

WEB ESSENTIALS 101

HOW TO MONETIZE YOUR ONLINE VIDEOS

Hosted by: [MemberDev](#)

Key Speaker:



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Head of Growth at MemberDev

Who We Are: We've been building monetized membership sites since 2012, with tons of clients in the Health & Wellness space. We have a wealth of knowledge to draw upon to help you start and grow your online membership business.

WHY NOW?

With COVID-19 impacting our industry, it's time to take your talents online, and get paid for doing what you love.

Today's presentation (and following Q&A) is meant to teach you the tricks of the online trade, and help you see that you have options. We no longer live in a world where only high-level developers or big corporations can create profitable online businesses.

With a little elbow grease, and the right guidance, any fitness professional can be online with courses for sale in a matter of days. Going online is no longer just an option. It's now a mandatory adaptation you're going to have to make to be successful in the fitness industry.

GETTING STARTED - Platform Vs. New Website

Platforms Options

- Facebook
- Instagram
- YouTube
- Vimeo
- ZOOM
- Wistia
- Teachable
- Udemy
- Patreon

Website Options

- Weebly
- Wix
- Squarespace
- Podia
- Kajabi
- WordPress
- WordPress + MemberDev
- Custom Script

Payment Options

- Venmo
- PayPal
- Square
- Stripe
- Authorize.net

PRODUCT - Class Vs. Course Vs. Subscription

Per Class Model

- Log in at a specific time - Student AND Teacher.
- Requires 2-party attendance.
- One-time Content.
- Revenue earned per engagement.

Course Model

- Buy once, keep it forever.
- No attendance required.
- Asynchronous content.
- Revenue earned per sale.

Subscription Model

- For your loyal followers and regular students.
- Recurring Content.
- MRR - Monthly Recurring Revenue.

DECISIONS - What Model And Platform Is Best?

Well...this is where you need consider your personal factors in this unprecedented time:

- Financial resources.
- Time to record and create content.
- Quality expectation of your audience.
- Areas of expertise.
- Niche Offerings.
- [SWOT](#) Analysis.
- But most of all: What do you genuinely enjoy doing?

WORK VS PLAY - How Do You Decide?

Simply...You Don't. Let your passions drive your business.

Here's a few questions to ask yourself:

- If a stranger came up to you on the street and asked you about a topic where you would talk their ear off...what is that topic?
- What subject matter can you dive deep into?
- Would you do it for free? Example: I love Handstanding, so I made an entire business out of it - kyleweiger.com
- You need to love what you do for this to be successful.

CONTENT

CONTENT - Building Your Online Classes

Things to consider:

- While a temporary source of income with COVID-19, think about how to make it viable long-term. Your competition is doing this.
- Reliant on having a loyal following already in place to be profitable.
- When COVID is over, students are going to go back to their regular studio classes to embrace human interaction, and you'll get back to doing what you love in the studio or gym.
- **THERE WILL NEVER BE A SUBSTITUTE FOR GOOD INSTRUCTION.**
- **ADVICE:** Consistency matters. Give your students a reliable schedule.

CONTENT - Building Your Online Courses

Things to consider:

- Record them once, sell them forever. Long-term forecasting is much easier.
- Become a SME (Subject Matter Expert) in a specific niche.
- Ability to offer upsells and downsells in the niche.
- Allows for Beginner, Intermediate, Advanced courses in your area of expertise.
- Ability to get creative with advertising to certain target audiences.
- This model is the go-to for long-term success.
- **ADVICE:** Pick something you love and make several courses on it.

CONTENT - Building Your Online Subscription

Things to consider:

- Be willing to continually record content. Think of it like a magazine.
- Become a SME in a specific niche.
- Be ready to take small groups of people into live interactive programs.
- Price your offering at a place where someone would never cancel because of how much value you offer.
- More time-intensive and committed on your end, but your subscribers are much more likely to promote and socialize for you!
- **ADVICE:** Save this option for later. Make a course first, and see if you can turn it into a subscription later.

