



**Callie:** [00:00:00] Welcome to Episode 1 of Behind the Membership. I'm kicking off season 1 talking with Stacey Harris from Hit the Mic Backstage. Stacey shares a lot of great information in this episode but I particularly like how Stacey positions her membership as an upgrade to a podcast. I also really love the fact that she launched the membership in just two weeks using content that she already had, which I think is a great example of what can be done. And we also have some great discussions about how her membership has changed in the last couple of years. I'm really happy to be starting the season off talking with Stacy and I hope you enjoy this episode.

**Callie:** [00:00:46] Today, I'm joined on the show by Stacey Harris from Hit the Mic Backstage. Thanks so much for joining me on the show Stacey. And actually for being my very first guest!

**Stacey:** [00:00:58] I'm pretty excited about it because you know how excited I am for you to start a podcast. As a podcaster I'm always really excited when people start podcasts, especially friends. I'm always like, yay!

**Callie:** [00:01:08] It's been a long time coming. Okay so your membership is Hit the Mic Backstage and this has evolved from your podcast Hit the Mic and you're all about helping people to grow their business online via social media. So do you want to tell us a little bit more about the membership and what it offers and who it's really for.

**Stacey:** [00:01:28] Absolutely. So my membership is really positioned and structured to be essentially an upgrade to my podcast. So we talk a lot about, we talk a lot about the same things in the podcast and in the training community.

[00:01:44] However usually the training community gets stuff first. So like one of the episodes we do every month on the show is three things you must know right now. And

usually that's network updates and things like that. All that stuff goes on as I hear about it in the membership community. And so we have a library of 60 plus trainings as of right now. And we also have three full structured courses in there. Which is how I used to deliver trainings and content like this. And then we also have an actual VIP lounge which is a private community forum right on the site. And that's where people can actually ask me questions. And so it really is meant to help the DIYer, mostly online entrepreneurs. A lot of which are in the infospace so coaches, consultants, service providers things like that. To really help get their message to the people who need it, their community, when they're still at the DIY stage but they need a sounding board. They need somebody to help cut through the clutter of information out there because especially with social media Googling is not always necessarily the fastest way to find an answer because a lot of time whatever ranks on page one is three years old and no longer super relevant. And so backstage is there to serve as that place where you can go, ask a question, watch the training. Whatever you need to help you get to that next place.

**Callie:** [00:03:08] Now that sounds great. And you know as a business owner myself I know it's so easy to become overwhelmed by all the different things you're supposed to know and pay attention to and what social media things you're supposed to be doing now and things so it's great that you kind of help people cut through that noise and find out what they're actually supposed to be focussing on and doing.

**Stacey:** [00:03:28] Absolutely. I'm a big believer in there's not a lot you have to do with with your online marketing.

[00:03:34] There are things that you should do to best connect with your right people. Trying to know all the things, be all the places and execute everything at a super high level, is probably not the best use of your time. So lets instead focus on the things that are the best use of your time - showing up in the right place at the right time with the right message.

**Callie:** [00:03:55] That sounds absolutely perfect.

**Stacey:** [00:03:57] Yeah it's much more freeing.

**Callie:** [00:03:59] Yeah definitely. So I love knowing how people have actually structured their membership sites, so is yours always open, can people join any time whenever they need to? Or do you just launch a few times a year?

**Stacey:** [00:04:12] Mine is open all the time. Selfishly I don't super love launches, like they're just not my favourite thing to execute in my business. So there's times when we go to a higher promo period for the membership.

[00:04:25] But I really enjoy being open and accessible all of the time because we have, we do have some members who will come and go so they'll come for three months and then they'll take a month off or two months off and then they'll be back to ask questions because

they're evolving something or they've grown. And then we have people who come just because they need help with one specific thing and you never know when they're going to need that. I really like it being available whenever people need it. We also have people who joined before the doors were technically open. So the actual community and haven't left in almost two years now. So I like it being around for whenever people need it.

**Callie:** [00:05:02] Yeah I mean I think for this kind of topic as well it's the kind of thing where if people are searching for it or they're looking for that information now they're not necessarily going to wait a few months to actually get that training kind of thing.

**Stacey:** [00:05:13] Absolutely. Because it is positioned as an upgrade to the podcast it doesn't super make sense to have it closed.

[00:05:21] I mean there's a reason the show was called Hit the Mic with The Stacey Harris and the membership community is called Hit the Mic Backstage. It is the next logical step for listeners. And so to structure it as something that closes and opens, sort of hinders my ability to have it positioned that way.

**Callie:** [00:05:37] Yeah definitely. Because if you want people to carry on from the podcast they have to actually be able to do that and to join up.

**Stacey:** [00:05:44] Exactly. I don't know how reliable a wait list launch setup would be for my particular membership community.

**Callie:** [00:05:52] And we've talked before and you know we're fans of the evergreen model anyway. So yeah totally agree with that. And I think you mentioned that you've been up and running for nearly two years now.

**Stacey:** [00:06:00] August will be two years.

**Callie:** [00:06:02] With your pricing, what's the price now and has that changed much in those two years.

**Stacey:** [00:06:07] It's changed a lot in two years. So right now it's 40 dollars a month or 400 per year.

[00:06:14] So you save a little bit on the annual which I think is a pretty textbook setup. Also the maths is just easier.

