

Guest Expert: Daniel Scocco from DailyBlogTips.com

Yaro: Hi everyone, this is Yaro Starak here from Membership Site Mastermind. I have on the line today a special guest. His name is Daniel Scocco. You may know Daniel as a very successful blogger from the DailyBlogTips Blog as well as a few other ones.

The reason I've got Daniel on the call is that he recently launched his first membership site and he also went through my Membership Site Mastermind coaching program in preparation for that launch.

I've grabbed Daniel to talk about how his membership site went and to hear about how his success is going so far. Daniel, thank you for joining me.

Daniel: My pleasure, Yaro.

Yaro: We should clarify that Daniel is actually in Sao Paulo, Brazil, and I'm in Australia. I love the fact that we can do this online and work together, yet be so far apart.

Daniel, let's start with a bit of your background. How did you get into internet marketing and in this area?

Daniel: As Yaro said, I'm in Brazil. I was born in Brazil and at the age of 16 I went to live in Italy, because my dad went to work there. In 2005 I got my degree in International Economics and Business Administration and that is also the same year that I started building my first websites and blogs.

Initially it was just a hobby and one of my first blogs was about innovation management, which was the topic of my thesis, so I thought, "Well, let me put all this work that I did in the thesis to some good work and let me publish it online."

I remember that in the beginning I was expecting that perhaps 50 people would end up visiting my blog and my sites, but after a while the traffic started picking up and after three months or so I was already receiving a couple of hundred visitors every day. That was fantastic. That was the point when I realized that the internet had a huge potential.

Yaro: Did you have a job at this time, Daniel? Because your internet business wasn't paying you much money at that time.

Daniel: I did. Right after the university I went to work for a multinational company, and at the same time I started working on the blogs. Then after one year or so I was already making a couple of hundred dollars.

Yaro: A month? A year?

Daniel: A month. It was not much, but it was one year after I got started and I also saw the potential there. So that is when I decided to quit my job and returned

to Brazil to dedicate full time to the development of my blogs and sites.

After that I launched a few other blogs and more websites and today I make a full time income. It's a great lifestyle too.

Yaro: Now blogging in your first year, you made a couple of hundred dollars a month and that's probably a bit more money in Brazil than it would be in America. You can't really live off that in America, and it's probably not enough to live off in Brazil either, but certainly would go farther.

You kept going with your blogging and I know that you've started a few more blogs. How much money did you start making with your blogs? What did you feel was your upper limit?

Daniel: I think that after two years or so I was already making about \$2,000 – \$2,500 every month. As you said, here in Brazil that's a lot of money. Today for example, I think that the exchange rate is about \$1 will buy you 2.4 reals, which is the currency here. With \$2,000 you can live fine here.

Yaro: So you're living comfortably with your \$2,500 from blogging. But for other people around the world, I know that \$2,500 here in Australia would be just a minimum wage. You'd only be able to just get by at the moment. It's similar in Europe and it wouldn't be enough in the UK or places like that.

Let's talk about the difference now. Obviously you had an idea for a membership site and you decided

to go through my program and you have then launched a membership site.

What I'd like you to do is maybe talk about why you decided to launch a membership site, but also talk about the difference between going to produce this membership site and what you did previously with your blog. Was it quicker making money with the membership site?

Did you make better money with the membership site? Take us through the chronology of getting this membership site set up.

Daniel: Right. For one thing, today I already make more with my blogs. It's better than what it was making one year ago, which was when that figure was \$2,500 more or less in dollars.

The idea for a membership site basically came to me when I came across Blog Mastermind and for two reasons mainly.

First of all, it seemed to be a solid business model because with recurring memberships we were going to get paid every month, as opposed to selling for example an ebook where you're going to get paid only once. So from a business perspective it was a really smart idea.

Another reason was the fact that for delivering an info product, it was also one of the best ways that you have around. With a membership site, you create an interactive learning environment, which is much more powerful than just delivering a book to your clients. You can have forums where people can

ask questions and even create a community around the membership site.

