

# My New Business Model



## NOTES:

- Each spoke is really a "mini" funnel into the member site
- Each spoke leads to and from the hub
- Members buy your other "Stuff" too
- Ideally: EVERYTHING you do leads to the HUB of the wheel
- I'm not 100% there yet, but I'm working on it <smile>
- **KILLER TIP: Use content you create for the "hub" to add new "spokes" for the wheel**
- **ALL marketing activity is aimed at getting people into the membership site, including:**
  - Download pages
  - Confirmation pages
  - E-mail teasers
    - PS
    - BTW
  - Product Stuffers
  - FREE 30-day trials for new customers
  - Forced membership on some products
- **3 Immediate Options For Creating a "Wagon Wheel"**
  - Membership site
  - Recurring Service / Web-based Software
  - Auto-ship product / Consumable Product (ex: vitamins)