[00:06:24] When I first launched we did a special early bird launch kind of set up, because I actually I don't know how far down the rabbit hole you want me to go with this, but we actually started selling the membership before the membership existed. Before I had built the site, we were selling spots in it. And so we sold to, without any real launch just sort of to my email list and to my social community, a price of 50 dollars a year for a lifetime of their

membership.

[00:06:52] We still have members set at that rate which I find to be just super fun. I kind of I know a lot of membership owners sort of rub up against having that early bird like members still there and they're not paying as much. But I find it fantastic. I feel like they stuck with me and that's really cool.

[00:07:10] So that was available only until the doors actually opened. And then we adjusted the price to nine dollars a month or ninety nine dollars a year. That only lasted about I think three months. Then we went to 25 dollars or 250 a year and that lasted probably eight months. And then at the one year anniversary, so maybe it was a little less than eight months. At the one year anniversary we raised, or right after, we raised it to 40 months or 400 per year and I don't see it going up any time soon to be honest with you. I like the price point especially for who I'm serving and the value that's there.

[00:07:50] I don't know that it won't ever change. But I don't see it changing again any time soon.

**Callie:** [00:07:54] And kind of I think once you get to that kind of two year mark the price that you have there unless you make any big changes, typically kind of stays the same. I mean it's the same for us as well. We've put the price up a couple of times but what it is now, you know I can't see it going up higher than that.

**Stacey:** [00:08:13] Yeah I think one of the things we're toying with is actually offering a third level.

[00:08:19] So instead of just a monthly and the annual there'd be like a VIP level that had a little more access to me. Sort of in line with the mastermind set up we kind of have set up. A little more focussed on people who want the membership plus maybe a one on one call a month. I could see us doing that at some point maybe, verses and instead of raising the price across the board. Sort of adding an extra incentive.

**Callie:** [00:08:48] Yeah and I think that's a good approach because it's kind of, Mike always likes to say, you kind of go with that vertical approach rather than just raising the price every time. And yeah there's always going to be those people that do want that extra bit of access to you and are happy to pay, to pay for the access.

**Stacey:** [00:09:06] Absolutely.

**Callie:** [00:09:08] So that's a little bit about the membership itself and it sounds pretty awesome. But what first got you interested in starting the membership. Where did the idea for Hit the Mic Backstage actually come from?

**Stacey:** [00:09:21] So I have always always really liked the training library kind of model. I

wanted one for a really long time. I built four courses before I launched Backstage. And the problem, the struggle I should say, in my area is that, when you build a course and they buy it you have to keep updating it. But you're no longer getting paid.

**Callie:** [00:09:53] Yes.

**Stacey:** [00:09:55] The first course I ever created was called The Rockstar Guide to Facebook and I sold it one time access for like ninety seven dollars, it was a six module program. It is current and exists inside Backstage. But here's the deal as I made the ninety seven dollar per head. And three months after it launched it was outdated. And so I found myself sort of every time it would get completed, I was I was starting over again. But I was making money on it essentially because it was a passive income product, well it was allegedly a passive income product, people could buy it any time. It was not feeling very passive at the time.

**Stacey:** [00:10:31] It just it was feeling like I was sort of rolling this rock uphill but I kept convincing myself that my audience wasn't big enough for a membership site. My audience wasn't there I needed to have this massive list of like a hundred thousand people before I got a membership site. And I had had a launch for another Rockstar guide earlier in the year two years ago so it was like 2015 and the spring launch just hadn't gone as well as I had really wanted it to. And so to hit my Q3 income goal, I needed to put something else in there.

**Stacey:** [00:11:06] So I put together, or my Q2 I should say. I had I do, or at the time I did a brand new webinar every month. And I had been doing it for about a year and a half. But I always take my webinar down three days after they were run live. So I had this library of great webinars that were totally current and ready to use just sitting in my Google Drive. So I packaged them up and made them something called the Rockstar Resource Pack. And it was awesome because I could sell that real quick and hit my goal. But when that rolled around again in Q3 and I was like I really want to hit my income goal, maybe I'll just repackage that again and I'll sell it again. And a friend of mine goes why don't you just put them in a membership site. And I was like I just don't have the audience, I just don't have the audience for that. And she was like well just try it, if it doesn't work then just turn it back into the pack give everybody lifetime access and stop charging them.

**Stacey:** [00:12:06] So we launched Hit the Mic Backstage which was essentially, which started with that training library which is essentially the Rockstar Resource Pack to start with.

[00:12:17] And it took off and it's been two, almost two years now, and it's hands down one of my favourite parts of my business. We add new trainings every month, or update old trainings, one of the two. But yeah it all started with a bunch of webinars that I had done nothing with.

**Callie:** [00:12:36] I love that! I'm a huge fan of repurposing content so the fact that was kind

of your starting point for the membership is great because I think so many people have that kind of all that content just sitting there, not doing anything with it. So yeah it's great that you turned that into the start of the membership site.

**Stacey:** [00:12:54] Well it was, it was something that was really nice to have because I didn't have to worry about creating a bunch of content to go into it before I launched. I was able to go from yeah I'm going to do this to launching in about two weeks.