CONTENT - Kyle's Predictions

Trends I'm seeing and how to go Contrarian:

- Small group classes on ZOOM will outperform FB & IG Live long-term.
 - Unless you already have a massive following - then stick to FB & IG
- YOGA STUDIOS - TAKE YOUR TEACHER TRAINING ONLINE!!!!!!!!!!
 - Your members keep your doors open. Your TT is your profit.
 - The same will be true online.
- Pivot to YouTube or Vimeo - I'm pivoting to my YouTube channel for the next 3-4 months
 - Your IG video gets watched once...twice if you're lucky.
 - YouTube and Vimeo vids get revisited several times just by the search nature of the platform itself (2nd largest search engine behind Google)

TOOLS

TOOLS - Building A Quality Video A-Z

Things to consider:

- You already own a smartphone.
- All of my Handstand Courses and Ads filmed on an iPhone.
- Save your money for other necessities. Don't buy the high-end camera to get started.
- [FilMic Pro](#) is a beautiful App that you can get from the App Store that lets you choose resolution and framerate.
- Microphone: [RODE Wireless Go](#) with [SC7 Cable](#) for iPhone.
- ADVICE: Research mics and go to YouTube for editing tutorials. There is more than enough information out there to get you started.

TOOLS - Editing Your Videos

Things to consider:

- [iMovie](#) is native to Apple.
- [FinalCutPro X](#) is a little more advanced, but the quality is worth it.
- [Adobe Premiere](#) is another alternative for more adept editors.
- [HandBrake](#) converts from .MOV to .MP4 - this is must for internet video
- [Fiverr.com 3D Logo Animations](#) are quick and easy - \$20 or less
- YouTube tutorials are ESSENTIAL here!
- The Good News: Your viewers care FAR MORE about the content itself.
- ADVICE: Pick one software and stick with it. Pick your tool and become a master at it.

TOOLS - Setting Up Your Space

Things to consider:

- Get a stable mount for your camera rig - [Ulanzi U-Rig for \\$16](#)
- Make sure you're well lit.
- Clean up your filming space. Messy areas distract from the content.
- Use [BIGVU](#) for sales and marketing videos! It will save your life!
- You do not need a professional studio or massive room to film engaging content for your viewers.
- **ADVICE:** Pick a space in your home and make it special. Dedicate that to be your "content creation space" and treat it with love.

PRODUCT

PRODUCT - How To Create A Product Line

Lead Magnet

- Free giveaway.
- Peaks interest.
- Give your audience a test-drive.
- Easy to produce.
- Traditional email capture technique.

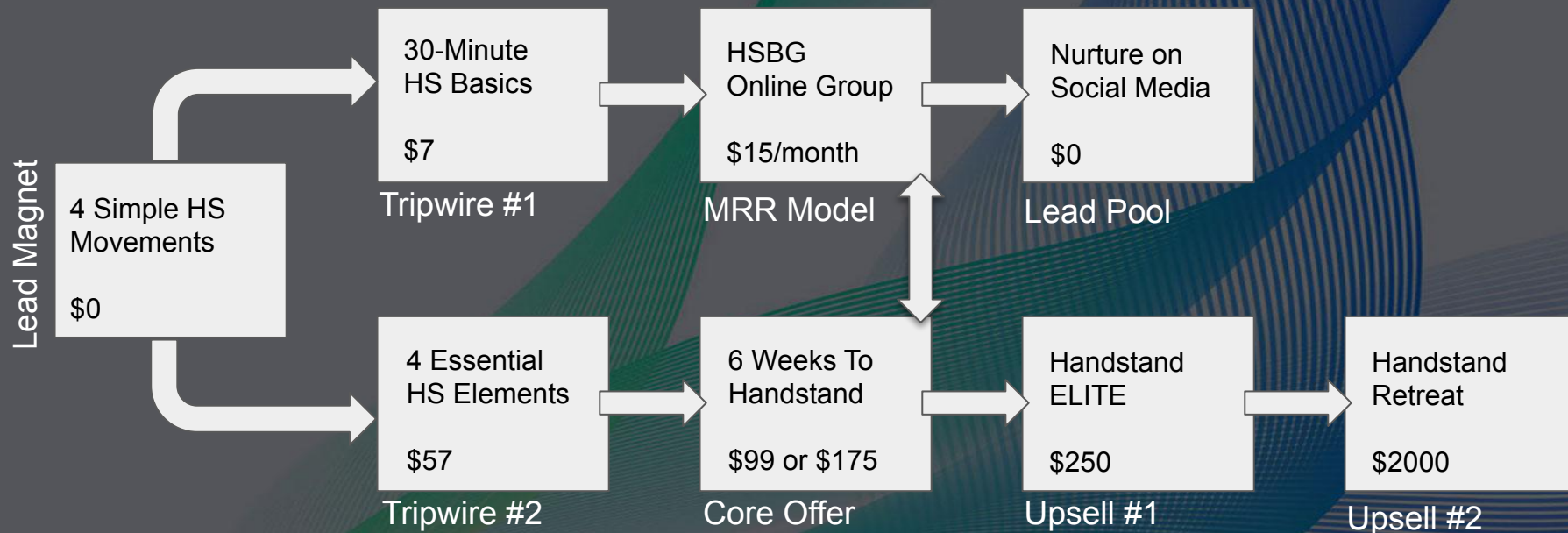
Tripwire Offer

- Low BTE (Barrier To Entry).
- Under \$10.
- It breaks the psychological “payment barrier”.
- Converted from Prospect to Customer.

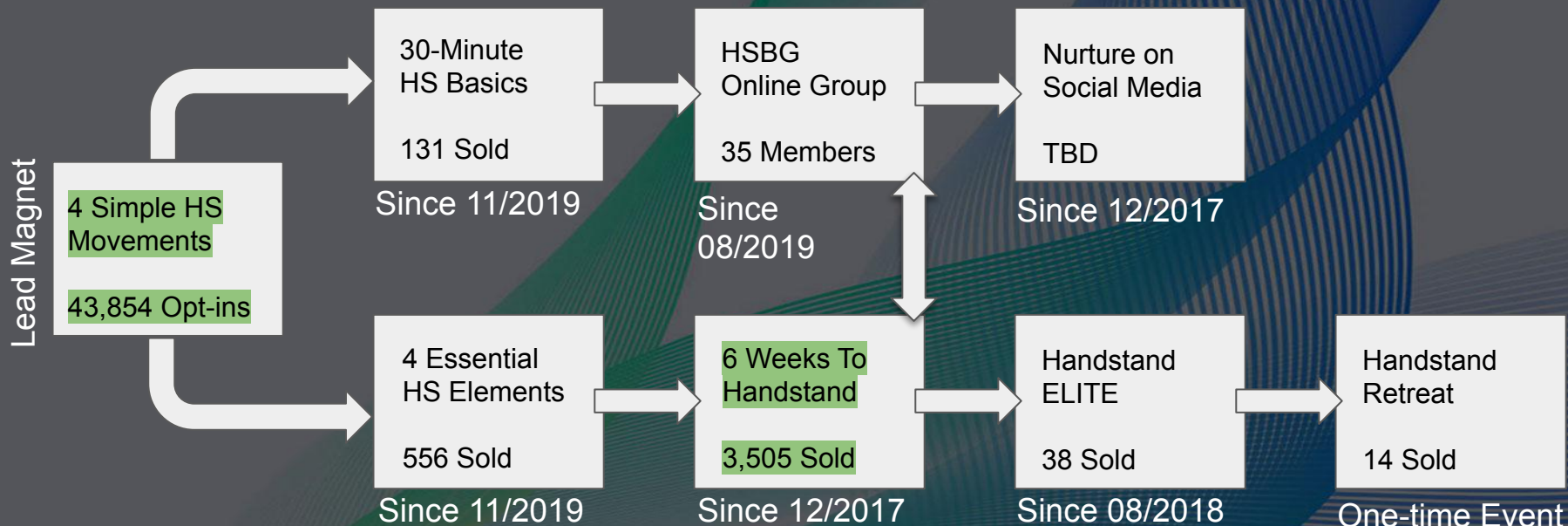
Core Offer

- The main course or private group.
- This where you deliver the most value.
- Give them all your premium content.