You can also have other types of content, not just text. You can deliver the lessons in video, you can have audio so you can write a multimedia experience, which I think also has a much higher perceived value for the customer. I think those were the two main reasons.

Yaro: So you basically decided that you want to launch some kind of information product on the internet and you saw what I was doing with my own membership site and realized that a membership site model is by far the best one to run with on the internet, for all those things you just talked about, and the obvious one, of course, being the recurring income.

Can you maybe just quickly talk about how successful the membership site has gone? You only just recently launched it, as we record this call. How many members did you get and how much money are you making from it now, if you don't mind telling us that, and how do you think it went?

Daniel: I think it went pretty good. My initial expectations were to bring around 100 members to the training program, especially because I opted for a low profile launch, and also because we limited the time that people could join for just one week, five days basically, and after that we closed the doors.

Initially I was expecting to get 100 members in and at the end of the fifth day we had just over 200 members, so that was really above my initial

expectations.

The price that I decided to charge initially was \$48 because I didn't want to cross the \$50 mental barrier that you talk about in Membership Site Mastermind, at least not initially. So that was basically it. Around \$10,000 was the launch.

Yaro: So the launch took five days and you made \$10,000 from those five days, and that's just the first month's payment. That's going to happen now over the next six months, because it's a six month membership site, your program, right?

Daniel: Right.

Yaro: You almost generated \$60,000 from just five weeks' work really, which is pretty amazing, and that's US dollars, so you're living like a king now in Brazil with that kind of money, I'm presuming. Do you have a mansion there yet?

Daniel: Not yet. I still have to work harder, but it's definitely not a bad business to have. I'm really happy with the results.

Yaro: So that's a better than expected launch for you with 200 members. To be honest, Daniel, watching your launch, I thought you did a very low key launch and I think if you amped it up a little bit, you would have had even 300–500 members, but like you said you closed it down within five days and I'm sure you plan to reopen it, so I expect you'll have even better results in the future.

What I'd like to do now, though, is break this down into a really strategic and tactical discussion. Let's look at the strategies that you implemented and also the tactics that you applied in order to get this result, and tie it back into what you learned in Membership Site Mastermind.

For those who don't know, Membership Site Mastermind actually has six main modules that people go through to learn about what it takes to launch a membership site. Daniel went through all of these modules. They're video content or you can read them as transcripts and they're two hours each.

The idea there is to go from the beginning and get the information from Step 1 information, all the way up to the point of actually launching and even after the launch of a membership site.

So what I'm going to do now, Daniel, if you're ready to go with me, is just talk about the six modules and how they affected your launch and how you applied what you learned there. You ready to go with that?

Daniel: Yes.

Yaro: Good stuff. The first module talks about topic selection and a subject known as preeminence. Preeminence just means that you're considered an expert or something about your membership site is considered to have higher credibility than other comparable products.

Of course before you can do that you have to choose a topic. So Daniel, can you maybe talk about how you dealt with these two issues?

Daniel: For the topic selection I took a look at the market, trying to identify some few that was not already been covered by the solutions that were in the market. Basically I found that if you want to get a training or infoproduct for a specific area, for example, if you wanted to learn about search engine optimization, you already had a product there and that was the SEO Book training program.

Another example, if you wanted to learn how to make money blogging, you had your program, Blogging Mastermind, which was already very established and I knew how good the program was, because I took part as well.

But one I could not find in the market was one program that would cover all the different aspects of internet marketing, from email marketing to pay per click, search engine optimization to social media and so on.

I thought that it would be a good idea and perhaps it would create value to the members that would join this program to have a very broad range of topics being covered. And that's how the idea for www.OnlineProfits.com was born.

Yaro: So it's OnlineProfits.com, if anybody wants to check out Daniel's site. It's almost like a university degree for internet marketing. You cover quite a range of subjects there.

Let's face facts, there are a lot of courses out there that cover internet marketing, and there is also a lot of free information that covers internet marketing.