[00:13:11] Because I had a membership site structure already because my courses sat on one. I just kind of had to get the graphics and the branding and then sort of put it all together and create a sales page. So it really once I decided to do it was able to evolve really quickly because I kind of had that stuff in place already that I could repurpose. And I think sometimes we get so distracted by all the things we're going to have to do that we don't take the time to look at what we have. You know, I know a lot of people who listen to my show have entire courses sitting on Google Drive or Dropbox that they've built and written and created and they've just never released, they've never sold. So looking at those things that you have, looking at the webinars you've done, the optin training funnels you've created before that maybe you're not using anymore or you are using and you can add a little bit more too to extend the experience. And then that can become your membership. I think we get distracted on everything that we have to create from scratch and that becomes an obstacle to doing anything.

**Callie:** [00:14:09] Yeah definitely. I think that's you know definitely something we see people worrying too much about having to have enough content or creating you know the phase two membership site right from the start and things like. So yes starting with what you've already got is brilliant advice. And as you know what did you say it was two weeks it took you to actually go kind of idea to launch which, that's awesome. You know just being able to kind of take action like that

**Stacey:** [00:14:36] It's fine if I do it fast it's less scary. It's like pulling off a band aid, you just have to go.

**Callie:** [00:14:41] Yeah. Yeah definitely. So with starting the membership so quickly have you found that it's actually evolved quite a lot over the last couple of years? Or is it fairly similar to how it was when it first started?

**Stacey:** [00:14:53] It's structured like it's basically the same because what I offer is what I offer. But it's definitely evolved. It's definitely you know when we first started we did two brand new trainings every month. Now we do a recorded training and a live training. Sometimes they're brand new but a lot of times they are updated versions of old trainings. So you know earlier this year we redid completely a Rockstar guide to Facebook.

[00:15:23] And so instead of having a new training that month they got basically a brand new six module course. Because all that content was updated. So that's evolved a little bit

because there's almost more value in updating than there is creating new for the sake of creating new.

**Callie:** [00:15:41] Yep.

**Stacey:** [00:15:44] But the structure is mostly the same and it's broken down the same way. I like to think it looks better now but I'm already looking at its next iteration of what it looks like. But it's, it's mostly the same.

**Callie:** [00:15:59] So I think you've recently rebranded the site a little bit haven't you, or the design a bit.

**Stacey:** [00:16:04] I have we just we just recently did that. When I really, when I first launched Hit the Mic Backstage I thought it had to have its own branding. So for those of your listeners who don't know who I am which I mean come on guys.

**Callie:** [00:16:19] How could you not!

**Stacey:** [00:16:21] Right? I'm a personal brand, my stuff is all over at thestaceyharris.com and I had a very specific brand and still a very specific brand there. And when I launched Hit the Mic Backstage I kind of gave it its own separate brand. Like it had its own brand colours, it sits on its own website still. But that's just from an ease of use perspective. It's easier for me to separate them structurally. But it had its own look and feel. It looked similar ish to The Stacey Harris but it had its own colour kind of vibe. And like I don't know maybe six months ago I was like, why is that?

[00:16:58] Why? It's an extension of the podcast which is an extension of The Stacey Harris. So really it should have the same branding. So it got all new branding and now it looks like everything else does in my in my world. We restructured the site a little bit. I think we're probably going to restructure it again. It's still not where I want it to be as far as, like, stupid easy to use. Its easier to use. Now I want to do stupid easy to use because a lot of times with things we package for clients. I think we think about it so much that it seems obvious but then when you think about it from the perspective of somebody who has not spent 24 hours a day for two years thinking about this are its maybe not as clear.

**Callie:** [00:17:48] And I think that's definitely the curse of the membership site owner is you know on the one hand you want the experience to be as awesome as possible for your members. But sometimes that can lead to you over complicating things or overlooking the simple things that your members actually want or need.

**Stacey:** [00:18:05] Yeah sometimes I know I'm guilty of going for cute instead of clear.

**Callie:** [00:18:10] Yep. I think we all are don't worry.

**Stacey:** [00:18:14] So yeah I'm, it's a work in progress I think which is part of membership site running.

**Callie:** [00:18:23] Yeah definitely I think. I think memberships are always a work in progress and if they're not then they should be. You know it's a long term model so if it's just static the whole time with no change then it's probably going to burn out sooner or later.

**Stacey:** [00:18:37] Which I think is clear because like I don't know a month after I launched my membership site every one in the world launched a membership site. I swear, everyone, most of which are gone now. Most of which, there's a couple still around. But I would say probably 80 percent of people who I know of, not necessarily know in person but in my world who launched membership sites in the three months after I launched mine have closed the doors and are done with it.

**Callie:** [00:19:06] Really?

**Stacey:** [00:19:06] Because I think people think it's going to be this awesome recurring passive revenue and it's not. It's awesome recurring revenue. It is not entirely passive.

[00:19:14] Yes definitely I think there's definitely a lot more work involved than lot of people might think. And yeah you've got to be in it for the long haul and yet take care of your members which you know is one of the things I know you do really well because I know we've spoken before and you've got awesome retention rates so it shows that you know you're doing something right.

**Stacey:** [00:19:33] And I spend so much of my time in what I teach talking about community. And that's that's really why running a membership site was a no brainer for me because it is essentially running a community.