PRODUCT - Example from [KyleWeiger.com](https://kyleweiger.com)



PRODUCT - Sales Stats as of 03/25/20



PRODUCT - Scaling Your Business Online

Transactions

- **\$572,754 Gross Revenue**
- **\$540,089 Net Revenue**
- **\$201,914 in Facebook spend**
- **\$338,175 Profit since Dec. 2017**

Following

- Email list from 0 to 43,854 Opt-Ins
- Instagram from 1.5K to 45.2K Followers
- YouTube from 0 to 3,273 Subscribers
- Facebook from 0 to 3,669 Followers

Product Offerings

- Started with 1 free video and 1 course
- Now have 4 courses and MRR model
- Released Handstand App Feb 2020
- Travel Engagements

Sample Of Daily Sales - 03/26/20

Primary		Social	Promotions 1 new
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# ...	2:10 PM
<input type="checkbox"/>	Stripe	Payment of \$7.00 USD (from [redacted]) - Payment for order# 7074 ...	12:59 PM
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# 707...	10:37 AM
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# 707...	9:43 AM
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# ...	9:35 AM
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# 7070 - ...	7:38 AM
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# 7069 ...	5:29 AM
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# 706...	12:56 AM
<input type="checkbox"/>	Stripe	Payment of \$99.00 USD (from [redacted]) - Payment for order# 7067 ...	12:51 AM

In December 2017,
I started with \$200 and
about 4 customers...

As of 03/25/20:
5,738 transactions in 68
countries globally.

PRODUCT - Where To Start

Things to consider:

- Build your Core Offer first - Your main course in your area of expertise.
- Scale it down to make your TripWire and Lead Magnet
- Scale it up to make your Upsells and Profit Maximizers.
- Think of your skill or niche as Beginner, Intermediate, Advanced courses because not all students are starting from the same place.
- Parse DOWN content and make it modular. Teach it in steps.
- **ADVICE:** No matter what you teach, there is someone out there wanting to learn it from you. And just because they've taken a class before, they haven't taken YOUR class.

MARKETING

MARKETING - How To Get Noticed

Social Media Posts

- Cost: Nothing
- Easy to produce
- Upside: Your closest inner circle will join.
- Downside: Not very scalable.

Email Blasts

- Cost: Minimal
- Personalized & Thoughtful
- Upside: Can target your list
- Downside: Requires a mailing list.

Paid Ads

- Cost: \$10 - \$500
- Requires Collateral
- Upside: Scalability
- Downside: No guaranteed ROAS (Return On Ad Spend)

MARKETING - Basic Funnel Structure

Landing Page

- Give away your free product
- Get their email
- Send them link to free offer
- Tease your next email by letting them know to open it.

Email Sequencing

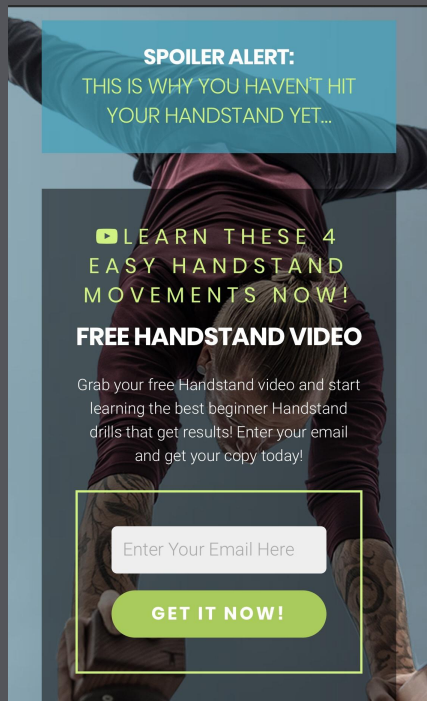
- Open the relationship
- Follow up with a check-in
- Get their honest feedback
- Keep them engaged

Sales Page

- Make the offer
- Make it detailed
- Explain why and how your system works
- Get testimonials and imagery in place.

MARKETING - Examples Of Each Stage

Landing Page



SPOILER ALERT:
THIS IS WHY YOU HAVEN'T HIT
YOUR HANDSTAND YET...

▶ **LEARN THESE 4
EASY HANDSTAND
MOVEMENTS NOW!**

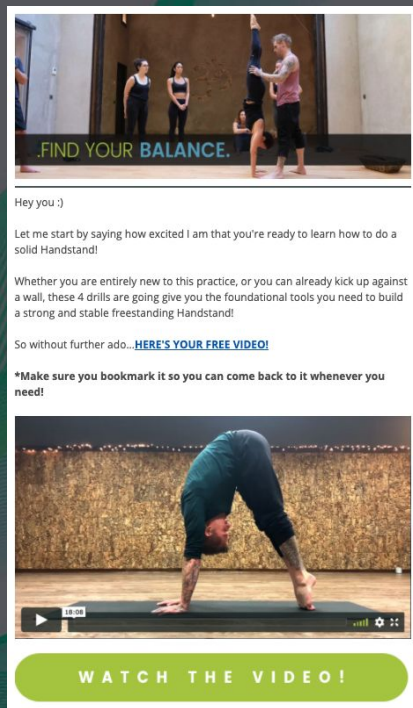
FREE HANDSTAND VIDEO

Grab your free Handstand video and start learning the best beginner Handstand drills that get results! Enter your email and get your copy today!