So you decided to cover a topic that really is well established on the internet in terms of study resources. You had to find a way to differentiate yourself. And this is why I think in your situation, preeminence as a concept is critical, because if you didn't demonstrate this preeminence of your program, no one would have joined it.

They would have just said, "Why should I join this program, because I'll just go read all these good blogs about the subject, or join someone else's course." So how did you establish this credibility for your course, Daniel?

Daniel: Right. First of all, I did already have some preeminence, some authority. If you combine my blogs today, they have I think already over 30,000 subscribers and DailyBlogTips.com is at least partially well known in the blogosphere. But I didn't want to rely too much on my personal authority for the program, even because of the broadness of the topics being covered.

So in order to make the program more credible and to add preeminence as you call it, I decided to bring other people to the project as well. So I contacted some of my friends and some of them who are really well known in their specific niches and areas of expertise, and we created a program with ten different mentors.

Each of the mentors specializes in one different thing. We have people that are expert in WordPress, for example, and then we have Michael Gray who is one of the most respected SEO guys in the world. We

have Neil Patel and so on and so forth. That was one key ingredient for the launch and the training program.

Yaro: Fantastic. I talked about this as an option in that first model, how you can partner with preeminence and partner with authoritative experts and that's exactly what you did.

You've taken it a step further. Rather than finding just one person to work with, you've gone and grabbed like ten people and had them not only help you by raising the profile of your course, because you get all their fame, you also had them create some content, so you had that job easier too.

We'll talk about content when we hit the Module 4 discussion. So you have topic discussion and preeminence established. Fantastic. The situation there was Daniel was already in a marketplace because of his blogging, and he also had friends in similar marketplaces and he brought all that together and had a topic for membership site.

So for people listening to this, they can look at what they're currently doing or look at people who are experts in areas they're interested in and potentially partner with them, and this first module will explain all of that completely. Let's move forward, Daniel.

The next topic is probably one of the more critical ones, because I think this is where most people tend to fall down. They're quite capable of maybe choosing a topic. But when it comes to getting traffic and in order to have a successful membership

site launch, you have to have people know that your membership site is opening.

Daniel, you only had five days with your membership site being available, so you needed traffic in particular during those five days to come through or you would have really crashed and burned. How did you go about doing that with your site?

Daniel: Right. The first source of traffic that I used was my blog, DailyBlogTips, that was relatively well known and we have some good traffic there. That was the main traffic source.

Two weeks prior to the launch I was already talking about the program on the blog so as to get people at least thinking about it, and perhaps to even stimulate their curiosity to think about the program and what it would be, what it would cost and so on, to build some anticipation.

Then another thing that I did, which was highly recommended in the Membership Site Mastermind program, and I am really grateful that I did that, was to build an email list prior to the launch. I used the PPC traffic to build the list. I believe that by the day of the launch I already had over 1,000 subscribers to the email list.

That really helped on the first days of the launch, because I could email those people and basically made half of the sale right on the email copy that I would send to them.

Finally, what I also used were joint ventures with

some friends and high profile bloggers such as Darren Rowse, who was basically the main affiliate. That's the third factor that I used to drive traffic to the launch on the training program.

Yaro: You had PPC traffic, so you bought traffic to build an email list, you used joint ventures or affiliates to promote for you, and you had your existing traffic from your own websites. That's pretty much how you built up an audience for this.

Now just to stop you on one of those things, for a lot of people listening to this, they may not have an established website. Maybe their budget is quite tight, so paying for much traffic from pay per click would be quite challenging.

The third option, finding partners to promote for you, certainly sounds like the easiest one in terms of getting a lot of traffic for free and targeted traffic. And like you said, Darren Rowse from ProBlogger was your number one affiliate, so he brought in a lot of members to your program.

How did you go about convincing someone like Darren to actually even promote your program?

Daniel: I think the most important thing to getting other people involved in your launch is to make sure that you have a valuable product, that you have a training program that will create value for the members. Big affiliates like Darren, they already have huge readerships and have a lot of influence and their readers trust them a lot.