[00:19:49] So I'm, my biggest thing is I always make sure I treat them like people and I do evolve it and I do make sure it's there and it's clear and and it's always a tricky balance between you know establishing and committing to your own boundaries so that it doesn't go, it doesn't creep too far, and being of service and over delivering in whatever way you can.

[00:20:13] But yeah it is definitely, it's definitely something you have to care about what's happening to your members. You have to care about the experience they're having, the results they're having. It just makes it easier to stay with it.

**Callie:** [00:20:26] Yeah it really does. So. With all of that then what's been the actual biggest challenge you found along the way. Is there anything in particular where you've thought oh I didn't expect that. Or this is this is a bit more than I intended.

**Stacey:** [00:20:42] Probably two things. First being I really hoped it would be recurring passive revenue. Lesson learned as I shared!

[00:20:53] I didn't realize how much work it would be to keep it going as it grew. From a, not just from the running the community really, but from a sales perspective because when you don't launch when it's open all the time you essentially are always launch.

**Callie:** [00:21:12] Yeah.

**Stacey:** [00:21:13] So we always have some new sales funnel that's going out or some new piece of content that is. I mean, in full transparency, everything I do that's at a free level is structured to drive traffic to this thing that's paid. I mean I don't think that I'm revealing any major marketing secrets here. And so that I think I didn't anticipate it being constant. Maybe it's not that I didn't anticipate it because I would be a bit naive of me but I didn't think about it. I didn't consider it.

[00:21:46] But it is a constant sales process. It is a constant launch without the you know the crazy 20 hour days that generally happen to me before our regular launch, because that is all the time and that wouldn't be sustainable but it is something that I'm always, So what can we try now. Okay what can we test now. What about this can we tweak. What about this ad, you know ad sequence, can we tweak you know, what's the new marketing thing. How can we tweak how we're delivering the message in the podcast. How can we make it easier for them to get from the podcast to the sales page. You know should we run a special offer, should we... you know all of those things. I didn't anticipate the amount of time I would spend selling the membership site versus serving the membership site.

**Callie:** [00:22:34] Yep. So I think that's a good point there, the selling versus the serving and is your, your membership is not full time is it. You have other services that you offer as well.

**Stacey:** [00:22:45] Right. It's full time in the sense that my business is full time. But it's only one offering. So we essentially, the offerings inside my business run into four streams. The membership side it's at the low end of that. We have some some ongoing coaching and consulting. We have some one off coaching and consulting. And then we have done for your services on more of the agency side.

**Callie:** [00:23:09] Okay cool. So do you have a team in place that helps you to manage all this as well or are you doing everything yourself.

**Stacey:** [00:23:15] Oh good god no. I tried for a while and it nearly killed me.

[00:23:21] No I have a team. So we kind of have two. So I have the team that helps on the agency side of things. And then we have a support team for me and the membership. So when you reach out to customer service like say you e-mail [backstage@thestaceyharris.com](mailto:backstage@thestaceyharris.com) which is our customer service email address. The team is generally who's going to answer you there. Every once in a while I'll get in there but generally speaking my VA team or my husband who works for me and runs, basically the back end of everything. And makes sure I

show up places and things like that. They're generally who's responding to that.

**Callie:** [00:24:07] Awesome, so they help to take some of that load off you at least.

**Stacey:** [00:24:09] It allows me to focus content forward, all the forward facing stuff so the podcasts, the Facebook lives, the membership trainings, the office hours, the coaching call to consulting all the, you know we joke about this but essentially my husband Charles runs the business and I'm the deliverable.

[00:24:28] So anything where you're engaging with the business, you're generally engaging with me. We do have a team that helps us execute some of those things you know we've got some design people on our team, and we're currently expanding our social media manager side on the agency - so if anyone is interested email me [hello@thestaceyharris.com](mailto:hello@thestaceyharris.com).

[00:24:49] But so we have that but generally if you're engaging with with any of the marketing materials or any of the trainings stuff or the consulting or the coaching that's where you're going to get me. That's front end stuff.

**Callie:** [00:25:01] Yeah. You're the star of the show essentially.

**Stacey:** [00:25:05] Yeah that's pretty much my personality. It's who I am I don't like to do the boring stuff behind the scenes and nobody gets to acknowledge my awesomeness.

**Callie:** [00:25:14] Yes. I think you know I think stepping in to being the star of your membership your business is really important when you get to a certain point because if you are trying to do everything yourself you're not going to be as available to do the things that only you can do.

**Stacey:** [00:25:30] Right.

**Callie:** [00:25:33] So how does, what does a typical day actually look like for you now you have the membership then.

**Stacey:** [00:25:39] So the membership takes up at least a little bit of every single day. But I also have time structured out where the membership is the only thing I do all day. So this happened on Monday. We're recording this towards the end of the month. I'm pretty membership focused right now because I'm prepping content for the next two months trainings. So I'm pretty membership focused this month.

**Stacey:** [00:26:02] The typical day just sort of average every day, I'm up I go through my morning routine stuff. And then once I hit the office I do this terrible thing where I don't check my email. I write first thing in the morning and then I check my email and then the whole day is gone because I've got into my inbox and now my time is somebody else's. Next after the email is always the membership site, I always check the forum see what's going on

in there and then whatever that day holds. So I block out my time kind of strangely. I'm pretty day focused so I have membership days where I'm doing training or I have days that are client days where I'm on calls with people. Generally whatever that day is about happens next. I check in the forum again midday then whatever. Again going back to whatever the afternoon is about and then I always end my day checking out the forum.

