



**Callie:** [00:00:00] Welcome to Episode 3 of Behind the Membership. In today's episode I'm talking to Avalon Yarnes from Avalon Cakes School and one of the things Avalon shares is how she went all in on her membership and just took that leap of faith that this was going to be the right thing for her. Another awesome thing the Avalon shared is how she actually used what a competitor was doing to create a great retention hook for her own membership site. And I absolutely love what Avalon implemented here and how creative she has been with her membership. That said let's jump straight into Episode 3.

**Callie:** [00:00:44] Today I'm joined by Avalon Yarnes from Avalon Cakes School. And I have to admit I never knew quite how artistic cake could be until I saw a replica of Bill Murray that Avalon had made just from cake. And yep, jaw dropping, seriously talented stuff. So thanks for joining me on the show today Avalon. I'm really looking forward to chatting with you about your membership and I'm really going to try hard to stop thinking about cake.

**Avalon:** [00:01:14] Well thank you so much I really appreciate it. I'm a big fan of yours too as you already know. Hi!

**Callie:** [00:01:22] So if we dive straight in, your memberships Avalon Cakes School - can you tell us a little bit about the membership, who it's for, what it offers, just the general gist.

**Avalon:** [00:01:34] Sure. So I have an online platform is what I like to call it, for creatives that enjoy making really high end elaborate cake art. I don't even like to call it cake decorating because to me it's art. It's art all the way. So it's something I like to drill into my students or my members heads that it's cake art.

[00:01:59] But so we offer video tutorials, picture based tutorials, recipes, tools, community, at a monthly price so it's a re-occurring membership and it's geared towards just the creative

side of the decorating. We're not really teaching people how to run a business or anything business based. not really my specialty so my specialty is definitely the art.

[00:02:28] So we're just kind of teaching them all the things. It's kind of my catchphrase too - cake all the things. I actually put that on a t-shirt!

[00:02:39] Yes so we teach people through video tutorials and it's been great so far.

**Callie:** [00:02:47] It sounds like a pretty awesome kind of site and I think it sounds like a great way to kind of embrace your artistic side as well but with another passion of mine, food.

**Avalon:** [00:02:56] Yes - combining all the senses, all the things.

[00:03:00] I think that cake decorating is like at the top of the pyramid in the art world. This is of course my personally biased opinion but I really hold it high up there because you're taking food and you're making it look like something completely different where people are like wait that's food? Yes it is. Yes it is.

**Callie:** [00:03:20] Yeah it's pretty impressive stuff. I'm always impressed by your Instagram. Do you, out of interest, find are most of your members kind of people that are doing it for business or is it people doing it as kind of a hobby.

[00:03:33] You know it's a half and half mix. I actually did a survey last year and it was literally 50/50. A lot of people do it out of their homes so they have either like a home based business or they're hobbyists. I have a small amount that actually have a brick and mortar kind of business. So that's another reason because a lot of people would love business advice too, I know they would. But I don't feel like I'm prepared or that I have the experience to actually give that on each of those levels because there are so many different levels of business side of cake decorating. So yeah it's like half hobbyists, half business people.

**Callie:** [00:04:17] Cool and what gave you the idea to create the membership in the first place?

**Avalon:** [00:04:22] Well there was a few things that went into it.

[00:04:26] So I started, I've been cake decorating for about 10 years. Two of those years I was not very good, but for about 10 years I had been cake decorating and I was doing it on the side. So I actually worked in a bakery for the first 10 years and I wasn't doing the kind of cake decorating that I'm doing now. But I was doing that on the side, that was Avalon Cakes, and I loved it and I was learning so much. And I was doing it at night after work and I was doing some client cakes on the weekends but it wasn't my full time job. But I really got into just like exploring with it and perfecting it. And I really wanted to start sharing everything that I had learned and just sharing. I just, there was so much that I wanted to share.

[00:05:15] So I started doing some one off tutorials so I would start selling individual tutorials on something really cool that I created or figured out and justt really want to share with people. So me and my boyfriend Zach, we started filming and selling these and we had done I think about six of them. And at that time I was working at the bakery that I had been working at for 10 years and I had kind of made my way up the ranks to the buyer of all of the corporate offices and it was very obvious to them and I knew, that my passion wasn't there for them. My passion was, and my focus was, on Avalon Cakes and they could see that. And one day they demoted me.