For them to get out and recommend the product, they must make sure that it will not damage their credibility, so I think the most important thing is to make sure you have a credible and valuable product.

And if you do have that, if you have something that will create value, it will be easier to get other people to recommend it for you and to join as an affiliate for your launch, because after all it's going to be a win-win situation.

You are going to win because you are going to have an external source of traffic. The affiliate is going to win because he's going to earn money and also because he's going to be making a good recommendation for his readers.

Finally, the readers of the affiliates are going to win as well, because they are going to be able to see a new product and perhaps it will be a good opportunity for them to join and to invest some money and to invest into developing their career in internet marketing or whatever they are trying to accomplish.

Yaro: That's pretty important to have all of those elements in place I think when you start going and getting affiliates. That's some good advice there.

We'll move on to the next module, Daniel. We've done Module 1 which is about topic selection and preeminence, Module 2 which is about traffic, and this is of course mirroring what's inside my program.

When I move on to Module 3, we start to get more into the practical elements of actually setting the site up and getting things done. So this section is about human resources and technology. We're talking about the people we use to help us and also the technology we use to deliver our membership site.

In that module I talk a lot about the people I hired for my own business and who I used when I launched my membership site. I talk about who they are, what they did, and why they're important, and I also talk about the different membership site software, the email autoresponder, the shopping cart, the payment processor – all these different components that go in together to make it possible to launch a membership site.

So how did you, after going through Module 3 about these subjects, then apply that to your own membership site?

Daniel: One thing that I didn't apply, despite your recommendations, was the delegation part, and now I regret that honestly, because I tried to do most of the work myself.

You recommended and explained how one could delegate efficiently, but I thought it would be possible to make most of it myself and basically the first week it was hell here. I had to work like 14 hours a day and it was really crazy.

I'm almost sure that on the second launch we already have more people to help out. So delegating



is one key aspect that I didn't do, but I am planning to and am already working on it.

As for technology, I based the structure of my program heavily on what you had done on BlogMastermind and on what you had explained on Membership Site Mastermind, because I think it's a really practical approach to building membership sites. It's easy because it's based in WordPress and so I'm using WordPress to deliver the lessons and to structure the website of the training program.

On top of that, I'm using Amember to manage the members, the payments and the memberships and the recurring commissions, and that's it. For the email marketing, I'm using Aweber, which was also the one recommended on Membership Site Mastermind.

It worked pretty well and I'm really happy with the choice of the technology. It sure helped with the material that you explain it in the program.

Yaro: One of the sections I feel that I'm a little different from other people is in the sense that I really go for a very simple setup. In fact, I'm even simpler than you. I don't even use Amember, but that's certainly a good tool. I do talk about that in the program.

And I think this is an area where I personally had a lot of trouble leading up to the launch of my first membership site: the technology issue. You have a lot of options and unfortunately, a lot of the different components don't work well together.

You try to get an affiliate system working with a

membership site system, working with a payment processor, and you can just have all these incompatibility issues and it turns into a lot of manual work.

To get around that, what I did was go for simplicity. I said, “All right, I’ll use software that I already know, which is WordPress. I’ll use email autoresponders, because they’re just so elegant and simple and I already do that every day as part of my business, I send email. I think it’s just a great system.

So that's one of the things I'm most proud about and enjoy revealing to people, because I can see how it just makes it so much easier to launch a membership site than it could be. I’m glad it worked well too for you, Daniel, but hopefully next time you’ll hire a customer service and tech person to help you set this up.

Daniel: Yes, definitely.

Yaro: It can be very stressful and 14 hour days are too long. I know you’re not doing that much work now, but if you choose to do this all by yourself, that's what happens when you go into the launch mode. It’s a lot to juggle.

Module 4 is when I talk about content, what you actually give to your members in return for their fee and how much you charge them – pricing. So it’s about content and pricing.

This is the section where I actually tried to de-emphasize the importance of the particulars of content and really I think this is the key lesson: you

can actually launch a membership site without having 100% of the content available from Day 1, and that's a huge lesson.