[00:27:01] So I spend a lot of time in the community as far as my average day to day engagement with the community.

**Callie:** [00:27:07] Awesome. And so you mentioned before the community is on site so you are using a forum for that as well.

**Stacey:** [00:27:12] Yeah. We use an IP board, well we use the IPBoard plug in. We'll I guess it's not technically a plugin. But it sits alongside our Wordpress site. We did the Facebook group thing for a long time. I didn't like it. It's harder to keep up with, it's harder to stay on top of honestly. I still have members that ask if we can have a Facebook group and I still say no because again it's all about balancing your boundaries and their requests.

[00:27:47] But personally I like having it off site. It allows you to be really focused instead of going into the abyss that is Facebook. Also with the things that are happening currently with Facebook groups and where it's evolving to, I'm not super comfortable having people pay to be a part of an environment I can't control.

**Callie:** [00:28:10] I'm definitely with you on that one.

**Stacey:** [00:28:13] It's just that you know I'm like when people are investing in essentially me I'm very protective of their user experience and I can't control the Facebook user experience.

**Stacey:** [00:28:22] You know I'm currently dealing with a bug on my site which is probably the other technical or the other, the challenge that I run into, was the technical side of things from time to time. Are buggy. And that's driving me crazy. But at least I can hire somebody. You know we have a guy on our team who goes in and fixes those things. I can't do that with Facebook. If something goes buggy I have no control over it.

**Callie:** [00:28:47] Yeah definitely. And I think you know we totally agree with you on the Facebook group versus forum thing there and I think what you said there is important as well that you know you do have members asking to the Facebook group but it is that kind of the way you put it the balancing your boundaries with member requests and that whilst you want to listen to members and you know give them the best community possible. You also need to do what's right for you and what's right for the membership in the long term as well.

**Stacey:** [00:29:14] Yeah I think a lot of it you know the same if it lines up like if you were teaching in a class room your students are going to ask for certain things that you know are

not necessarily for their highest good.

**Callie:** [00:29:24] Yeah.

**Stacey:** [00:29:25] So as the teacher which is essentially what we are when we're running a membership. We have to make sure that we are protecting their learning environment.

**Callie:** [00:29:34] Yeah I think that's a great way of looking at it actually.

**Stacey:** [00:29:35] Nobody teaches maths on the playground. Facebook is definitely the playground.

**Callie:** [00:29:43] Yeah it is. I like to think of it as being more the pub but yeah playground is pretty good as well.

**Stacey:** [00:29:47] I feel like Instagram was more of a pub and Snapchat is like a really divey pub.

**Callie:** [00:29:53] Is that the dodgy one with the bouncers on the door?

**Stacey:** [00:29:56] Yeah yeah that's snapchat.

**Callie:** [00:29:59] Sounds about right.

**Stacey:** [00:30:01] I like this idea of putting social networks into like different boozy locations. That could just be me though.

**Callie:** [00:30:08] No there's definitely some potential there. I think.

**Stacey:** [00:30:11] I feel like that is a whole podcast episode waiting to happen. Stay tuned.

**Callie:** [00:30:15] I look forward to that.

**Stacey:** [00:30:16] Maybe it'll be a Facebook Live instead.

**Callie:** [00:30:19] Okay so we looked a little bit challenges and how you structure things there. So what's actually been your highlight or your favourite thing about running the membership so far.

**Stacey:** [00:30:29] Is it bad if I say recurring revenue.

**Callie:** [00:30:31] Not at all.

**Stacey:** [00:30:33] I really enjoy it. I really enjoy not just recurring revenue because it's nice

to have that sort of baseline of recurring revenue because we do that with our management clients at a much higher scale.

[00:30:43] But I like getting to stay with, so I'm an extrovert, I don't know if you know this about me Callie, but I'm an extrovert and I like building relationships with these people. I like getting to connect with them over time and that was actually something, so at one point in my business before I launched a membership site, I had stopped offering management services and I was going to move to an all course structure. And I had a Facebook group that went on for all my courses and I just I missed engaging with my clients because with my management clients I have management clients who I have been managing their stuff for five years. These are friends. These are people who ask about my son, who you know we talk about vacations and like you know you build real relationships with these people. And I missed that immensely and what's been really cool is in having the membership site, I get some of that. Because I spend time talking to these people every week every month for two years now essentially. And I know what their businesses are I know where their struggles are. I know what the blocks are and the resistance they run into as entrepreneurs. And they know that they can come and ask a question and I'll be like No you have to do it or no you don't have to do it, it's fine try it this way. Maybe it might feel better. And so that's probably realistically my favourite part. The recurring revenue is super nice too.

**Callie:** [00:32:17] And I think the two go hand in hand because that recurring revenue shows you that your members are happy with what you're doing and what you're providing. So, you know, having that when members keep paying you month after month there's also that kind of reassurance there that yeah you are doing the right thing for them, you are helping them, you are supporting them as well. So I think that the two things go hand in hand the helping members as much as possible and having that relationship with them and you know. Yeah. The niceness of having that money coming into your account every month as well.

