



## Checklist 7 - Premium Content (E-books, Videos, Webinar Training)

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*So you have created your site but don't know how to attract customers to it? You want to earn from your website by using Premium content, but making it, all Premium will not help you. Now you need to create a first free trial, and later on, you can make it Premium. Premium content is accessible only by payment. So your customers will have to pay. Want to know how to generate such content and get leads through it. Follow these steps:*

### GENERATION OF EBOOKS:

- 1  
For creating an eBook, the first step you have to follow is to choose a topic that is in accordance with your audience's needs.
- 2  
Now outline each and every chapter of your eBook.
- 3  
Start breaking down each chapter while writing now.
- 4  
The next step is to design your eBook by using the right colours for your theme.
- 5  
Now make use of incorporate visuals to attract the attention of your readers.

Notes

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6 Now start highlighting all the quotes in your eBook and add call-to-action within your eBook.

7 After this, convert it into PDF. And add its price on this file.

8 Finally, develop an attractive landing page for your eBook and promote it along with tracking down the success of your book. This is how your audience will be attracted to your content, and your site will have traffic from the audience.

### CREATING PREMIUM VIDEOS:

9 Use LightMV as a platform for your video creation.

10 First view a template for your video, which includes its text, duration and photos used in it.

11 Next, you have to select the template that you like, after viewing all the desired ones.

12 Selecting a template will open the video editor.

13 Start choosing a start text, an end text and start arranging your photos. Choose your background music, as well.

*Notes*

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14 After doing all this hit the produce button, and after some time, your video will be created.

15 Now hit the Save button and add a premium lock to your video while uploading it to the site. This will require payment for accessing this video whenever your customers click on it.

16 At the end, share this premium video on the landing page, social media and emails to get more leads for your site.

#### INTRODUCING WEBINAR TRAINING ON YOUR SITE:

17 First, you've got to choose the time that you want to host your webinar with.

18 In the next step, decide the format of your webinar, make it either of interview format or with a single speaker. You can also turn it into a Q & A.

19 Now, select a webinar tool like Zoom, GoToWebinar, Adobe Connect or WebEx for your webinar. These tools also generate polls and surveys, so they'll help in increasing the customers on your site.

20 Set the price for your premium webinar and publicize it. Now you have to promote it also by creating a banner or an advertisement on your landing page or the website. You'll get a greater number of leads this way.

*Notes*