Most people fail to get membership sites out the door because they sit there working on their content for so long that they never feel happy with it and they never actually put something on the market for sale.

So what I did, and I learned this from some other people who run membership sites, you want to launch a membership site when you have the bare minimum ready to go for the first week, whatever it is. Then you build the rest of the content as your members go through your program, so I think you can realistically start a membership site with as little as 10% of the final content ready to roll, and I have used that principle ever since.

It's great, because it lets you get your membership site going really quickly and it doesn't require nearly as much setup time. Daniel, did you take my advice there with your content production?

Daniel: Yes, I did. In fact, I think when I launched I had just 20% of the content already produced. Additionally, apart from what you said, and I think this was a big eye opener for me, because I think it's not only optional to launch a membership site with only part of the content ready, but I think it might also be the best approach, because if you do so, you are going to be able to shape the content with the feedback that you are going to get from the first members of your site.

Then you are going to be able to make it more responsive and more aligned with what the members are actually looking for. I think that's a great strategy, yes.

Yaro: That's a good point, that you actually end up making a better product if you do this as well, which is counterintuitive for some people, but that's a lesson you've got to learn. I cover that in some depth in Module 4 and also talk about pricing, Daniel, so this is a challenging issue.

I think a lot of people don't know how to price their membership site and it can be pretty important. The difference between 100 sales at \$200 versus 100 sales at \$20 is pretty massive. Of course, \$200 may be too much money and you'll make no sales.

You have to decide carefully about how you go about pricing and I offer some tips on doing that. But how did you end up deciding on a price for your membership site?

Daniel: I did use most of the tips that you said. In fact, I was not sure what price to charge and then I went to check the material that you had there and I remembered that you explained all the different barriers, the mental barriers that customers have as far as pricing is concerned.

I figured that for the first launch, since I knew that there might perhaps be some small glitches for the first members, I wanted to give them a discount. So I combined both of those reasons and decided to go with \$48 to not break the \$50 mental barrier.

I also knew that on the second launch I would want to increase the price, because by then I would have a much more solid product and perhaps even more brand awareness. So I opted to go with the \$48 price for the first launch and I'm now considering to basically double the price for the second launch.

Yaro: It's worth talking about the strategy there, Daniel, since we're about to jump in the next module about doing the actual launch.

The strategy I've been using now – and how many times have I done this? I've done three launches and two closing down sales and one relaunch, something like that – lots of membership site launches.

The strategy I've been using consistently, and I've used this also in affiliate marketing and it works amazingly, it's exactly what you're doing now.

The first launch you do, you offer a discount. And it's not just because like you said, your membership site might have a little few hiccups here and there, it's also because you want to offer a reward for the people who support you during the first run of your program.

The perception in their head is that they can get in now as an early member and get a cheaper price. The great thing about that is, especially when you do like you did, which is to have a five day opening period, you create this sense of urgency.

That's what copywriters would call an urgency trigger that forces people to take action. So you

basically say, “It’s \$48 a month, but we’re only opening for five days, and when we reopen, which is probably not going to happen for many months, it’s going to be more money. If you want this price and you want to get in now, you’ve got to do this right now.”

It gets people who are fence sitters, who are maybe hemming and hawing about joining, to actually make the decision to join. That’s a great strategy. The wonderful thing about that too is that you usually get a lot of members.

So now you’ve got 200 members. You’ve got this proof, and you can say you’ve got 200 members in your program. You get these great testimonials. So when you go to do your first relaunch, which I think you’re going to do in 2009 and you’re planning on doubling the price, you’ve got more proof to back it up.

And it will once again be easy to do this relaunch because of the success that you have had with the first launch, but you’re charging more, so for each customer that you sell the second time around it’s like selling two, so you’re getting \$96 this time around instead of \$48. That’s a fantastic strategy and it’s worked for me over and over again.

I’m always amazed at the power of urgency to convert the customer. It’s something that I strongly recommend and it’s something that I talk about quite a lot in Module 5, which is about the launch process, which we can talk about now, Daniel.