**Callie:** [00:32:48] Okay. So let's shift gears a bit now and talk about what you're actually doing to grow your membership. So in terms of getting people to the door and bringing in new members. Now I know you've mentioned that the podcast is kind of one of your big lead ins to the membership but what's one other thing that's worked really well for you.

**Stacey:** [00:33:10] So the only thing that sits alongside the membership is we do a weekly Facebook live, that helps a lot.

[00:33:15] It actually, it drives a surprisingly high amount of people because they get a feel for what it's like to do, you know once a month we do something called Ask Me Anything, in the Backstage area. So it's essentially a live video call. People ask me questions. And so with the Facebook live they kind of get a feel for what that's like. It's an even more tangible you know what it's like to learn from Stacey kind of experience.

[00:33:44] And then really alongside that the only other thing we really do a ton of is having a really solid sales funnel that's kicked off by Facebook ads and drives traffic to either a

content or straight to an optin depending on the audience. Those funnels are again trainings with me. Two ways, we do a webinar and a challenge within one optin so they sign up for what's technically a challenge or a three day training series as we call it. And then as a bonus we give them a webinar that first, with that first email that essentially covers all the same content. It's just in another form and they spend three days getting the email sequence to kind of walk them through it. We wrap it up with another reminder, here is the webinar training, video training.

[00:34:31] Inside of that we also offer a seven day one dollar trial and that has been the best thing I implemented because when people can try something on like that. It's just easy it's an easy yes to say okay it's a buck it's fine. And for me I learned very early if I can get a member in I can keep them. It was just about getting them in the door. [25.3]

**Callie:** [00:34:58] And I love trials for that as well, that kind of giving members that kind of that no pressure no hard sell approach to actually just actually see what the goods are first. And I think that's something you get with membership sites that you don't get with other products the ability to do that.

**Stacey:** [00:35:14] Yeah. And when we pitch them the trial we also tell them exactly how to cancel it. So there's no like hidden way out. I know this is something that Mike talks a lot about on his show, when on the sales page that's for the trial, it actually walks you through the cancellation process. Because I want it to be a no brainer yes.

**Callie:** [00:35:37] Yeah I would agree with you there, the easier you make it or the clearer you make it that you know we're not trying to trick you here we're not trying to trap you. You can just come in. I've got so much belief in my product. I'm happy for you to try it use it see what's happening and you know if that's not for you then that's fine you can just cancel before you paid anything else.

**Stacey:** [00:35:57] And I think can make a great point in having a big belief in your product. I think if you currently don't have that kind of belief in your product that's something you need to evaluate before you're worrying about getting more people in the door.

**Callie:** [00:36:10] Yeah definitely. And I love what you said there as well about having the challenge and the webinar together and I think that's a little bit different having kind of the webinar straight away followed by the challenge and things like that that's a little bit different to the typical kind of challenge live webinar our format we typically see.

**Stacey:** [00:36:27] It was something that you know I was working with you guys when I started testing it and it was one of the things that just kind of dawned on me like I wonder what would happen.

[00:36:41] This is what happens when you're marketers you spend time lying awake going I wonder what would happen if I did this.

[00:36:46] And then you test it and it's actually worked really really well because you get that instant gratification which we all so love because nobody like signing up for a challenge. Like okay great. See you tomorrow. OK. But I had this question now. It will answer all your questions right now.

[00:37:01] However it allows you to get all the content get all the concepts and then execute along side of me which I think really answers the cons of the other one. So you know the con of a challenge is it's a little bit harder to get all of the content to them because you're focused on actions they need to take and with a webinar it's really hard to get people to take action on it as a consumer after they've consumed content.

[00:37:25] So this allows me to sort of like, here's the value, here's the execution. And that way you can give them, I know you guys on your membership site have this area called quick wins. I essentially do the quick win with my optins. Here's your quick win. Now if you're ready to execute this stuff, here's where we do it. Or if you're ready to get help on the how's. You know one of our funnels is Facebook ads. So we learn all about the stuff you need to do to make your Facebook Ad campaigns successful. The targeting information, you've made a plan. You know your copy you know your graphics. Great. Now here in the trainings inside the Backstage, we can actually walk you through using power editor or ad manager. All those things setting a pixel, building custom audiences. So here's your quick win as far as you built a plan and you're going to be successful. Here's how to actually execute it inside the paid area.

**Callie:** [00:38:11] So again it's that natural next step to actually implementing what they're learning which is great. And you mentioned a little earlier that you know once you get people into the site you keep them. So what are you actually doing to keep your members engaged and retaining them month after month.

**Stacey:** [00:38:30] For me it goes back to treat people like people. I think a lot of times as memberships grow it's easier to get stuck in in the idea that they're not necessarily just numbers I don't want accuse anyone of being that cold but there's such a mass of them that you think I can't connect with everybody individually so I'm not going to worry about it. But in the reality of running a membership site a very small percentage of your members are actually going to try and engage with you.

[00:38:55] It's just a reality. I'm sure you guys have seen that with a lot of your own stuff, your client stuff. There's definitely a section of people who are your biggest adapters and who who are going to be engaged and wanting to have conversations.

