an area where it can be seen on your membership site, can help entice others to subscribe to your services.

I've really enjoyed working with you! I've gotten at least one sale every day since the membership site launched. So far, my new subscribers have been very impressed with the membership site. I'm absolutely thrilled with what you've set up for me and how much more professional this is making my business feel."

– Sage Grayson, Founder [LIFEEDITORCLUBHOUSE.COM](http://LIFEEDITORCLUBHOUSE.COM)





# 12

## SHARE YOUR OWN RESULTS/ PROCESS/JOURNEY, LESSONS LEARNED

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Another underappreciated asset is... Well, you. Throughout the process of setting all this up, you must have experienced many bumps along the way.

However, if you manage to have gotten through it, then that's gold-mine-worthy content at your disposal.

As one of the key personnel in this whole operation, your insight is valuable. Share your history in a blog, a quick testimonial, an oral interview, or whatever else you're comfortable with. Doing so should help you establish a connection with old and new audiences alike!

Similar to archiving client testimonials, you should also consider setting up quick client Q&As. Set it up so that clients can volunteer to answer a couple of questions after finishing tasks as a member of your website.

In the end, your client's opinion of your service is one of the most valuable assets you can have. Not only can you use it to continue improving your services, but you should also be able to publish those results in a manner that will boost your brand's reputation. Celebrate whatever success you can and try to make the most out of the loyalty of your own members. Treat your members well and they'll become your most fervent advocates.

### RESEARCHED:

- <http://xosarah.com/2015/11/11/ebook-vs-ecourse/>
- <https://www.digitalmarketer.com/blog/lead-magnet-ideas-funnel/>
- <https://www.jeffbullas.com/9-awesome-reasons-to-use-infographics-in-your-content-marketing/>
- <https://www.business.com/articles/repurposing-podcast-content/>
- <https://blog.hubspot.com/marketing/facebook-live-guide>
- <https://www.munplanet.com/articles/social-media/importance-of-webinars>
- <https://www.mycpid.com/benefits-attending-professional-development-workshops/>





# ABOUT US

AFTER LOTS OF TRIALS AND MANY FAILURES, NSM IS NOW A MULTIPLE 6-FIGURE COMPANY THAT HELPS ENTREPRENEURS TURN THEIR EXPERTISE INTO RECURRING REVENUE WITH MEMBERSHIP PROGRAMS.

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Nathalie & Olivier are husband and wife and the co-founders of New Software Marketing. Together they help entrepreneurs create life changing E-learning experiences through online portals and membership sites.

Originally from France, They experienced the American Dream.

Nathalie & Olivier met in college. After finishing their Post Master Degree in Computer Science and Ergonomics, they decided to pack their bags and try their luck in the US. They landed in the Silicon Valley in California and quickly found a job there.



In 2005, after 10 years of living a fun but too crazy life, a great career in the Biotech industry, a gorgeous home in San Francisco and a Chalet in the mountains, with 3 kids, 2 dogs and a cat, they decided to sell everything and move back to France. Things didn't go quite as planned and the american job they were supposed to be able to keep was gone. That's when they decided to start their own business and New Software Marketing was born in November 2006.

Nathalie is also the one and only Keap & Infusionsoft Certified Partner in France, helping entrepreneurs design and setup their online marketing automation Strategy.

She is also one of the first AccessAlly Certified partner, her favorite membership and online course solution for entrepreneurs who want to create unique experiences online.

When they are not working, you can find them running half marathons, mountain biking or spending quality time with their kids.



"Just wanted to shout out Nathalie Doremieux. Best Developer ever. So committed. Love her work ethic and love her!!! We all need a Nathalie in our life."

Vasavi Kumar CEO

"Nathalie Doremieux is an AccessAlly™ Certified Partner and she provides incredible service and membership sites to our mutual clients. She always brings a positive approach to her work, she's super resourceful and she cares about her clients' success.

I would highly recommend working with Nathalie on your next course, membership, or web project. She's cracked the code on creating a streamlined membership site, and making sure that you can scale over time!"

Nathalie Lussier  
CO-FOUNDER ACCESSALLY.COM

"Nathalie is a dream to work with. I never had to wonder what was going on. She is an excellent communicator and made the entire process effortless. She was efficient and responsive. I'm all about getting things done and I expect the same from anyone I hire. She never let me down. I hold Nathalie and the work she does in the highest regard & highly recommend her and her team."

Hollie Sugrue