

THE ULTIMATE STEP-BY-STEP GUIDE TO

Start, Launch, And Grow A Successful Membership Site



FREE MEMBERSHIP GUIDE

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WELCOME TO THE PARTY!



It's a fun adventure to start a new membership site around what you already know, love, and do. And I'm so glad that my team and I can come alongside you to help make it happen.

If you're nervous, unsure of yourself or struggling to see how you're going to do this—not to worry.

Since 2008, I've been working intimately with tens of thousands of authors, speakers, coaches, consultants, and business owners to transform what they already do into recurring revenue.

As the former co-founder of the world's leading membership platform for WordPress, WishList Member, I have a unique behind the scenes perspective of what works in membership and subscription markets, and I've been doing it in virtually every market you can think of.

And as the co-founder of [🔗 **Membership.io**](https://membership.io), we are literally powering thousands of membership sites. Membership.io allows people to create a tailored course or membership experience, and save a ton of time and resources for your business. It's super slick.

But enough about that...

Bottom line... it's safe to say I've "been there, done that" and can't wait to help you do it too!

With proven info, support, and information—and the right spark—it CAN and WILL happen.

Pretty soon you'll be looking back and saying, "Wow! That was huge. I did it! I followed my dream and made a significant impact helping a lot of people."

Want to know the best part?

You can turn your passion into something that's not only profitable, but something that creates stable, predictable recurring revenue each month, no matter what the heck is going on in the world.

That's what makes our community such a powerful force for positive change, AND something I believe in now more than ever.

It's why membership communities may just be the key to your future success.

So... are you ready to reclaim your time, build a high profit, low stress membership business, AND attract a community of paying members?

Let's do this! Woohoo!

STU McLAREN

Membership Expert
Host of the Marketing Your Business Podcast
Co-Founder of Membership.io

Let's Connect!



Is A Membership Site Right For You?



3 Simple Questions To Make Sense Of Your Market

It's one of the first questions people have when they start thinking about launching a membership site:

Will a membership work for my market?

Most importantly, how do you know if people will pay month after month for what you offer inside of a membership?

Well, that's a good question—and one you probably want to figure out BEFORE you get started.

So, how do you know whether your market is a good one for a membership site? It really boils down to three important questions to ask.

1. Who Are Your Customers?

It's critical that you focus on your customers and clients—the people you want to serve.

But how? Start by looking for these four things:

- ✓ **Common characteristics, especially ongoing problems or concerns.** If you find them, that's a really good sign that your market might support a membership site.
- ✓ **Habits that people want to develop on an ongoing basis.** If you see them, that's another great sign.

- ✓ **Skills that people want to master over time.** You guessed it—another good sign.
- ✓ **Places where people are already gathering together around your topic.** That's a good sign people are interested in having ongoing conversations about your topic.

Bottom line: it starts with the people you want to serve.

If they're looking to solve an ongoing problem, develop new habits or master a skill—and they're already talking about it—you've got great indicators that a membership site will fit your market!



Levi Kujala runs a guitar membership with his business partner, Tony Polecastro. Of the characteristics listed above, which one do you think his market really nails?

You guessed it... people looking to learn a new skill.

When you start playing a guitar, you don't know anything. You don't know about the chords, frets, strumming patterns—none of it. In the beginning, his members start off with the basics, but then over time, they want to move on to mastery. And, as anyone who plays a guitar knows, you can always get better.

So, Levi found a great market for a membership site.

AND, what's even sweeter, he was able to create a huge impact that stretches beyond just teaching people a new skill. It became more about human connection, constant progress and fun... the way business should be!

If you find an ongoing problem you can solve for people, you likely have a great market for a membership site.

Another unique way you can evaluate your audience is to ask if there is a way to make something they're doing more convenient or easier.

Is there a complex or consistent problem that you can resolve in a simple way on an ongoing basis?

Tricia Callahan does exactly this with her meal planning membership, [Once A Month Meals](#). She solves an ongoing problem for her members by eliminating the nagging question of what to cook for dinner each night.

She gives you everything you need to shop, prep, and cook a bulk of monthly meals in one day. Convenient. Simple!

If you find an ongoing problem you can solve for people, you probably have a great market for a membership site.

2. Do You Have A Community?

The second thing to focus on is your community—or your opportunity to build one in your niche. If you already have a community and a following, that's awesome!

If you don't, the good news is that it doesn't take much. In fact, there are a lot of people in our community who launched their membership sites with just a few hundred people in their audience.



Wendy Batten serves paint store retailers and helps them grow their business—talk about a niche within a niche!

When she launched her membership site, she had an audience of only 453 people but ended up welcoming 59 new members right off the bat, producing \$2,800 of monthly revenue. Crazy, right?

Sometimes it's all about having a small list of the right people to make a launch successful. Quality, not quantity.

It worked for **Brandi Mowles**, too. She launched a membership helping small businesses create optimized Facebook ads and sales funnels. She had a list of just over 400 people, and guess what, her Founding Member Launch brought in \$4,000 in recurring revenue!



You don't need an audience of tens of thousands or even thousands of people. A few hundred is all you need to get started, which is awesome news as you consider whether your market can support a membership community.

So, don't let the worry of having a small list keep you down. We've seen it work, time and time again! Want to know something else? Having a small audience can actually be an advantage.

It allows for intimacy with your members, personalized responses, and creative one-on-one follow ups. It's much more difficult to do these things with bigger membership. But, when you're just starting out and have a smaller membership, you definitely can—and your members will LOVE you for it!

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Eager to learn more about the benefits of small audiences? We've got you covered. Stu talks all about it in [episode 169 of the Marketing Your Business podcast](#). Give it a listen to find out all the juicy details!

3. How Will You Produce Content?

Are you already producing content for your audience? That's awesome! There's probably so much of what you've already done and are doing that you could repurpose, refresh, and package inside of a membership site.

If you're not producing content for an audience now, you'll want to double-down your attention there to create content on a more consistent basis before you start a membership site.

But don't let that stop you from getting started.

If you have the customers in your market and are ready to begin building a community, it really doesn't take much content to get going (in fact, too much content can be a problem).

You don't necessarily have to be the one producing the content, but you can tap into content that's already available or access people who can do it for or with you.

It doesn't take much content to get going (in fact, too much content can be a problem). Focus on creating content that answers questions and provides value.

Decision Time For Your Membership Site

So, how do you know if your market will support a membership site?

Look to your potential customers for ongoing problems to solve, skills to master, habits to develop or ways you can make life more convenient for them. If you find any of these things, that's a really good sign.

Next, look at your community.

If you've already got one, that's a huge jump start. If you don't have one yet, it doesn't take long to build an audience or a following.

And remember, you only need a few hundred to get started.

Finally, make sure you can produce content for your audience but don't be overwhelmed by the task. A little goes a long way.

Asking these three simple questions will help you evaluate your market to know if a membership site is right for you. So, start asking—and if you see good signs—start building a membership site of your own.

Memberships For All Types Of Business

Real quick, let's break down the different membership types so you can decide what works best for your business.



Product-Based Business

Pretty simple: this revolves around the product you send out each and every month. A subscription box also falls into this category. An example is something like Dollar Shave Club who has one product—razors—and ships them out to their members monthly. Super reliable and easy peasy!



Service-Based Business

A service business provides certain professional services to its clients and customers. Pet grooming. Personal training. Massage therapy. Car wash. These are all examples of service-based businesses. The difference is how you sell these services: as a one-off service or on a subscription basis.



One of our community members, **Mary-Claire Fredette**, has a service-based massage therapy membership. She specializes in barefoot massage. And, instead of her clients coming in and paying for a one-time service, her membership has created stability knowing those clients will come back time and time again. It's a win-win for both her and her clients.



Knowledge-Based Business

Imagine taking what you already know, love, and do to teach people a skill or help them solve an ongoing problem. That would be pretty rewarding, right?

Well, that's exactly what a knowledge-based membership allows you to do. So, if you were a musician, you could teach people how to play a specific instrument, like the drums. And, if you were an accountant, you could teach people how to manage their finances.