**Callie:** [00:39:09] Yes definitely.

**Stacey:** [00:39:11] And so I focus on them. I talk to them I answer questions. You know we've got office hours you know for two hours a week. But I'm in backstage every single day checking in seeing what's going on. Sharing news, sharing wins, sharing podcast episodes.

Whatever it is that day. I act as if I'm part of the community and not above the community.

**Callie:** [00:39:33] I love that. I love it when membership site owners are happy just digging into the community and really being a part of that. And you mentioned there that you do office hours every week was it did you say?

**Stacey:** [00:39:44] Yeah.

**Callie:** [00:39:45] Video office hours or is that you're in the forum during that time to answer questions?

**Stacey:** [00:39:49] We do, so we kind of have it structured two ways, we do weekly office hours so from 10:00 a.m. to 12:00 p.m. Pacific Time on Wednesdays I'm actually guaranteed to be in the forum so we can go back and forth and a lot of times I'll do like profile reviews for people then. I'm guaranteed to be there so if you want a question answered fast that's the best time to ask it. And then once a month we do our ask me anything which is usually somewhere between 15 minutes and an hour depending on how many questions I get. And that's actually a video. You can ask me questions, I'll answer it. I like doing that too because I can do a quick screen share. But even during office hours if it's something that's easier for me to share with a video, I'll open up, I use a tool called Loom in Google Chrome as an extension and I'll record a quick video and share a link in the forum. But that's kind of how our questions are structured in two ways.

**Callie:** [00:40:41] Awesome yeah. I think that you know the fact you give members so much opportunity to actually ask questions and get feedback and things that that's absolutely awesome.

**Stacey:** [00:40:51] It's my favourite part. I like that. I mean I like doing the training. It's fun to do those but it's just a recorded training. I talk to my camera or I'm doing a screen share a screencast I'm recording the screen on my computer.

[00:41:06] There's not the people part or the engagement part I have to wait for that. It's the same with podcasting versus Facebook live. I have to wait for the gratification as far as people responding to it. Which I'm not a huge fan of.

[00:41:19] And so you know I really like the forum because, and ask me anything, because I'm able to engage directly right then it's that instant gratification of people are paying attention. You know I think about it a lot you know with actors or standup comedians it's the difference from doing a live production and filming a TV show or a movie.

**Callie:** [00:41:42] Yeah that's a really good way of looking at it actually. Yeah. You know you're always going to get that deeper connection and relationship when you're doing that kind of thing directly with people.

**Callie:** [00:41:53] So overall then, what's the impact that having a membership has had on your life your business.

**Stacey:** [00:42:02] Well it's funny cause a lot like podcasting it seems to give some section of people this illusion that I am cooler in some way because of...There's this barrier to entry because people think oh well I could never put that together or I could never deliver content that with that kind of consistency which I think is hilarious because if I can do it literally anybody can. It's really not that complicated of a thing guys. It's following steps, which Callie and Mike are happy to outlay in their membership site. Which I really wish I would have found before I launched my membership site, just by the way guys. If you could just go back in time that would have made my life so much easier. But for me it really it's changed my reach my ability to connect.

[00:42:53] It's changed my income from a business perspective but from a personal perspective it's allowed me to connect every single day with my community in a really direct way that I don't necessarily get anywhere else.

**Callie:** [00:43:14] Awesome yeah I love that. That's a nice impact to have especially as you said for somebody who's extroverted and likes that connection and that day to day relationship with people then yeah that's pretty sweet.

**Stacey:** [00:43:29] I like to, I won't go as far as to saying I like people because that's not a general thing that's probably very true about me. I like my people.

[00:43:39] All people have some sections of all people have a tendency to rub me the wrong way. But I love my people in my community. They're strong and amazing and wanting to make this world a really cool place in whatever way they're approaching that. And they tend to be very passionate about what they're doing. And I really enjoy being around people like that, who have that urge to support their little corner of the world. And I feel like especially as online businesses we're able to really make a much bigger impact than we initially think we're making because it is easier to make an impact on the other corner of the world.

[00:44:20] And so it's fun to get to connect with those kind of people everyday.

**Callie:** [00:44:24] Yeah definitely. And I think you do it in such a good way as well. And you know I do love the fact that this is kind of an extension of your podcast so people already have that idea of who you are and whether you are fit for them and things like that as well. And so I think I can imagine and I kind of wish I was a member of Hit the Mic Backstage now. But I can imagine you have a really strong community there of people that know who you are and are similar minded themselves as well.

**Stacey:** [00:44:52] Thank you. I'm really grateful. It's definitely, it's still growing it's definitely something that we work on every single day. I have massive goals for this community, as you know. I want this thing to take over the world because I know for me the biggest frustration

in my life is people telling me they're stupid because it drives me crazy because just because you don't know something yet does not make you stupid it means you have a hole in your knowledge. And guess what that hole does not necessarily need to be filled up. That's why people like me and people like Callie exist because you don't need to know every part of everything. And so I want the membership to eradicate people telling me they are stupid about online marketing and social media.

**Callie:** [00:45:35] Now I love that goal. I think that that's an awesome goal and that was kind of actually going to be my my last question of you know what does the future hold. What's next for you and the membership and sounds like world domination is the plan there.