Enter Your Email Here

GET IT NOW!

Email Sequencing



..FIND YOUR BALANCE.


Hey you :)

Let me start by saying how excited I am that you're ready to learn how to do a solid Handstand!

Whether you are entirely new to this practice, or you can already kick up against a wall, these 4 drills are going give you the foundational tools you need to build a strong and stable freestanding Handstand!

So without further ado... [HERE'S YOUR FREE VIDEO!](#)

***Make sure you bookmark it so you can come back to it whenever you need!**



WATCH THE VIDEO!

Sales Pages

- [4 Essential HS Elements](#)
- [6 Weeks To Handstand](#)
- Follow a formula and make your pages consistent.

MARKETING - Fundamentals To Include

Things To Consider:

- Clearly list the many benefits of joining/buying/signing up.
- CTA - Calls To Action - Always tell them how to sign up and why they should..."Click the button below so you can get started today."
- Make the purchase process as easy as possible. Eliminate clicks whenever possible. Long checkout process = low conversion
- GET THEM ON YOUR LIST! Email is far better than social media.
- ADVICE: Be honest and have integrity in your advertising. Do not over-promise something for the sake of a sensational headline.

TECHNOLOGY

TECHNOLOGY - Running A Website

Membership Software

- Gives you the ability to manage your audience
- Easy to segment by search criteria
- Able to see activity and purchase history

Email Automation

- Able to be high-touch without a ton of effort.
- A must-have for any modern site
- Email is better than social, by far.

Payment Gateway

- Able to accept online payments hassle-free
- Most are easily integrated into any website.
- Professional & Trustworthy

TECHNOLOGY - My Personal Software Stack

Membership Software

- MemberMouse
- [Plans & Pricing](#)
- Up to 1,000 users for \$19.95/month
- Every feature you need to get started.
- Incredibly easy to operate.

Email Automation

- ActiveCampaign
- [Plans & Pricing](#)
- Up to 1,000 users for \$17/month
- The #1 email software on the market.
- Unlimited sending

Payment Gateway

- Stripe
- [Plans & Pricing](#)
- 2.9% + \$0.30 Transaction Fee
- No setup fee
- No monthly fee
- Industry Leader

TECHNOLOGY - Return on Investment (ROI)

member mouse™

ActiveCampaign >

stripe

\$19.95/month

\$17/month

2.9% + \$0.30

Let's say you sell a course for \$99, and you sell 5 your first month.

\$495 Revenue - \$36.95 (software) - \$15.25 (fees) = \$442.80 PROFIT

CONCLUSION

CONCLUSION - Focus On The Fundamentals

Product Offerings

- Pick a direction and go with it.
- Focus on producing something you truly enjoy.
- Make a course or class outline.
- Niche DOWN!

Marketing Approach

- Be engaging and give them a Call To Action!
- Be consistent in your messaging and have integrity.
- Flex your creative muscles.

Technology

- Pick your tools and master them.
- Don't be intimidated by the web.
- Everything comes with instructions and tutorials.

CONCLUSION - List Of FREE Resources

Here's a list of highly valuable hubs you can use to get started

- [MemberDev Insider](#)
- [Subscription Entrepreneur PodCast](#)
- [MemberMouse Blog](#)
- [ActiveCampaign Blog](#)
- [DigitalMarketer Blog](#)

CONCLUSION - List Of PAID Resources

Here's a list of Consulting Services or On-Demand Courses for you:

- [DigitalMarketer Labs](#)
- [MemberDev Platform](#) - WP Site Required
- [Podia Platform](#)
- [Teachable Platform](#)
- [Udemy Platform](#)

“The best way to predict
your future is to create it.”

- Dr. Joe Dispenza

Q & A SESSION