Seriously, how fun would it be to share your skills and knowledge with others and watch them thrive?



Community-Based Business

This is about bringing like-minded people together.



This is exactly what **Karen Cinnamon** does with her membership for Jewish brides. She provides a community of support for women to be a part of as they navigate the stressful world of wedding planning.

What Type Of Membership Will You Create?

Brainstorm your ideas below:

How To Choose The Membership Model That's Right For You



The 6 Main Membership Site Models (Plus 3 Bonus Examples)

Not all membership sites are created equal. The one you pick will not only make your customer's life so much better, but it will also make yours better too!

Don't just follow the crowd—leverage your unique business strengths to find the perfect fit for you and your audience.

There are six main membership site models you can use.

So, let's explore...

1. The Publisher Model

The publisher model is similar to a magazine approach: each month brings a fresh batch of new articles.

The difference is in the content amount. Instead of pages and pages of content, you'll want to focus on a few pieces of content each month that really help your members make progress.

We know that seems counterintuitive, but in this case, more content actually overwhelms your members and leads to higher drop-off rates.

That's why we recommend that you limit the membership site to four primary pieces of content, around one focus per week.

If you're using this model, what are your four pieces of content going to be?

More content actually overwhelms your members and leads to higher drop-off and cancellations rates.

2. The UPS Model

Imagine you're delivering a package each and every month. The items may not be radically different each time, but they bring consistent, reliable content to customers who need it.

What's a digital version of the UPS model? It could be a meal planning membership, where each month members receive a set of meal recipes, instructions, and grocery lists.



Or it could be something like what **Nicole Melton** does with her membership, [Beauty Content Pro](#), which is for beauty influencers.

She provides her members with digital content like social media templates, sample and captions, and beauty stock photos. For Nicole's members, her content is fresh and reliable... every single month!

And then there's **Anna DiGillio**. Her membership provides over 1,500+ teachers with lesson plans, support, and a community.

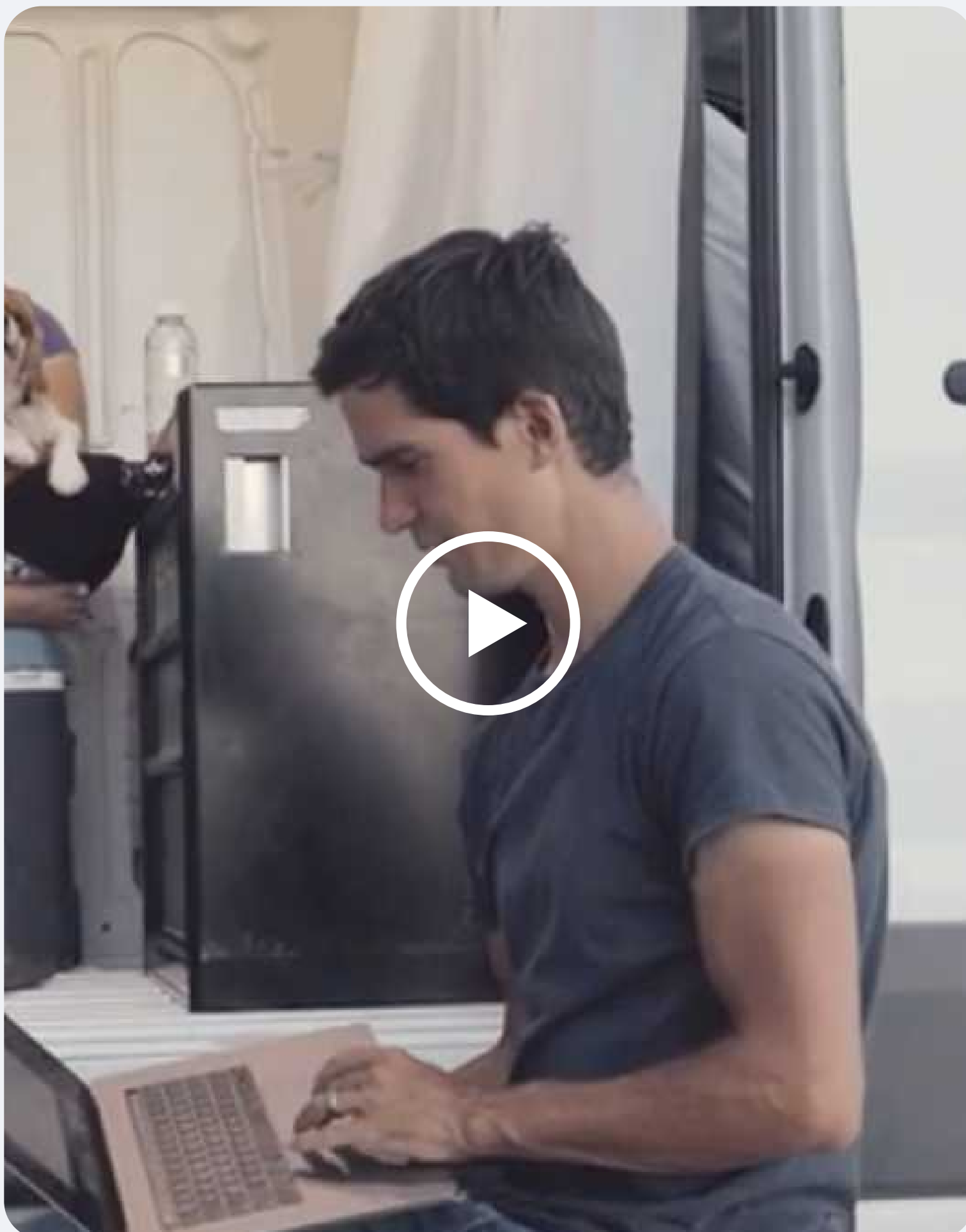
She completely eliminates the stress of lesson planning for her members by giving them consistent monthly content they can count on.



So, as you can see, the UPS Model gives customers the security of knowing exactly what they're going to receive, making your content part of their day-to-day routine.

3. The Coaching Model

In this model, your involvement is key. A coaching model can work in terms of group coaching, as well as one-on-one coaching.



Brett Harris does this with his membership site helping young writers become published authors. With a successful growing business (he gained over 400 members in one month!), Brett is able to pay his bills while providing his members with ongoing coaching AND creating a community of other young writers who are all on the same journey.

With the coaching model, keep scalability in mind. If you're offering one-on-one coaching, think about what would happen if you added 100, 500, or 1,000 members?

Would you still be able to provide the experience in the same way? Nope.

But, if you're doing it in a leveraged way where you're providing coaching to a group of people or bringing on other coaches, then it absolutely can scale well.



This happened to **Ginger Dean**. She was overworked as a therapist until she discovered that a membership site could save her from burn-out. Now, she runs a booming therapy membership coaching 1,300 women and bringing in a whopping \$50,000 per-month!

She reaches well beyond one-on-one clients and impacts the community she serves in a much more leveraged way. AND, to top it all off, she actually has free time that she never had with her traditional therapist job.

4. The Community-Based Membership Model

In this model, people pay month after month to be in a community with other like-minded individuals.

Everyone wants to be with others who share the same passion or can relate to the same problems. Bringing those people together creates an inclusive, safe environment. You can continue to serve those people by giving them the place to connect and build deeper relationships.

A community-based membership model is really powerful when it gets going, because once relationships are developed, your membership site becomes the glue that keeps people together.



Becoming a parent can be overwhelming— and difficult to navigate. That’s why **Tanel Jäppinen** created a membership for Estonian parents of young kids. The crazy part: he wasn’t even an expert.

He was just a dad who wanted to share honest parenting advice. Now, he serves hundreds of parents in his community who have a safe place to share their struggles and learn how to move forward.

See what we mean about bringing people together?

The same goes for **Karen Cinnamon**. She leveraged the following she had from running the world’s biggest Jewish wedding platform and blog to create a membership helping brides minimize wedding stress.

It took off massively! In just two years, she has over 300 members and an AMAZING like-minded community.



Your membership site becomes the glue that brings people together.

5. The Drip Membership Model

What sets the drip membership apart is that at the start you will have a near-full curriculum of content that gets “dripped” to your members one day, one week or one month at a time.

No matter when somebody joins the membership, everybody always starts on day zero.

Then the next day they get Day 1 content, Day 2 content, etc. Everybody makes the same journey.

Oftentimes with a drip membership, you’ll have people who are on different days of the curriculum.

And that’s okay!

6. The Combo Model



As you review the first five models, you may be wondering: do I have to choose just one? The answer is no.

You can create your own combo model!

You may have a little bit of a publisher model, you may have some coaching in there, you may have a place for community—you don’t have to tie yourself down to one model.

In fact, combining the models actually increases your stick ratio and everyone’s experience as a whole.

So, if you can combine a few of these models, it certainly works in your favor.

7. BONUS 1: VIP Model

This model is particularly good for people who may sell physical products or ecommerce stores. People pay on a monthly basis to be a VIP customer or client to get certain privileges.

This could mean something like paying a premium to access a product or service BEFORE non-VIP members.

It gives VIPs the advantage of having first dibs simply by being a member.

An example of this is the supplement store GNC. They have a Pro Access program that gives members exclusive rewards and premium perks.

And, let's be real, who doesn't love to hold an exclusive VIP title?!

8. BONUS 2: Subscription Box Model

You might be thinking, "Isn't this the same as a UPS model?"

It definitely has elements of the UPS model because you're delivering a package of content, but it differs slightly from a digital membership. The basics are the same though.

You still want to get SUPER clear with crafting your messaging and your offer, so people are interested in becoming paying members. And you still need to get really good at retaining members, keeping them interested and happy!



Sarah Williams' business is a great example of how successful this model can be.

She curates monogram subscription boxes for women. That means each month, she sends her members a box of mystery goodies that includes at least one personalized item.

Now that's thinking outside the box (see what we did there 😊)!

She has an amazing story too. She struggled to keep the doors open to her brick and mortar store. But everything changed when she introduced subscription boxes to her business. Now, she has steady, recurring revenue in her business that hits her bank account every single month. AND she was able to buy a dream home for her family!

Pretty AMAZING, huh?!

9. BONUS 3: Project Of The Month

This is a pretty straightforward concept: each month, members receive a package that contains materials and instructions for completing a project.

This could be something like knitting, crafting or quilting—any fun projects that people are looking to complete on a monthly basis.

How To Decide Which Model To Use?

The big question becomes, how do YOU decide which model to use? It really boils down to two factors: **your audience and you.**

Your Audience

Ask yourself: *what will help my audience make easier and faster progress?*

What is the best way to serve them to help them get the result they're after?

Because, at the end of the day, when your audience is winning, you'll be winning too!

You

You have to be able to maintain whatever model you choose.

If you don't like interacting with people, it doesn't make sense to choose the community-based model. Similarly, if you're not used to creating ongoing content, the Publisher or UPS model will give you more than a little grief.

There will always be ways to create content, coach people, and build a community—even if you don't like those things, but you need to factor those in right from the start. Because, once you begin, your members will know if you aren't interested or passionate—and will likely leave.

So, which model is your favorite? If you can't choose, think about how to mix them up?

Remember, if you understand your unique strengths, you can't really go wrong!

What Type Of Membership Model Will You Use?

Brainstorm your ideas below:

[illegible]

How To Start A Paid Membership Site (Even If You Don't Have An Audience)



3 Questions To Help You Find And Serve Your Market

So, you want to start a membership site? Awesome! Now...what do you do first?

Typically, the first follow-up question is: **do you have an audience or not?** How you respond to this answer will make or break your chances of success.

If you don't have an audience yet, it's okay! We all have to start somewhere. Here, we'll give you some tips on how to get your membership off to a good start!

Let's Dig In...

1. Identify The Audience You Want To Serve

You need to know who you're talking to in order to communicate well.

If you started speaking a little English, a little French, a little Mandarin, a little Japanese—hoping to spread your net wide—you'd end up attracting no one and confusing everyone.

Because here's the reality: when it comes to marketing, the more specific you are about who you want to serve, the easier it is for you to attract them.



For example, **Susan Garrett** is a dog trainer—and a world class one at that. But when she first started, she didn't focus on dog training in general, which is an enormous market.

What she focused on was dog agility, a segment within a segment, and was able to speak specifically to that market. After all, it's not the common pet owner who wants to train a dog to be more agile.

And **Jennifer Chamberlin** has a super specific audience within the arts market.

At first, she was afraid to put herself “out there” on social media. But she quickly realized she had a lot to offer her audience. Her membership serves women who want to be creative using paper and paint in mixed media. Thank goodness she went for it! During her founding member launch, she gained 17 members and has since scaled to 2,100+!

See how specific her market is? Her launch worked like a charm, and her membership took off!



The more specific you are about who you want to serve, the easier it is for you to attract them.

2. Find 5 To 10 Problems Your Market Faces

Without knowing the problems in your market, it's going to be difficult for you from a marketing standpoint. Not only that, it's going to make it difficult from a content creation and delivery standpoint too.

A little bit of research here goes a long way.

How do you find problems?

Go to places like Facebook Groups, Twitter, TikTok, Reddit, LinkedIn, Instagram or wherever your audience gathers.

Pay attention to the questions people are asking, and the problems they're experiencing.

Where are they getting stuck? What are they getting hung up on? Those are the 5 to 10 problems that you want to identify.

3. Start Serving People

It's best to go into a market with a clear understanding about who you serve and how you want to help. This makes it easier for people to refer you to others.

Start showing up! Start helping people!

The best way to become known for something specific is to start serving in that space.

Once you've identified the problems that the market faces, you know what to do next. Get in there and start solving them! You can help people with your own advice or you can help people just by pointing them to advice of others. This is something we talk about quite a bit.

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In fact, in [episode 79 of Stu's Marketing Your Business podcast](#), he gets into the nitty gritty of making easy sales. Want a tip? It starts with being known for something specific. So, what are you waiting for? Head on over and give it a listen.

What To Do When You Already Have An Audience

If you already have an audience, that's AMAZING—good for you! You've already got momentum on your side, so the steps for you are pretty straightforward.

1. Pick A Date

There's nothing more motivating than an upcoming deadline.

Nothing happens until you've got a date on the calendar.

So, pull out your good ole fashioned planner or phone app—doesn't matter what you use—and pick a day. One that's not too far away but far enough to give you time to work and put your big plans into action.

And then....

2. Cast The Vision

What do you see this membership becoming? When you cast the vision for your audience, remember it's not about you—it's all about your audience.

How will this membership serve them? What results will they achieve? How will you guide them?

The question that we like to answer when casting our own vision is this: ***how will their life be better or different as a result of joining the membership?***

If you can effectively answer that question. Then you easily cast the vision for your potential members.

3. Invite Them To Become Founding Members

This is where a lot of people get hung up because they think they need everything just right before launching. Don't let that stop you, because it's not true!



Nicholas Wilton, Founder of Art2Life, invited his audience to join him on a webinar after his course. He was totally transparent with his offer... “Look, this is what I'm thinking of creating...”

He described the community, the membership, what's included, and how everyone would continue to benefit and grow.

He asked, “So, how can we keep this awesome community that we've gathered going on a continual basis?”

He then invited them to become founding members—with special perks and bonuses for making the first step.

The crazy part about Nicholas's story: of the 200+ people that were on the call, over 180 of them signed up!

He had incredibly high conversion because he wasn't afraid to cast a big vision and invite them to join as founding members.



Scarlett Cochrane has an amazing story too. She was at a crossroads: should she stick with the successful career she'd had for years as a finance attorney OR follow a new passion that had huge potential?

She couldn't keep juggling both things. And she wanted more time with her family. She had to choose...

So, she took the plunge and leaned into her growing YouTube following. She started by posting videos about wanting to create an online community to teach people about personal finance.

