Day 2 Worksheet

Plan Your Membership Site Content

In Day 1 you already determined what your membership site is about, who it is for, what their main struggle is and how you will help them resolve it. In this worksheet you will list all the "stations" they have to go through to resolve their problem and elevate their pain point, so they can reach their destination. These "stations" will guide your entire content strategy.

1. Describe the current situation your ideal member is in now as it relates to your topic. Focus on his/her pain points, struggles, weaknesses and fears but also on your ideal member's strengths and desires.

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2. Describe the situation your ideal member wants to be in, their final destination, as it relates to your topic. Focus on his/her desires, goals, psychological state and feelings.

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3. Now list 5-10 "stations" your ideal member must pass through to reach his/her final destination, in the most logical order (refer to the table in the next page). For example, if your membership site is about building a profitable blog, then your stations may be:
   a. Setting up a blog
   b. Creating content
   c. SEO
   d. Traffic
   e. Growing your email list
   f. Generating revenue
   g. Developing products

4. Under each station, list 5-10 content ideas. Following our previous example, under the "Setting up a blog" you can list, for example:
   a. Wordpress.com vs. Wordpress.org
   b. How to set up your Wordpress blog in a day
   c. Choosing a theme for your blog
   d. Visual branding for your blog
   e. 10 best plugins for blogs
   f. How to choose the topic for your blog
   g. Choosing a name and domain name for your blog etc....

5. Keep this list handy and refer to it whenever you need/want to create more content. Always use the "stations" as the source from which you draw your content ideas, and not vice versa. This will keep your membership site clear, coherent, easy to navigate and effective, and will help your members move forward from one station to the next. Make sure there is some content in each of the stations when you launch your website, but don't be tempted to include too much at first, as it can overwhelm and be counterproductive to your members. You can batch-create enough content for several months, or even a full year using this system, but you don't have to release all of it at once of course.

Station #1:	Sub-topics of Station #1:
Station #2:	Sub-topics of Station #2:
Station #3:	Sub-topics of Station #3:
Station #4:	Sub-topics of Station #4:
Station #5:	Sub-topics of Station #5:
Station #6:	Sub-topics of Station #6:
Station #7:	Sub-topics of Station #7:
Station #8:	Sub-topics of Station #8:
Station #9:	Sub-topics of Station #9:
Station #10:	Sub-topics of Station #10: