



How Zipper can create you a Paid Community tailored to your audience

*Maximise your potential through expert community
creation and curated courses.*

This document will cover:

The Growth Operator & Paid Info Community Model

- What is a Paid Community
- How we build Paid Communities
- How we generate sales
- What this means for you as a Creator



Part 1 - What is a Paid Community

A Paid Community is a place where, as a creator, your audience is able to interact and explore your content in more detail.

The idea of a Paid Community is to allow your fanbase to indulge in more detailed and personal content. This type of content comes in many forms such as Group Video Calls, Online Courses and Community Discussions.

The end goal is to provide your audience with excess content to what you already provide, whilst you generate more income.

These communities will be hosted in a way that allows for more personalised customisation, through forms such as images, more detailed courses and ability to host discussions and group calls.

We ensure that all of your community related desires are met through our course creation structure.



Part 2 - How we build Paid Communities

Building a thriving community shouldn't be overwhelming. With our expert guidance and structure, we can launch and scale your community in no time. From setting up engaging group calls to fostering a supportive environment, we'll equip you with the tools and strategies you need to succeed.

Our team specialises in building, scaling and maintaining a thriving paid community, specifically created to the needs of your audience.

We host our communities on a professional platform, to ensure that we can provide for all your needs. The platform is built to be able to create unique designs, layouts and content tailored to you.

Let us handle the design and structure, while you just make sure that you drive as much traffic to the course as possible. Don't worry, as we have guidance for that as well.



Part 3 - How we generate sales

The best part of running a Paid Community is that it sells itself. As a Creator, your fanbase will always want to know more about your content and how they can learn.

As the creator, your posts act as a form of advertisement. What better way to advertise your content than on your own platform?

However, Ziper has detailed sales strategies that are able to dramatically increase the percentage of your audience that buys the course.

Using our strategies, we can expect a huge increase in the performance of the community.

From crafting compelling content to implementing effective engagement strategies, we're here to ensure your community not only grows, but flourishes.



Part 4 - What this means for you as a Creator

Being the Creator, you will receive the majority of the benefits from the communities.

These communities are able to provide you with an insight into what your fanbase wants, a system where you can monetise your audience through the form of monthly payments for curated content, and the future support to further grow your brand.

As the Creator, we want to assure you that these communities are specifically designed to benefit you. Every aspect of the business will ensure that you grow your brand further, understand your fanbase's desires, and generate yourself a successful income.



Summary

To conclude, if you are a Creator that is interested in building a stronger bond with your audience, generating a successful income, and expanding your brand, Ziper is the team you need.

Dm us on Instagram to learn more:

<https://www.instagram.com/ziperuk/>

Or if you are interested, book a call now with our team of professionals to learn how to start your Paid Community:

<https://calendly.com/ziper/15-minute-discovery-call>

Let us help you monetise your audience with the power of paid communities.