Module 5 is really what I consider the make or break module. The first four modules get you to the point where you're ready to do Module 5, which is launch a membership site. In that I actually break down the launch almost day by day or week by week, whether it's a very short period like yours, in five days, or some people do it in two weeks at most.

So it's a very short period of time where you make all your sales, you make a ton of money, your membership starts going, you build a lot of buzz, and there is a step by step formula for doing this kind of launch. As I said before, I've done a lot of these now and I broke it all down in this module.

What bits of that module did you take and how were the results for you with your site?

Daniel: I also agree that Module 5 is perhaps the most important one. I like the way that you structure it, like laying down the steps that one needs to follow on the weeks prior to the launch and on the launch date. I did follow them as closely as possible.

A couple of weeks prior to the launch I started using PPC traffic as I mentioned before to build my email list, but also to test different sales pages. That was one thing that you recommended and I think it's important so that you can be sure that on the launch day you have already at least a sales page and I started building anticipation as well on my blogs.

Then on the launch date, as you mentioned before, we opted to limit the time that the members could join to only five days, to create some sense of urgency and also to create a sense of scarcity as

well, because you either join by the end of the week or you don't. And the discount that we decided to use was a big motivation as well.

Those were all the steps that you recommended in Module 5 and I think they really helped, because they may seem small if you pick only one of them, but as soon as you combine all of them and you put them in a really structured approach and follow the steps, it really increases the chance that your launch is going to be a success.

Yaro: And like I said earlier in the call, Daniel didn't do everything, and this is the thing I talk about a lot, about what goes into the launch process. You picked a handful of things.

You didn't do an affiliate competition. You didn't write a long form sales page. There were all kinds of things that I talk about in the program that you didn't do, but you still managed to double your expectations and your results.

Not that I'm trying to bring you down, Daniel, but I'm just trying to point out to people that you can only do part of the process and still do tremendously well, it's just getting a few things right, picking the right parts of the launch process and getting it down, building some buzz, some anticipation, and the results speak for themselves.

Your membership now brings in around \$10,000 US a month and you created that within a five day launch process. I think that's pretty spectacular and it's achievable for anyone that goes through this

kind of program and is prepared to go through the steps.

There's one more module, Daniel. We've covered everything now, so at this point you've got a membership site and you're really in this final module, which is called post launch. This is everything you do after you've finished the launch and you've got members.

In this module I talk about some really important things, because during the post launch, one of the biggest issues you've got to deal with is attrition, which is members leaving your program, and you want to keep them in there and solve any problems you've got that are causing people to leave your program.

You want to do ongoing marketing, so once you've launched your membership site, you can do special joint ventures which are like one off promotions with people. You can do integrated marketing campaigns. There are all kinds of options that become available once you've got product to sell.

And that's actually something that Daniel and I just talked about before we started this call. He was telling me how great it is to actually have a product.

It's amazing. Daniel, you can explain. You told me you were thinking about selling some of your other websites, just to focus 100% on developing this product and making it even bigger.

Daniel: The launch went really well, as we talked before. It was way above my initial expectations, so now I

have a really big semester ahead, so big I'm really working hard now, because from one site I'm getting the money and I'm really glad about the financial part.

But now I need to work hard to make sure that all the members will get their money's worth and make sure that they will get value out of the program. So that's my main focus now and I'm working hard day by day.

I'm planning to sell some smaller websites that I have that might consume some time to manage because I want to focus 100% on the training program right now. It's working great, financially as well as professionally. I really like what I'm doing now, all the interaction with the members, and so far we're getting some really great feedback.

I'm having a lot of fun along the way. As you said, we are planning to launch again in late 2009 and that will be another great experience. I'm sure that I'm going to refer back to Membership Site Mastermind again and make sure that I follow all your advice now and not make the same mistakes again.

Yaro: It's hard not to make some mistakes, but it's a good thing you learned from them and you'll do better next time. Each launch I've done has become better and better, so you can only really improve, the more practice you get.