When she was ready for her Founding Member Launch, she emailed an offer of a discounted rate to the first 30 people who joined her membership.

Guess what?

She generated enough predictable income to quit her job... after just one launch! How AWESOME is that?

There are so many stories just like these.

We hope you can see that it doesn't matter whether you have a huge audience or if you're trying to build one. What matters is that you've got a gift, expertise, and knowledge to share—and it doesn't take much to get your membership up and running in a hurry.

MARKETING YOUR BUSINESS

🔗 [Episode 171 of the Marketing Your Business podcast](#) is a must-listen. Stu shares a super simple strategy for getting CRAZY results when launching your membership. Psst... it's the exact strategy that both Nicholas and Scarlett used to get mind-blowing results.

3 Simple Rules For Naming Your Membership Site



The Key To Taking Your Success To the Next Level

You have the vision for your new membership site. You have the content. You're ready to launch... but wait a minute! What are people going to call you?

Your membership name is the first thing your potential members will hear, so it has to be just right.

A rose by any other name may smell as sweet, but there are a few essential factors to naming your membership that will definitely affect the aroma—and success of your membership. .

So, let's get into it. What are those three rules for naming your membership site?

Your membership name is the first thing your potential members will hear, so it's got to be just right.

1. Make It Easy To Remember



First, if it's not easy to remember, people will forget it. Period.

Second, as people join and see all the value you provide, they'll want to tell their friends.

If they can't communicate your name clearly or remember it, then you've lost that potential growth. So, pick a name that's easy to remember.

2. Make It Easy To Spell

If your membership name is difficult to spell or you get too fancy, people will look for you and find nothing—or worse, a competitor.

You might think “The Gr8 Community” is unique, but if it doesn’t come naturally to your customers, all of your creativity is in vain.

Bottom line: if it's easy to spell, word-of-mouth is much easier too.

3. Make It Easy To Identify With

The third rule is the most important because it makes your membership relational. Ask yourself: could this name create an identity for my members, as well as the site or brand as a whole?

You want them to feel “part of it.”

Pop culture fans create names for themselves all the time. Whether it’s a celebrity, singer, band, or book, fans are no longer appreciating in isolation.

Can you think of any examples?

How about Beliebers? Followers of Justin Beiber.

What about Trekkies? Fans of the Star Trek franchise.

Then there’s the BeyHive, lovers of Beyoncé.

Potterheads, fanatics of the Harry Potter series?

The list goes on!

Just by associating with one of these simple, catchy names, followers suddenly become “part of it” and find belonging and support within an entire community. And that’s a powerful thing.

We see examples of this within our own community. Patty Palmer has a membership site for art teachers. You know what her members call themselves? “Sparklers.” Pretty fun, huh?!

If your members identify with the name, they not only wear that name proudly, but will tell everybody about it. It creates the very identity that keeps them glued to your community.

Do you already have name ideas? Let us know! The sky’s the limit.

These three short-and-sweet rules will guide you to name your membership site, side-step a lot of marketing problems before they even happen, and set you up for sustainable growth!

How To Be Known As An Expert And Build Trust



The Secret To Selling To Any Market... Even When You're Just Getting Started

If you are selling to any market, one of the best things that you can do is to begin earning trust and establishing your authority.

But you're probably thinking: *How do I even do that?*

Is there a way, a process or a system to be able to go ahead and establish trust and authority?

Yes! In fact there IS a process, and it's one Stu and our team have learned the hard way—by taking the time and doing exactly what we're sharing with you.

But it boils down to something that we call The Circle of Awesomeness™. It sounds pretty fancy and just a little bit weird—but hear us out. It comes down to four simple steps.

1. Make The Sale

The Circle of Awesomeness™ starts with making a sale. Pretty basic, we know, but making the sale isn't the end of the process, as most people think. It's only the beginning!

2. Help Get Results

After a sale is made, the number-one thing we can do is to help our members get results.

What do we mean by results?

We usually think of them as the big wins, right?



Like **Patty Palmer** who launched her membership site for art teachers, and just two years later has over 5,500 paying members.

That's a “big result,” but it's also about the little wins in between too.

A little win for our audience would be someone doing their very first Facebook Live.

That may not look huge in the grand scheme of things, but it's huge in the beginning.

Why? Because it creates a ton of momentum and propels them forward.

And results, big or small, all lead to a story.

The number one thing we can do is to help our members get results.

3. Produce A Story

Who doesn't love a good story? We communicate through them, remember through them, and connect through them.

When people look at facts or a list of product value, even an accurate one, that doesn't speak to them in the same way a personal, human testimonial or story does.

We've all felt this.

But, we know what you're probably thinking, especially if you aren't making any sales right now or don't have a specific audience that you started serving.

What if I don't have any stories?

To create a story, all you have to do is help someone.

And in the beginning, guess what? You only need one person.

So, identify one person who has a problem that you can help solve. Help them solve that problem. You're not after them in terms of a client relationship to make money. You're there for the story.

4. Share The Story

The more people you help, the more stories you create. The more stories you create, the more stories you can share. The more stories you share, the more sales you make! It just keeps cycling back and back and back.

Once you have a story of how you've helped someone get results, share the story. Make it easy for others to find and engage with it.

Tell it in an authentic way that allows people who have similar challenges to see themselves in the story.

At the end of the day, when it comes to establishing trust and building your authority, just remember the Circle of Awesomeness™.

Make a sale, help them get a result, then get a story, share the story, and you'll generate more sales. It's as simple as that! Easy peasy.

The Secret Sauce

Would you ever be drawn to a doctor if you tell them, "Hey doc, my knee hurts," and the doctor obviously doesn't have confidence in what they're sharing with you?

"Well, this might work... Maybe... I don't know though... Well, we could try this."

Yikes!

But what if you went to a doctor who was supremely confident.

This doctor says, "You've got this knee problem? Here's exactly what you need to do, and if you follow these steps, you'll get this result."

A doctor with confidence is much more likely to garner the trust of their patients. The doctor's confidence to lead gives you the confidence to follow their advice and thrive. Win-win!

The same is true for you.

When it comes to teaching, sharing, or helping people, when you approach it with more confidence, people are drawn in like a magnet.

And this confidence comes from helping your people get the results they need. That's the power of stories generated by the Circle of Awesomeness™.

That's how you build trust and authority in your market. The more people you help get results, the more you are able to establish yourself as the authority in your market.

More results mean more trust and more people coming back again and again and again.

That's why in our market, we are absolutely the established leader when it comes to helping people grow their membership sites because we've literally helped thousands and thousands of people launch, grow, and scale memberships in all sorts of different markets.

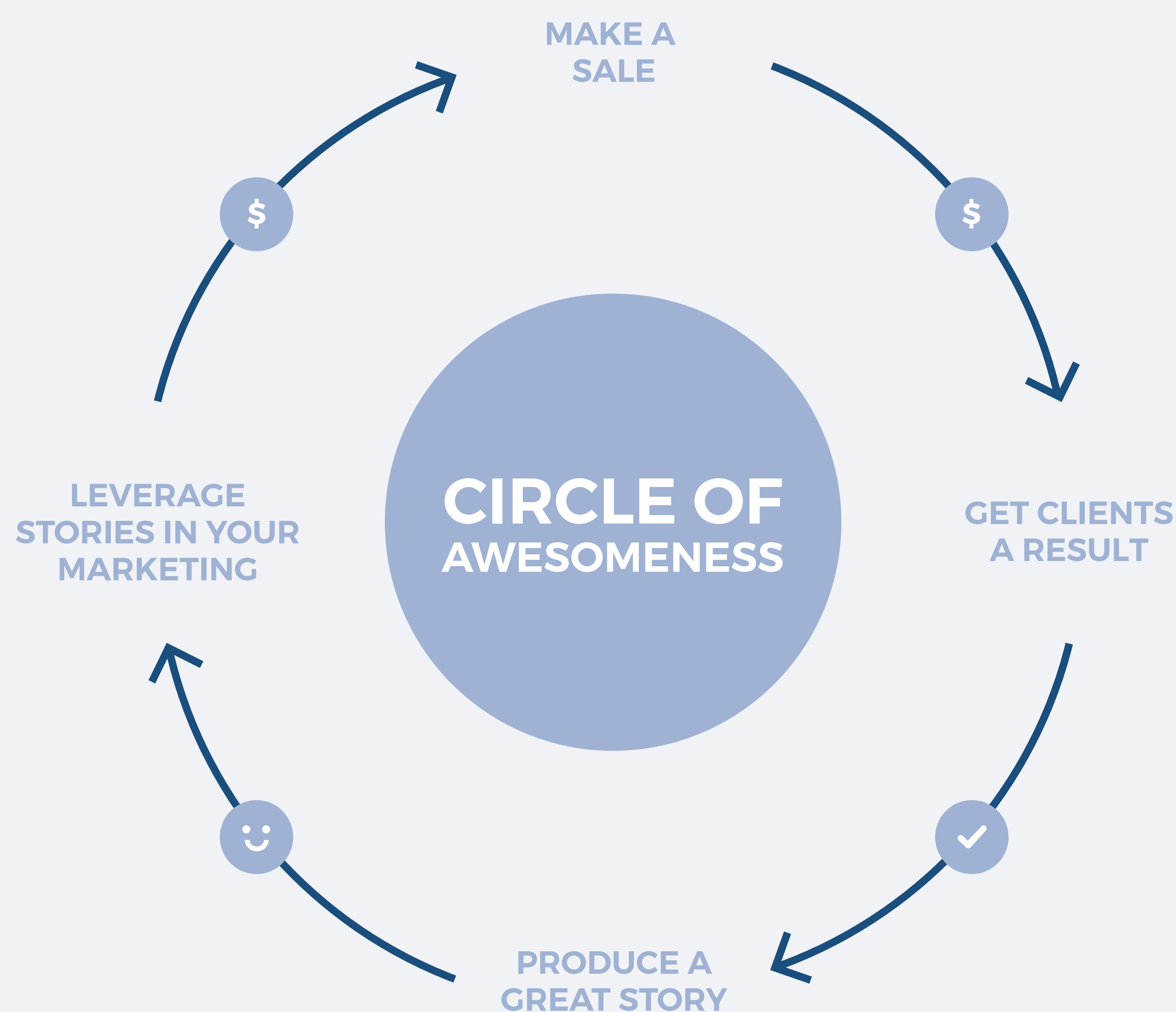
That means countless stories of real problems with real solutions!

Each story that we share adds to that authority and trust.

So, go... make some sales, help someone succeed, then share the story. Soon you'll be known as the expert everyone can trust in your industry.

MARKETING YOUR BUSINESS

Real quick, as business owners, we all need to sell. But nobody wants to sound like a slimeball. So, how do you sell in a natural and authentic way... without sounding slimy? Stu breaks it all down in [episode 171 of the Marketing Your Business podcast](#).



How To Quickly Grow Your Audience (Without Wasting Time And Money)



3 Proven Hacks To Get The Following You Really Want

People will sell you all kinds of tactics and strategies for growing an audience, but how do you do it in a way that scales quickly with the high quality people you really want?

How do you grow without losing the members who love you, love your product, and make you as great as you are?

We have three proven strategies to answer those questions.

After helping thousands of people get their own membership sites not only “off the ground” but “into the air,” we’ve seen these tips produce rewards time after time.

1. Get Specific

Do you hate the “tell us about yourself” question?

So does everybody.

Because the topic of “yourself” is overwhelmingly general. And the more general a topic, the harder it is to talk about it.

Now, if someone asked, “What was your favorite childhood movie?” or “Tell me about your college soccer team,” you would probably know where to start.

The same goes for business. If you're not known for something specific, it's difficult for people to share what it is that you do.

In fact, the more specific the market and the more specific the solution you provide, the faster and easier it is for you to create attraction.

Do you help people with a specific diet? Or a particular craft, like calligraphy?



Do you help people master the art of creating stunning watercolour paintings like **Trupti Karjini** does?

Trupti loves to help artists realize their full potential, but she doesn't serve ALL different kinds of artists—that would be too overwhelming. She serves a specific niche within the art world after pivoting online when the pandemic forced her to shut down her product-based business.

In just one week, she went from hardly any income and complete uncertainty about the future of her business, to a reliable stream of revenue she could count on, month after month after month.

She quickly grew her membership to 200+ artists in just 10 months! You see how Trupti's narrow focus and specificity is playing a HUGE role in the success of her membership?

The same goes for **Chelsea Cullen** whose membership teaches women how to lose weight with a vegan diet. It's not all different diets.

She zeroed in on a specific dietary niche and, no surprise, her business skyrocketed! In four months she reached 400+ members! Still don't think getting specific is the right way to go?





Then, there's **Heidi Easley's** story. She teaches other artists how to teach paint parties—kind of a niche within a niche!

Heidi's business is SUPER DUPER specific, but gaining over 2,100+ members in three years proves that specificity is an important ingredient in the recipe for membership success!

The more specific the market and the more specific the solution you provide, the faster and easier it is for you to create attraction.



The same happened with Stu McLaren.

In the beginning, he wanted to help all entrepreneurs with growing their businesses.

That's really, really broad—and broad messages just don't stand out.

But, the moment he decided and committed to helping people with ONE thing that he was really good at—which was launching and growing successful membership sites—guess what happened?

Everything took off.

It started with a really small workshop he held, but that workshop spread by word of mouth. The next thing Stu knew, one event turned into two and then three—leading ultimately to a signature course teaching you everything you need to know to launch, grow and scale a highly profitable membership business.

Now, tens of thousands of people have gone through his signature program, and successfully launched their membership sites.

Going specific is the fastest way for you to begin growing your audience because then you've made it easy for people to share about what you do.

2. Pick A Platform

In the beginning, there are so many different places to create and share content, but the bottom line is this: you have to pick one platform to be your primary platform for sharing content.

We see a lot of trouble when people are spread too thin.

They're trying to do it all. YouTube, Facebook, Twitter, Instagram, Snapchat, Clubhouse, LinkedIn, podcasting, you name it.

They're trying to do EVERYTHING. But what they get is exhaustion and never really end up making traction in any one area.

What we recommend is to pick a main platform. In the beginning for us, it was Facebook. Facebook creates several natural advantages, particularly when it comes to sharing content but also in advertising your content.

Other platforms are great as well. YouTube is great for people that love video or have an especially visual product. Instagram is now a more personalized visual platform, with a fresh advertising platform built on top of that.

Whatever platform you pick, just focus on ONE in the beginning. Be consistent in that one space first—you can layer on other platforms later.

3. Stick To A Schedule

The most important thing when it comes to building your audience is providing high value content on a consistent publishing schedule.

Bring authority, value, and support to the table—as well as a solution to their specific problem.

How do you do that?

You can share content on a blog or social media platform, but our personal favorite is interacting with people in a live environment. You can choose from a variety and do what works best for you and your audience.

Here are some examples:

- ✓ **YouTube** - Publish videos consistently around a specific topic. Get into the comments. Make sure you interact with people on the platform, too.
- ✓ **Instagram** - Again, share content consistently (on your feed, stories and reels), get in the comments, and help people through interaction. Consider direct messaging people and help them solve problems.
- ✓ **Facebook** - Facebook is especially helpful because of the Facebook Live feature—an amazing way to establish your authority, build connection, trust and help people in real time.
- ✓ **Podcast** - Producing a podcast is another great way to engage with people and share your message.

Every year new platforms hit the scene, so keep an eye out for where your customers like to go for an online community.

Pick a platform where your audience is. Be there. Listen up. And engage consistently!

For new membership owners, the temptation is strong to cover every base, post on every platform, and exhaust your content all up front.

We had to learn the hard way that pacing with commitment will get you way farther way faster. If you can...

- **Get specific on your mission (and your message)**
- **Pick one social platform, and**
- **Stick to a schedule of content and engagement...**

You'll confidently and quickly grow your following—and get ready to launch your membership!

