

Determining Your Content Strategy

**THE BIG QUESTION:
What Am I Going To Give
My People Every Month?**

Common Content Elements

- Done-For-Them Services
- Special Report / Newsletter
- Expert Interviews
- Video Tutorials
- Articles
- Calculators and Tracking Tools
- Forums
- Ask-the-Expert Page
- Recommended Resources

Example: Done-For-Them

The screenshot displays the homepage of 'The 3X Method' website. At the top, there is a navigation bar with links for 'HOME', 'BEGINNER WORKOUTS', 'PHASE 1 WORKOUTS', '21 DAY SHOCKWAVE', 'PHASE 2 WORKOUTS', and 'EATING GUIDE'. Below this is a search bar and a date indicator 'Tuesday, September 09, 2009'. The main content area features a large red-bordered box containing a video player and the text 'Access This Month's 3X Method Workout' and 'W.O.M.: HIGH INTENSITY TRAINING'. To the right of this box is a '3X LIFE VIDEO' player. Below the main content, there are several smaller sections: '3X RESOURCES' with links to 'Interval Training Rules', 'Kg Calculator', and 'More 3X Resources'; 'FITNESS TIPS' with links to 'How To Turn A Chair Into a Multi-faceted Weapon' and 'Defensive Strategies for Everyday Living - A list of Do's and Don'ts'; and a '3X NEWS & UPDATES' section with a form to receive free videos. The bottom of the page includes 'RECENT POSTS' and 'CATEGORIES'.

Example: Done-For-Them

HOME CONTACT BECOME AN INSIDER FOREX PROFIT FORMULA search our site... Search >>

FX FOREX IMPACT

PREMIUM CONTENT FREE DAILY FOREX VIDEO TRADER RESOURCES TRADING TIPS FREE TRADING WEBINARS TRADING SYSTEMS

Premium Content
Forex Profit Alerts Trading Lab Fundamental Report Daily Dividend Portfolio

Forex Profit Alert: September 8, 2008

September 8, 2008 - Leave a Comment (58)

The gap occurred on the open of this session in the EURUSD was filled. This generated a profit of 88 pips. The second lot is still open and currently up 206 pips. The USDCHF gapped up 30 pips on the open and then retraced for a profit. The second lot was closed out at breakeven. The GBPUSD gapped up on the open, but was stopped out before retracing. The USDJPY gapped up on the open and currently has two lots that are up 44 pips. The USDUPY, EURUSD and the GBPUSD have pending long pivot trades. The USDCHF has a pending. [\[Read the full story\]](#)

Trader Resources Trading Tips

Subscribe to the Daily Forex Trading Video

Would you like to receive Jason Fielder's "Free Daily Forex Trading Videos" via email? If so, just fill out the form below. It's 100% free!

First Name:

Example: Special Report/Newsletter

HOME CONTACT BECOME AN INSIDER FOREX PROFIT FORMULA search our site... Search >>

FX FOREX IMPACT Video Report

PREMIUM CONTENT FREE DAILY FOREX VIDEO TRADER RESOURCES TRADING TIPS FREE TRADING WEBINARS TRADING SYSTEMS

Premium Content
Forex Profit Alerts Trading Lab Fundamental Report Daily Dividend Portfolio

Lines Scapling System

September 1, 2008 - 1 Comment (58)

The trading system that we will be reviewing was taken from the futures market. The system is based on scalping intraday moves. The original system was modified a bit to accommodate the lack of tick charts in Meta Trader 4. The original system was traded on a 500 tick chart. I have changed this to the 30 minute chart, which is the closest time chart to the 500 tick chart. The system uses the previous day's high, low, open, and close, as reference lines. The system requires that the trader let the first two hours of... [\[Read the full story\]](#)

Trader Resources Trading Tips

Subscribe to the Daily Forex Trading Video

Would you like to receive Jason Fielder's "Free Daily Forex Trading Videos" via email? If so, just fill out the form below. It's 100% free!

First Name:

Email Address:

Global Economic Calendar
September 8 - 12, 2008 Date Time* Currency Event
Annual Financial Review Mon-Cam A 10:01 PM
Your staying at the beach house working in your

Reports vs. Newsletters

- I prefer single-topic reports
- Easier to create (in my opinion)
- Higher perceived value (magazine vs. report)
- Higher ACTUAL value (can go into depth)
- Easier to “productize”
- Use email/blog posts to build relationships

Example: Expert Interview

The screenshot displays the Total Access Club website interface. At the top, there is a navigation bar with links for HOME, CONTACT, and TAC ELITE, along with a search bar. The main header features the Total Access Club logo and a Members Only Area. Below the header, a navigation menu includes TAC REPORTS, WHAT'S WORKING NOW, CASE STUDIES, MARKETING LAB, LEARNING CENTER, and MARKETING TOOLS. The main content area is divided into several sections. On the left, a 'New This Month' section highlights a 'Total Access Report' titled 'Hubert "The Kentucky Wonder" Senters', dated July 30, 2008. The report includes a small photo of Hubert Senters and a brief description of his success as a professional trader. On the right, there is a 'Welcome To Total Access Club!' section featuring a video player and a 'Recent Posts' section with links to various articles. The overall layout is clean and professional, with a focus on providing valuable content to members.