**Stacey:** [00:45:47] Global domination that's it.

**Callie:** [00:45:51] I mean that sounds great. And you know I have absolutely no doubt that you're going to crush those goals. And now I can't wait to see how that actually works out for you. We'll have to get you back on the show in the future to tell us how it's all going.

**Stacey:** [00:46:04] We'll do a follow up. When I have dominated the world like Pinkie and the Brain.

**Callie:** [00:46:09] Yes definitely.

**Stacey:** [00:46:10] Does anybody remember that show. I love that show.

**Callie:** [00:46:12] I kind of vaguely remember it but I don't think I ever really watched it. So I know enough of it to get the jokes. But yes.

**Stacey:** [00:46:19] It was a running joke between my mom and I. What are you doing Pinky. Well what we're doing today same thing we do every day we try to take over the world. Now my son says it too.

**Callie:** [00:46:32] I think as I said I'm excited to see you do that.

**Stacey:** [00:46:37] Thank you.

**Callie:** [00:46:39] So I think that about wraps it up unless there's anything else that you kind of want to mention about the membership or what you wish you'd known before you got started.

**Stacey:** [00:46:50] I wish I would have known a lot of things. However if I knew them I would not have learnt new things so I'm good with what I knew.

[00:46:57] It would have been super handy had you guys existed a little earlier. I mean selfishly.

[00:47:04] But no I mean I think membership's like anything in business is about starting before you feel a hundred percent ready which is probably true outside of business too, I just I'm a very business focused person. But it is so if you're thinking about it or if you are hesitant about it, I think do it.

[00:47:25] Nothing in life is permanent. If you do it for a year and you hate it stop doing it. No big deal.

[00:47:31] But yeah it's one of the best things I've ever done. It's probably my favourite part of my business outside of speaking in person, like directly in person. Just because then I super get that instant gratification because I can actually see people.

[00:47:47] But yeah I absolutely love it and I'm very grateful that I can do it and that my community is willing to be part of it. Year after year now.

**Callie:** [00:47:56] Yeah. And you know you're about to hit year two and I'm sure it's going to be going on for many years still to come.

**Callie:** [00:48:03] It's been awesome talking with you as always. And thank you so much for sharing your journey. And you know some great bits of wisdom in there as well. Before we go I know your memberships at HittheMicBackstage.com but where else can people connect with you if they want to tune into your podcast, your blog, your challenges. Anything else that you're doing.

**Stacey:** [00:48:22] So literally everything else is at TheStaceyHarris.com Stacey is spelled with an E and I'm on any social media channel you might want to engage with me. I'm at TheStaceyHarris there because that we have managed to keep stupid simple. If you type in The Stacey Harris on the Internet anywhere you will find me.

**Callie:** [00:48:42] Nice.

**Stacey:** [00:48:43] Which is only a little bit creepy. Maybe not anywhere there are sections of the webs, of the internet that I'm not on - I feel like I should say that now.

**Callie:** [00:48:49] Yeah I was going to say they're probably the sections you don't want to be on though so.

**Stacey:** [00:48:52] But if you're checking those sections I don't want you to find me there. To be clear. I'm not on the dark web for example. Which I feel is like the go to TV nonsense right now. But anyway that's totally off topic. But yeah, hitthemicbackstage.com directly to find the membership site. Literally everything else is at TheStaceyHarris.com.

**Callie:** [00:49:13] Okay awesome and I'll put those links under the episode as well so people

can find you nice and easily.

[00:49:20] Thanks again so much for your time Stacey. It's been great having you on the show and yep really looking forward to seeing you crush those membership goals.

**Stacey:** [00:49:29] Awesome, thanks for having me. And congratulations on your new show.

**Callie:** [00:49:36] Huge thanks to Stacey Harris once again for being my guinea pig. I mean inaugural guest. It was great to chat with Stacey and I hope you got some useful tips out of this interview. If you'd like to access the show notes and any links mentioned throughout the interview then please head on over to [themembershipguys.com/btm1](http://themembershipguys.com/btm1) and you can also find Stacy at [TheStacyHarris.com](http://TheStacyHarris.com). If you'd like to discuss anything mentioned in this episode further then head on over to our free Facebook group at [talkmemberships.com](http://talkmemberships.com) and let us know your thoughts. Thanks for listening.

**Mike:** [00:34:40] If you've enjoyed today's episode of behind the membership we invite you to check out the [MemberSiteAcademy.com](http://MemberSiteAcademy.com) the Member Site Academy is the essential resource for anyone at any stage of starting growing and running a membership web site. So whether you're still figuring out what your idea is going to be or whether your website is already up and running and you're just looking for ways to grow it and attract new members then the Member Site Academy can help you to get to the next level. With our extensive course library, monthly training, exclusive member only discounts perks and tools and a supportive active community to help you along the way with feedback encouragement and advice the Member Site Academy is the perfect place to be for anyone looking to start manage and grow a successful membership web site so check it out.

The logo for 'The Membership Guys' features the word 'The' in a black, cursive script font. Below it, the word 'MEMBERSHIP' is written in a large, bold, black, sans-serif font. Underneath 'MEMBERSHIP', the word 'GUYS' is written in a smaller, bold, black, sans-serif font, with a horizontal line underneath it.