What Platform Will You Use To Grow Your Audience?

Write them down here:

What Type Of Content Will You Consistently Published?

Brainstorms your ideas below:

How To Price Your Membership Site



6 Ways To Make Money And Set Yourself Up For Success

It's the topic no one likes to talk about but one we all have to talk about to succeed: MONEY.

In the beginning stages of offering a product, service or even a membership, the question always comes back to pricing.

What do I charge for it? How do I charge for it? Do I charge monthly or annually? Or is it a one-time fee or a trial?

Don't worry, we have you covered!

Deciding what to price and how to price is actually pretty simple. So, let's get into the six different pricing models and how to pick the one that's right for you and your market—and your starting price point.

6 Ways To Price Your Membership

1. Monthly

This is your typical membership where members are paying each and every month in order to have access to your content. It's pretty straightforward.

2. Annual Pricing

A familiar case study is Amazon Prime. They follow an annual pricing model where customers pay once per year with yearly renewals.

3. Combined Pricing

In this case, your members have a choice: they can pay on a monthly basis OR they can pay on an annual.

If you're offering both, a helpful tip is incentivizing the annual option.

For example, offer 12 months of access for the price of 10 when a member signs up annually.

4. One-Time Fee

This means they would pay one time and have access to the membership site for life. It's crazy, but many membership sites do it.

We don't recommend this model because it's not really a membership. You still need to serve and support your people, and as a result, revenue will depreciate over time.

5. Upfront Fee With Ongoing Monthly

What some membership owners do is charge an upfront fee—let's say \$500 for enrollment—and then an ongoing monthly fee of \$50.

The advantages here are two-fold:

- If you have an expensive set-up cost, the enrollment fee can balance your budget.
- It's a way to discourage the people who join and cancel, join and cancel, join and cancel—with a fee they are more likely to stay once they've committed.

6. Low-dollar Trial Rolling Into Monthly

You'll often see a \$1 trial and/or a \$7 trial or something similar.

Here's a tip: if you choose this approach, keep the trial period pretty short. We advise a \$1 trial for 3-7 days maximum, then roll into a regular billing period.

During a low-dollar trial, the responsibility is on you to knock their socks off so that they have an amazing experience and want to stay (and continue to pay).

Now, the potential downside of trials is that they typically draw people who aren't actually committed to the membership. But, on the other hand, it can be a great way to attract those who have commitment qualms but need that extra security.

Which Pricing Model Works For You?

So, the question then becomes, which one should YOU pick?

Here's the reality, you can pick any of them, knowing that you can change it down the road.

In the beginning, just keep it as simple as possible. That way, it's easy to roll out.

Don't make the mistake of pricing too high and then lowering it later.

You might be wondering, "What's so bad about lowering prices?"

Well, if somebody joins at the higher price and then you drop it—thinking they're going to be grateful... prepare for disappointment.

Think about it: when you lower the price, people who were paying a higher amount think, "Hey, shouldn't I be refunded all of those months that I paid the higher price?"

Or, "Wait a minute, why are we dropping the prices? Is the value not there?" Which leads to, "Is this membership even worth it?"

We've seen it happen in all kinds of markets. BUT, when people start low and raise prices from there, the opposite happens.

- 1.** You get a built-in marketing promotion every time you raise prices.
- 2.** It works as a retention strategy. Your members who got in at that lower price don't ever want to leave—because if they leave and come back they're going to have to pay the higher price.



Stu McLaren used this process when he collaborated with **Michael Hyatt** on Platform University.

Members joining within the first week started at only \$20 a month. After that, the price went up to \$25, then \$30, then \$37, and then \$47. Each price increase was an opportunity for an awesome promotion.

Those initial members kept the lower price for as long as they remain members in good standing. Years later, Michael Hyatt still has people paying \$20 a month because they joined during that first week.

So, when it comes to pricing, our recommendation is: ***don't overcomplicate it.*** Pick one model in the beginning and just stick with it. Then as you grow and scale, your pricing may change.

Most importantly, plan beginning prices lower than you expected and raise them over time.

This slow-grow will help you both from a marketing perspective AND from a retention perspective—which in the end, helps your bottom line.

So, don't get tripped up over price because the good news is, if you follow this model—start low and raise it—you can get started from anywhere, anytime!

**MARKETING
YOUR BUSINESS**

Want to learn more about how to price your products or services, programs or memberships, courses, and all the other things that you may be selling? Heck yeh! Pop on over to [episode 215 of the Marketing Your Membership podcast](#) and listen to Stu's pricing tips.

The Best Content Strategy For Your Membership Site



Keep Your Content Simple (Your Members Will Thank You!)

You have a plan, you have a purpose, and you even have a membership site...

So, how do you provide your knowledge and expertise to your members in a way that benefits and inspires them to keep going?

It can be a little bit daunting and overwhelming, and you might be thinking... “What should I do?”

Let’s keep it simple (trust us, your members will thank you).

There are only TWO types of content that you need to provide inside of a membership site. It’s THAT easy.

1. Core Content

Core content is the first thing your members will interact with when they enter your site. Think of it like your foundational content.

Core content essentially establishes the foundation for your whole membership, and helps your members get on the same page, including the terms to use, skills they need, or goals to share.

The most successful core content comes from what we call The Success Path™.
Every great membership has one.

Your Success Path™ is essentially your vision for getting the audience from where they are, to where they want to be, AND includes the steps and stages it takes to get there. You can’t skip this step.

The core content creates a vision of where your membership is going. It gives people an understanding of how all the content fits and how it's going to help them make progress towards the result they're looking for.

Determine your Success Path™, and you'll find your core content.

What you want is a baseline, language, structure and vision for where this is all going. That way, when you begin delivering monthly content, people can recognize relevance or irrelevance for the stage they're in.

And that may seem counterintuitive, with people coming in at different levels at all different places, so you might think, "Wait a minute, if the content isn't relevant for people, does that mean that they're going to leave?"

Nope.

What it means is that they can spend MORE time focusing on the specific things that will move them forward.

An informed member is a confident member. It's up to you to cast that vision and talk about the journey that you plan to make together.

No one hops on a plane or train without a clear idea of where it's headed. (Unless you're in a Journey song... going anywhere 🎵)

People buy in when they know where you're headed and how you plan to get them there—and that's why core content is so valuable.

2. Monthly Content (Or Deliverables)

You will need to provide something fresh on a regular basis to help people make progress toward their desired result. That's your monthly content.

Like core content, your monthly deliverables shouldn't be overwhelming.

We like to stick with four deliverables a month, basically one a week.

To get started, let's go through a few deliverable ideas—some classic, some creative—that we've seen perform very well on membership sites.

- Remember Patty Palmer's successful membership providing monthly lesson plans for art teachers? Her package is a beautiful collection of PDF print-out lessons as well as informative and interesting history videos.
- And surely you recall Nicole Melton's membership for beauty influencers and professionals, right? She provides creative digital components like social media captions, courses and templates, and beauty stock photos.
- Take the awesome Sarah Williams, for example—remember her? She curates monthly monogram subscription boxes for women, and sends members a box of mystery goodies that includes a personalized item.

Do you see how clear these three are with their packages? You've got to be crystal clear too!

If it's going to be digital, just know what the components are going to be. If it's going to be physical, know that you've got to figure that piece out and also how to get it out to your members.

- Some memberships curate a collection of resources, becoming the one place where people can get the quick information they need—without hours of sifting and searching.
- A great example of this is [🔗 Andrew Krauksts](#) in Australia. He serves the real estate market and financial advisors by providing Facebook and marketing campaigns. Members know exactly where to go for new campaign templates. Every single month, Andrew provides new campaigns—and they love him!
- You can create and serve up useful tools (or even software). Scarlett Cochrane does this with her personal finance membership. She gives her members the tools they need to apply practical advice to their finances which ultimately leads to much happier lives.

- Deliverables can even be as simple as the presence of people. Our friend Rachel Miller hosts a regular Zoom meeting for all of her members. With the click of a button, she can send everybody out into break-out groups.