I just wanted to reemphasize a point you made there, Daniel. You talked about the intrinsic rewards. You said you're having fun. I think it's really

important to emphasize that.

I agree. Since I launched my very first membership site, the level of closeness you have with your members, the feedback you get, the compliments, and the satisfaction you get from helping people to get a result, goes hand in hand with the financial rewards.

I don't know of any other way to really enjoy a business as much as having a membership site where you've created this, other people have come on board, they're gaining benefit and telling how much they like it. It's just win-win-win. They're getting great benefit, you're getting great feedback, you're making money, and it's a brilliant business model. And of course it's the focus of my business.

We can wrap it up, Daniel, and I really appreciate your taking the time to do this. But before we do finish, if you could just give me a glaringly positive testimonial for how much Membership Site Mastermind has helped you, for anyone listening to the call who is maybe considering whether the program, Membership Site Mastermind, is right for them. Who do you think is the right person to benefit from a program that you just went through?

Daniel: It helped me a lot. I honestly do recommend it to other people, mainly because I think that all the people that want to create a training program or a membership site, the part where they are going to create value is in the content that they are going to create and the promotion and the marketing and so on.

For all the other parts, for example, how you are going to structure the launch process, what technologies you are going to use, how you are going to select your topic, all those tasks I think it's a good idea if you take some advice from other people that have done it before, and that's you, here.

I think it's easier than if you try to figure out all the different pieces of the puzzle, if you just take the advice of someone who has done it before and done it successfully. This will allow you to accomplish all these tasks and to create the structure of your membership site easily, following the steps.

Then you can focus on the parts that are really going to create value, which is the content and promotion and all the different materials that you are going to offer to your members. I think that joining Membership Site Mastermind is going to help on that part.

Yaro: Do you think that a person needs to be technical and have some skills already at internet marketing to make this work?

Daniel: No, I don't think so. I think the only thing that someone needs to have is an idea about what kind of training program he or she wants to do and to make sure that it is an idea that is going to create value that it's going to solve the problems that some people that are out there might have. If you have those things, I think the rest is more than extensively covered on the program.

It basically talks about everything from topic selection to promoting, to getting traffic and the launch process, so I think you basically take care of the rest. As long as the person has an idea, I think that the rest can be figured out along the way.

Yaro: And let's mention the fact that if you already have a product too, maybe an ebook out there or an existing membership site that's maybe not going as well as you would like to have it go, it's certainly possible to turn an existing product into a membership site.

You can repurpose the content, go through the launch process, or you can take an existing membership site, close it down and do a reopening launch process, and effectively transform something into a much more significant income stream and a better result.

This is my experience with my membership site. It was a life changing circumstance. I went from making OK money with what I was doing with my blogs to suddenly making triple the amount of money, just from launching one membership site.

I went from \$5,000 a month from my blog, which was good money but it's not living like a king. It's covering the bills and making sure I don't have to have a full time job, which is wonderful, to launching my first membership site.

The first launch I did, I had about \$15,000 a month come in. A little bit better than yours, but not by much. Still, that turned my income from \$5,000 a



month to \$20,000 a month and that's over six figures a year.

That for me was a life changing amount of money. I paid for my house completely, I own my car, there's no loans, I'm completely debt free, and I've still got all this money coming in now, because I have multiple membership sites. I think it's by far the best business model.

If you're thinking about releasing a product online, this is the model you should be using. If you want to follow in the footsteps of someone who's already done it, my program is out there for you to choose as an option, and of course Daniel is someone who has gone through it and benefited and no doubt will do even better in the future with his next launch.

Thank you for taking the time and I will keep in touch and see how your re-launch goes. And of course I'll be expecting even bigger things in the future. Thank you very much, Daniel.

Daniel: Thank you, Yaro.

Yaro: And of course, if anyone is interested in joining Membership Site Mastermind, I should mention the URL: you can head off to www.MembershipSiteMastermind.com/signup and all the information about the program is there and you can decide whether it's right for you.

That's it for this call. Thanks, everyone, for listening to the end and good luck with whatever you get up to online.