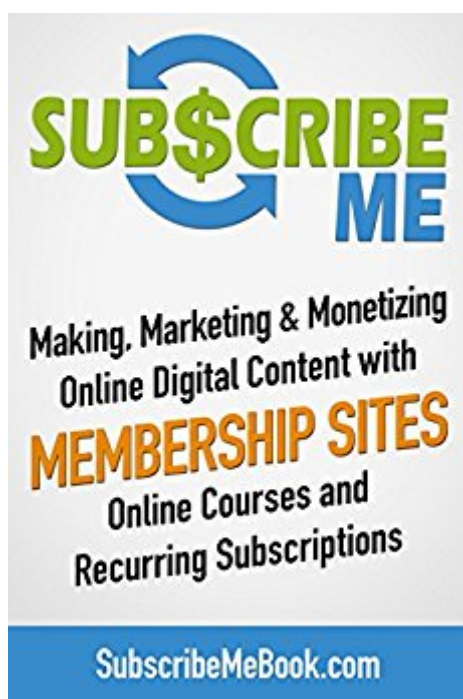


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Synopsis

DOGPOO and DOSAA: Nope, not referring to the Asian-Indian, mouth-watering dish Dosa. Nor am I referring to actual dog doo-doo either. DOGPOO stands for "Do Once, Get Paid Only Once". DOSAA stands for "Do Once, Sell Again and Again". Creating something once and being able to sell it over and over again - like an Online Video Course, Software or a Report - is way more profitable, productive and fun than simply putting a lot of your time and effort into something that is done just once where you get to benefit from it just once.

DOGPOO: Performing live on stage: You get to charge for tickets only once. The show happens one time. Once it's over, it's over.

DOSAA: Recording an album, or video recording of your live event and selling them to thousands.

DOGPOO: Speaking live on stage or doing a show live on the radio.

DOSAA: Doing a Podcast and getting a large number of people to listen to it.

Having a Day Job Sucks - And So Does Selling One-Time Products

Selling one-time products is much like depending on your day job for income.

Day Job (DJ): You have to go to work every day.

One-time Products (OTP): You have to make sales every day.

DJ: You stop working, you no longer get paid.

OTP: You stop selling, you get no new customers, and you no longer get paid.

DJ: You start every month at \$0.00 from your employer. You work first, then you earn (you have to work for a certain period even to get paid vacation and other benefits)

OTP: Your business starts with \$0.00 in revenue each month. You can see how there is absolutely no stability or security in either case.

When you are selling one-time products, the big issue is that no matter how well you do this month, you have absolutely nothing to show for the next month. So let's say this month you made say \$3,000, but what happens next month? On the first day of next month, on the very first day of every single month, you start at square 1 with an income of \$0.00. And that really sucks. Sure, by selling one-time products, you still build a list of buyers, to whom you can continue selling other products. Simple, right? Not really.

If your business model is to keep creating products that you can keep selling to your past customers, then over a period of 3 or 5 or 10 years, think about how many darn products you will need to create and launch just to get those past customers to come back and buy from you again? It's just mind boggling. No one can create 5, 10 or 20 new products every single year, year after year, just to stay in business. It is just a very exhausting and draining business model that is simply not sustainable.

80% Failure Rate

You've probably heard this statistic that says 8 out of 10 small businesses eventually fail. A colossal 80% failure rate. Only 20% survive. So why did they fail? The obvious answer: They failed to make more money than they were spending. So they went out of business. But let's dive deeper. Why did they not make enough money to keep going? Why couldn't they make enough sales?

The non-obvious answer: They were selling one-time products, and could

not find enough new customers, and could not sell enough to old customers. With one-time products and services, you could have a huge surplus of business one month, and then very little the next month. So if you hired extra help when your business was doing well, you have to let people go when things get real slow. You cannot reliably plan ahead for anything. And no, you cannot build a long-term business using just freelancers and part-timers. And that is exactly why you need to read this book before you do anything with your existing business.

Book Information

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Customer Reviews

The sample read literally changed my life! I bought the book immediately after and haven't looked back, I've been recommending it to my friends daily. It will take a focused effort and some time to apply all the nuggets laid out in this book, but at least I only have to do it ONE TIME. I was aware of the power of selling self-made products that were dripped to an audience over time but that understanding only scratched the surface. Ravi goes deep into the psychology of why its important to take these lessons seriously and how to make it simple to implement. The way the technologies are put together to enable an automated business already made sense from the onset because I'm

familiar with all the tools - what I wasn't familiar with was how they worked together to make an orchestra of awesomeness. Believe me when I tell you, this book is easily worth 1000 times what I paid for it - Not only for the knowledge but because of the unmatched lifestyle that will be created by maximizing the lessons learned therein. This is a no brainer, you won't be sorry!

In the world of marketing and membership site this book has proven to be an amazing resource. It is helpful to have the topics all broken down into easy to read chapters that make logical sense. The author does a great job of comparing the business model that many are use to and explaining why a recurring revenue business model is so much more profitable, sustainable and reliable. The information goes beyond surface of what we tend to read about on internet sites and lays out the details you need to know when designing your membership site. Great information on the differences between various software products which help you decide which is best for you. Other valuable information is given in detail such as legal issues, marketing your membership site, what you need to know about affiliate programs. If you want to have the best information available to you for a successful membership site, this book covers it all for you.

Subscribe Me: Making, Marketing & Monetizing Online Digital Content with Membership Sites, Online Courses and Recurring Subscriptions Ravi Jayagopal is the James Bond of Membership sites. He and his wife are the brains behind a membership site for WordPress sites that is above all the rest. It's called D.A.P. (google it)I have been Online since before the Netscape IPO around '95 and have NEVER run across someone as knowledgeable as Ravi in terms of Membership sites. Plus he is a cool guy (for a geek) and has an excellent weekly podcast where he shares his insider tips and secrets.His wife also recently released a book here on , but I don't have it handy to give you the name. BUY BOTH if you are SERIOUS about Online marketing, or even if you're just dabbling. Solid, actionable info in both of these books-MUST Have for any Marketer's Library.

I have just learnt more from this book then I think Ive learnt my whole life about technology! I will admit to not being the most tech savvy person. However as I am starting up my own online coaching business I have to learn about all thing's techy that can help me. This book was a godsend. Easy to understand. Great content and flow. If I can follow it anyone can. It is extremely well written and Ravi speaks in a style that makes you feel like he is right there with you and totally understands your needs. Loved it and will be recommending it to other technology challenged entrepreneurs! Awesomeness

I just finished reading Ravi's new book 'Subscribe Me' and had to write this review to let folks know that Ravi put something this powerful together. I have been in a funk with my marketing motivation and 'Subscribe Me' was just the perfect read to get me back on track with new looks and new ideas. I've already started implementing his ideas and am going back through the book several more times so I can absorb all the new knowledge.

This book was really good. It offered me ideas that I was scrambling my brain trying to figure out such as what type of bonuses I could offer. I also love the laid out plan that is given on how to always lead your freebie, course, etc to an up sell which is your membership site. Great book!

This IS required reading for anybody considering creating a membership website. It is a plethora of valuable, in-depth information that you need to know. Ravi walks you through the ENTIRE process from domain registration to content creation. I love his conversational style and sense of humor. This will be your go-to reference. You can even get free lifetime updates. Check it out!

This book had a ton of info and was written from a fun POV. I do think it could've been organized a little bit better. The cover doesn't do it justice, but if you want to learn about what it says, then you've come to the right place. Good stuff to use to build any subscription based business.

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