It's a great way for your members to be able to interact and share with each other. Live or even in-person interactive deliverables are generally key for coaching and community-based memberships.

Here's the thing...

No membership should ever feel or look the same as another. Every membership is different. That's because you can really mix it up by changing what you offer monthly—and the format that those deliverables are in. Remember the Combo Model?

The bottom line is this: when planning your monthly deliverables, you want to think about content that's going to help move your members forward.

You want to be thinking about implementation—can your member take what you're offering them and make progress on their own?

Membership growth is directly dependent on membership morale. Members are far happier when they're making progress.

We've never heard of someone leaving a membership because they're making too much progress 😊.

Listen to your audience. Work from their stories and problems to create relevant content for your members.

Get creative—especially with monthly deliverables. In the end, your core content makes up the foundation of the membership site. Weekly deliverables keep it alive and well.

The key thing is that you're clear on which is which, and you've got both.

It's important to remember that how you deliver content inside your membership plays a HUGE role in the overall experience.

So, the key is to identify deliverables that provide high value and help your membership progress. It's an added bonus if your content is also easy for you to produce.

Let's take a look at our content idea categories and a few examples:

Teaching: Audio series, tutorials, live webinars, Zoom, Facebook Live, mini courses

Q&A: 10in10s (quick videos where you answer 10 questions in 10 minutes), guest speakers, accountability calls (helping to keep members motivated and moving), hot seats

Member Perks: Member challenges and rewards, coaching, case studies, events

Content/Download: Planning kits, cheatsheets, workbooks, blog post ideas

Done For You: Email templates, scripts, schedules, content calendars

Other: Plug-ins, apps, quizzes, software, podcasts, and more!

Now go have some fun creating awesome content! The world is your oyster!

MARKETING
YOUR BUSINESS

The reason we create content is to help people. So, how do you ensure more people watch and listen? In [episode 199 of the Marketing Your Business podcast](#), Stu talks about three simple strategies to boost consumption of your content. Check it out!

What Types of Content Will You Offer Inside Your Membership?

Brainstorm your ideas below:

[illegible]

10 Tips For Running Your First Membership Site



And The Sometimes Stressful Rookie Mistakes To Avoid

So, you want to create and launch a membership site... but want to avoid all those rookie mistakes?

Want some juicy tips based on decades of experience working with tens of thousands of different membership site owners?

Good news!

We've got 10 simple tips that are going to help you make a lot more progress, launch a more successful membership, and generate a heck of a lot more revenue in your membership business.

Here we go...

1. Pick Something You're Passionate About

People are going to come to your membership for the content, but they stay for the community. This is a truth we live by in our own community.

Somebody's got to be passionate about that content to MAKE the community great. If it's not you, it's got to be somebody who is interacting with your people.

But, if you're worried or uneasy about being in the spotlight—no problem! You don't have to be the expert.



John Gallagher started an amazing membership site called [📧 HerbMentor](#) over ten years ago.

John is not the expert, but he has a passion for healing herbs. He has a membership with 5,000+ members—and it's based around the people teaching and interacting with his community.

Passion matters. If you're not passionate, then your members will feel it. And if you're not excited about your membership and the content, they're going to leave.

Somebody's got to be passionate about that content to make the community great. If it's not you, it's got to be somebody who is interacting with your people.

2. Validate Your Idea

One of the things that we recommend for a lot of our clients and customers is starting with a Founding Member Launch to test and validate your idea. It's really simple.

Approach your group and say, “Here's the vision for what this could be.” Then invite people to join as founding members.

When they join, be transparent: “Listen. This project is still in motion, but as founding members, we get to work together at the ground level to create something amazing.”

You remember Scarlett Cochrane's awesome story, right? Well this is EXACTLY what she did with her personal finance membership, and it worked like a charm!

Here are a couple secrets to making this work.

Every founding member gets a special discount price. And, when you do launch to the public, keep founders at their special price as long as they remain members.

While rewarding your early adopters, take note of their reaction to the membership as a whole.

There's no sense in putting a ton of energy into creating something if you don't know how the market is going to respond. This is your chance to get that golden information.

Validate early and validate often to make sure you're on the right track.

3. Pick A Name

It's hard to create excitement around, "I don't know what to call it yet, but I have this... thing."

Give it a name and create identity. Want to go to the next step? Create a logo around the name and generate excitement—because you definitely want people talking about the name of your membership.

4. Research Your Audience

Now, you're not just looking for their problems, you're also looking for the words and the language they use to describe those problems. Find out:

- Where are people getting stuck?
- What are the challenges they're experiencing?
- What problems are they experiencing?
- Can you identify both external and internal problems?

External problems are things that people would type into Google to seek a solution for, but internal problems are just as important.

Dig deeper.

- What are the conversations that they're having that are limiting belief?
- What are the fears and anxieties that are holding them back?

The more problems you identify, the better your messaging and content will be in terms of helping your audience make forward progress.

Pick 5 to 10 problems that your audience is facing right now, and then compare them to your current direction.

You might be surprised with the results!



5. Establish Your Authority

When you think of “authority”... who comes to mind? Politicians? Doctors? Teachers? World leaders? Your parents?

What if we said that YOU are also an authority?

Yes! You have the passion. You’ve been doing the research.

And now you can establish that authority with your audience and your members by helping them make forward progress and getting results.

The results can be big, little, and everything in between—any positive momentum is a win in our book.

By solving problems and helping people make progress, you not only create authority, but you also establish trust. And winning with trust writes a beautiful, powerful story.

6. Grow Your Following

We talked about this earlier...

Pick a platform. Create and share high value content. Help people solve their problems.

The way you grow your following is to pick one platform and stick to it, especially in the beginning. Don't try to be everything.

Give them ideas. Give them strategies. Give them examples. Find other experts who can chime in—regardless of your approach, the main goal is helping them solve a problem. That is the key to growing a faithful following.

**MARKETING
YOUR BUSINESS**

By the way, have you started to grow your email list yet? In addition to your audience, your email list is the lifeblood of your business. Why? Because that's who you get to sell to. But how do you grow your email list? In [episode 192 of the Marketing Your Business podcast](#), Stu dives into three fast and easy list building ideas.

7. Create A Success Path™

This one is a signature element that we sit down and discuss with every single client: establishing and creating a Success Path™.

People are coming to you because they're at point A and want to get to point B.

How do you, as the membership owner, successfully get them from where they are to where they need to be? A Success Path™ basically breaks down those directions.

You want to include stages and milestones of progress. These are key so that members can assess where they are on the path and what step will be next.

Let’s take a quick sec and do a little Success Path™ exercise!

Think about what the Success Path™ would look like for your membership. Ask yourself the important questions that arise at each stage.

For example:

Stage 1

- List the characteristics of a person at this stage.
- Identify the milestones a member should have reached by this stage.
- For each milestone, what are the action items your members must complete in order to check off that milestone and eventually advance to the next stage.

Now ask these exact same questions about where your members should be by Stage 5.

Do you see the progression as they advance through your membership?

This should give you a clearer idea of how your Success Path™ helps people make progress, and serve as the foundation of your membership.

Once you establish a Success Path™, everyone—members, employees, and you—have a vision for where they’re going and what it takes to get there. Instead of confusion, disorientation and discouragement, leveraging your Success Path™ provides clarity, confidence, and inspiration!

8. Map Your Content

The way you map out your content is based on...take a guess? Your Success Path™!

Once you have your Success Path™, it’s time to map out the stages with valuable and relevant content.

If somebody was in Stage 1, what are things that you would teach them in order to progress to Stage 2?

(Don’t just dump everything on them in Stage 1. Just get them to Stage 2.)

Similarly in Stage 2, just give the most necessary components to progress to Stage 3, then Stage 4, and so on.

We recommend anywhere from three to seven stages in your Success Path™. It's totally up to you.

Mapping out your content calendar improves your membership site. It provides clarity for both you and your members. Plus, from a marketing perspective, you can get people excited about what's coming next.