Example: Video Tutorials

The screenshot shows the Total Access Club website. At the top, there are navigation links: HOME, CONTACT, TAC ELITE, and a search bar. The main header features the site logo and a 'Members Only Area' link. Below the header, there are several menu items: TAC REPORTS, WHAT'S WORKING NOW, CASE STUDIES, MARKETING LAB, LEARNING CENTER, and MARKETING TOOLS. The main content area is divided into two columns. The left column features a 'New This Month' section with a featured article titled 'Using Ebay To Build Your List Fast & Cheap' by Peter Smith, dated June 10, 2008. The article includes a small image of an eBay listing and a video player. The right column has a 'Welcome To Total Access Club!' message, a video player, and a 'Recent Posts' section with several article titles like 'Size Does Matter...Buy Button Size That Is' and '10 Proven Headlines Tested Against Each Other...Which One Wins?'. At the bottom, there are sections for 'Marketing Tools' and 'Learning Center'.

Example: Articles and Resources

Good Filler Content

Calculator

The screenshot shows the The 3X Method website. At the top, there are navigation links: HOME, BEGINNER WORKOUTS, PHASE 1 WORKOUTS, 21 DAY SHOCKWAVE, PHASE 2 WORKOUTS, and EATING GUIDE. The main content area features a 'This Month's Workout' section with a video player and a '3X RESOURCES' section. The '3X RESOURCES' section includes a 'Kilocalorie Calculator' and a 'Fitness Tips' section. The 'Fitness Tips' section has three articles: 'How To Turn A Chair Into A Multifaceted Weapon', 'Defensive Strategies for Everyday Living - A list of Do's and Don'ts', and 'Interval Training Rules'. The 'Interval Training Rules' article is highlighted with a red arrow pointing to the text 'Good Filler Content'. The 'Kilocalorie Calculator' is highlighted with a red arrow pointing to the text 'Calculator'. The 'Fitness Tips' section is highlighted with a red arrow pointing to the text 'Calculator'. At the bottom, there is a '3X NEWS & UPDATES' section with a sign-up form for a newsletter.

What About Forums?

- NEVER launch a site with a forum already in place
- Wait until you get to critical mass (usually 300 - 500 members)
- Have moderators in place before the forum goes live
- Hold a forum "launch" to create initial momentum
- Don't be afraid to a kill a forum that goes inactive
- Watch out for mutiny!

RULE #1:
**Should Have At Least
Two "Big Things" That
Update Every Month**

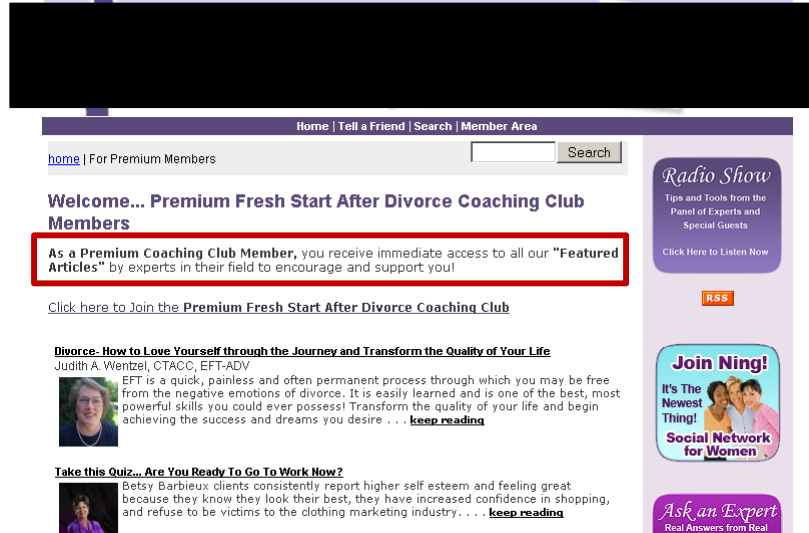
RULE #2:

**Vary Your Media,
Format and Length
(All Content Is NOT Equal)**

RULE #3:

**Premium Content
Should NOT Be
“More of the Same”
(Tease...Don't Sample)**

This Site Violates All Three...




Home | Tell a Friend | Search | Member Area


[home](#) | For Premium Members Search

Welcome... Premium Fresh Start After Divorce Coaching Club Members

As a Premium Coaching Club Member, you receive immediate access to all our "Featured Articles" by experts in their field to encourage and support you!

[Click here to Join the Premium Fresh Start After Divorce Coaching Club](#)

Divorce- How to Love Yourself through the Journey and Transform the Quality of Your Life
Judith A. Wentzel, CTACC, EFT-ADV
 EFT is a quick, painless and often permanent process through which you may be free from the negative emotions of divorce. It is easily learned and is one of the best, most powerful skills you could ever possess! Transform the quality of your life and begin achieving the success and dreams you desire . . . [keep reading](#)

Take this Quiz... Are You Ready To Go To Work Now?
 Betsy Barbieux clients consistently report higher self esteem and feeling great because they know they look their best, they have increased confidence in shopping, and refuse to be victims to the clothing marketing industry. . . . [keep reading](#)

Radio Show
Tips and Tools from the Panel of Experts and Special Guests
[Click Here to Listen Now](#)

Join Ning!
It's The Newest Thing!
Social Network for Women

Ask an Expert
Real Answers from Real

RULE #4:
**It Absolutely IS Possible To
Deliver "Too Much"
(Especially If You Have a
Consumption Model Site)**

ACTION ITEM:

Decide what you will offer your members on your site (both ongoing and static).

Content Checklist

- Done-For-Them Services _____
- Special Report / Newsletter _____
- Expert Interviews _____
- Video Tutorials _____
- Articles _____
- Calculators and Tracking Tools _____
- Forums _____
- Ask-the-Expert Page
- Recommended Resources _____