9. Pick Your Launch Date

Nothing happens until you launch your membership, but you can't launch your membership unless you know when you're going to launch it. So, go ahead and pick a date.

Again, you don't have to get this perfect. You just have to get it going! If you wait on perfection, you'll never start—and you'll never help anyone.

So, when is yours going to be? Two months from now? Five months? A year? It doesn't matter.

As long as you have a date, you can build your plan backwards starting from that date—but choose one now.

MARKETING
YOUR BUSINESS

By the way, if you've ever sat on an idea waiting for the "perfect time" to launch, listen to [episode 216 of the Marketing Your Business podcast](#). You'll hear 3 hacks to help you build massive momentum in a short period of time. And let's be honest, who doesn't love a hack?!

10. Love On Your People

When you have launched your membership, the best thing that you can do, hands down, is to love on your people. By that we mean: care for them, help them make progress, help them get a result.

The big results are awesome; the little results and wins count just as much as the big ones. When people have momentum on their side, it creates more excitement and they're much more likely to do the things necessary to make even more progress.

So, big wins, little wins—they all count.

The focus for you is to help people get a result by loving them, finding out where they're getting stuck, supporting and helping them.

Bonus Tip!

Another amazing thing you can do is to surround yourself with like-minded people who are also in the membership space.

In fact, we started a free Facebook group to do just that. **We invite you to come join us!**

It's a free membership group with thousands of people with membership sites in all different markets.

You can share your story, ask questions, compare problems, and receive encouragement from people who've been right in your shoes.

With thousands of people in the membership space, you're bound to get the answers you're looking for. We can't wait to see you there!

[JOIN THE FREE COMMUNITY](#)

How To Grow A Highly Profitable Membership Site



The Secret To Taking Your Success To The Next Level

There are three categories—or buckets—of people in our industry. Somebody who...

1. Wants to start a membership site but doesn't have an audience or a following yet.
2. Wants to start a membership site and does have an audience and following.
3. Already has a membership site and wants to take it to the next level.

The question is HOW?

How can you continue to grow a highly profitable membership site no matter what bucket you're in?

The good news is that there are proven strategies and stories that demonstrate how people are doing it in all of these buckets —and we love sharing about them!

Bucket 1: Just Getting Started

People in this bucket are in the early stages of growing a membership site. Maybe that's you!

You want to do it but don't necessarily have an audience yet or maybe you just have an idea but no clue how to get it off the ground.



Take **Brian Singh**. He has a passion for volleyball and wanted to figure out how to turn it into a mentoring business. But he was scared! He didn't know anything about running an online business, but he decided to jump in anyway.

He started a membership for volleyball coaches, players, and enthusiasts one month before joining our course. Things were going well, but they could've been better.

So, what was wrong?

He was trying to serve too many people, which meant his messaging was all over the place.

After receiving advice from within our community, Brian decided to narrow his focus and stick to helping **ONLY** volleyball coaches. Focusing on just one group terrified him, and he worried that narrowing his vision would mean less people would join the membership.

But....guess what?

He was **SO** wrong. The opposite actually happened.

To his surprise, the membership didn't just grow, he experienced four times the success of his first launch. With a little fine tuning, his business finally had the clarity it needed to reach its full potential.



And **Courtney Lynne** didn't even have an audience before joining our program. Now, wait until you hear about the membership she created...

She helps dog moms and pet influencers create a community on Instagram and monetize their influence so they can spend more time with their fur babies.

Isn't that just doggone AWESOME?! 😊

Now, you can see what we mean when we say you don't have to get it right, you just have to get it going!

Just like Brian and Courtney did!

While some people think that it takes thousands or tens of thousands of people in an audience to establish a successful membership site, our community has proven that idea completely wrong.

Of course, we see stories like this all the time.

And we're here to tell you: you have more potential than you even know! There are people out there right now who need the solutions, the content, and the community only you can provide. All you have to do is take the first step.

Thinking about a membership but not sure where to start? You're not alone. We have a mini-course designed to help you figure out your idea—and see if it will actually work.

In this mini-course, we dive deep on figuring out who you serve, how you help, and how to position your membership idea so that people want to join today!

[CHECK IT OUT!](#)

Bucket 2: Established Audience

If you've already got an established audience, starting a membership site is a no-brainer, because chances are people want more. They want more of YOU. They want more of your knowledge and expertise. And a membership site is the best way to do it.

Whether you're a speaker, an author, a blogger, a podcaster or a YouTuber, think of the membership site as an extension that gives you the ability to go deeper.

We have so many great examples.



Emily Jeffords had been determined not to have an art membership. She thought she didn't have enough time, energy or content to run one. And she already had a TON of students to focus on.

But, by the end of our first module, she was convinced that a membership was right for her and, more importantly, right for her students.

Since she already had the following—and once she had the know-how—turning it into a membership was a no-brainer! Just a few months later, she had 750 members join in her very first launch!

And **Justin DeMers** had an audience too, but it was pretty small with just 170 people in a Facebook group and a tiny email list of 80. But even a small audience is still an audience. And it sure was mighty!

After launching his membership teaching people how to get paid to teach virtual workshops, he had 131 people join!





Scott Paley teamed up with **Joan Garry**, an established expert in the non-profit space, to help others grow their own non-profit ventures. In under a year, he took a small, established audience and added over 2,500+ members to their membership site.

It's just an amazing example of what can be done when you've already got an established audience.

Who knows, maybe we'll be telling your story next!

Bucket 3: Established Membership Site

Even if you already have an established membership there's still SO much more to learn. You're not done yet! Scaling is key, no matter what level you've achieved.

Check out just a few of these amazing stories from our community...



Jennifer Allwood made one business tweak and exploded from 700 members in three years, to 2,500 in a single year!

In fact, she made more members in a single promo than in the entire three years of building her membership site.



Gabby Bernstein had a membership site for quite a while—with over 1,100 members. After just a couple changes, her very next promotion added 4,100 new members!

Crazy, right? Small tweaks make a huge difference.

Remember **Levi Kujala** and his established guitar membership site? He was earning about \$300,000 a year but had plateaued and wasn't getting beyond that mark.

Well, after restructuring a couple of things on the marketing side as well as the retention side, everything took off.

His membership income went from \$300,000 a year to multiple millions of dollars a year in the guitar space.

One Of The Greatest Business Models Of All Time

A membership is one of the greatest business models of all time because it helps you establish recurring revenue, which creates stability and predictability in your business.

But, beyond that, there's the trickle-down effect: the impact that you have with the people that you serve. And that's truly the BEST part!

You're making a difference. We're all making a difference with our membership sites—and that's where the passion comes from.

So, no matter whether you're in the early stages and are thinking about launching a new membership site or you already have an established membership site and now you want to take it to the next level, we want you to know something...

This is not a one-and-done operation—and that’s the best part. You get to tweak your membership and make it better as you go.

You’re never finished creating a better process. You’re never finished looking at how you can add more people to create a broader and deeper impact.

No matter where you are now, you can steadily improve by focusing on the people in your membership audience and doing the few strategic things that are going to make a HUGE difference.

BEFORE YOU GO ...

Congratulations!

You're ready to start building, launching, and growing your membership site!

It's an amazing journey, one that we are thrilled to see you take. But wait! One last tip! We know that entrepreneurs backed by a supportive community see MUCH greater rates of success than those who go at it alone.

Thankfully, you're NOT.

Our community is incredible and we're excited to welcome you into our exclusive Facebook community. **Join us right here, right now and start connecting with membership leaders at all stages of the journey.**

Swap stories. Ask questions. Share thoughts. And multiply your membership potential with a team of experts and front-line creatives.

And one last thing...

This is the #1 question I get: "Stu... what platform and tech should I use?"

Well, I'm TOTALLY biased when I say this, but there is only ONE platform I recommend to everyone: Membership.io. It is by far the best platform that'll give your content—and your community—a forever home.

Click the button below to take it for a test drive.

We can't wait to see what you do next!

[GO TO MEMBERSHIP.IO](https://membership.io)