[00:06:04] So I was in this position where, okay, I could either go back and work in the kitchen at the bakeries for them. Or I could maybe go a different direction because we had been selling these one off tutorials and I was starting to realize they were doing really well and people were liking them and I thought you know maybe we have something here.

[00:06:26] So me and my boyfriend had a conversation that night and were just like what are we going to do because I'm not going back to the bakery. And I just really enjoy this teaching thing and I had had a membership in the back of my head for a little while. There was a few other people in the industry doing it and I was like that's a reoccurring income that I can count on and that's kind of predictable. And we don't have to worry about is this tutorial going to do well this month.

[00:06:52] So that night we decided we were going to go all in and we had enough money saved up to last us about six months. So we had this deadline, six months to get our butts in gear to get content created and a website out. It actually ended up taking about eight months but we need the money work because him and I were both out of a job. So this was our whole thing like we put all of our eggs in one basket.

[00:07:22] And yeah. So basically I got the inspiration from a lot of what I was seeing online and I just really thought it could work considering you know all the tutorials I was already creating and seeing the success with that.

**Callie:** [00:07:37] Awesome I love that you kind of both jumped all in on it. I love that.

**Avalon:** [00:07:41] Yeah we did. He's always been super super supportive so that's been super helpful. And he actually happened to come out here, he's from Memphis, he came out here to go to film school. So he already had the video background. He knew what he was doing so it all kind of just like came together.

**Callie:** [00:08:01] Yeah, It came together well.

**Avalon:** [00:08:06] Kismet, yeah.

**Callie:** [00:08:06] And so you you started off with selling individual tutorials. Do you still sell them as well or just the membership now.

[00:08:12] I do. I still sell individual tutorials for people that are interested in just a particular tutorial but I really try to make it so they can see the value in the membership versus just buying individually. So they can see that they can get all the tutorials.

**Callie:** [00:08:30] Do you have a community as part of the membership or is it predominately the content.

**Avalon:** [00:08:36] I do. So we have a Facebook community, a private Facebook group and we do Facebook lives in there which is really fun. And now I know that a lot of people do, we actually tried, to make the community work on the website itself.

[00:08:54] I used BuddyPress when we first started and I just, it just wasn't working it was too much work for me and my community lives on Facebook. The Facebook cake community is big. It's huge, it's thriving. So that's where my people were. And it is very much a visual thing cake decorating obviously, you know we're constantly trying to share each other's work and get advice so Facebook was the perfect place for me to do that. So we decided to move over to a Facebook group and we love it. I love my Facebook group. They're like, they're the heart of Avalon Cakes for sure.

**Callie:** [00:09:32] Cool And do you do anything in particular to, you mention Facebook live, so do you do anything in particular to get engagement in that group or do you find that you've been going long enough now that people just kind of take care of the community and themselves.

**Avalon:** [00:09:45] Honestly they do. They take care of the community themselves. Because like I said there is so many people in the cake community on Facebook already. It was already all these groups. They kind of just like knew how to interact. And now you know it's a smaller group because they have all these massive free groups on Facebook for cake decorating. So I think a lot of them are really excited to have this smaller group where they could talk more on an intimate level. And then I was in there too. So they all you know they all talk to each other and I found it really surprising that you know they would ask a question in the group and I always felt like OK I need to go answer that question, I need to answer that question, but so many of them help each other. And like half the time I don't even have to answer the question because somebody already answered it perfectly. I was like, amazing. So it's been great.

**Callie:** [00:10:39] Awesome. And so how long has it actually being up and running for now the membership.

**Avalon:** [00:10:43] It will be two years in September. One month after you guys started yours.

**Callie:** [00:10:50] Yeah there seem to be a lot of membership's start that fall I think people must have been, kind of something in the water.

**Avalon:** [00:10:56] Yeah.

**Callie:** [00:10:58] OK so your in year two now, coming up on year, starting year three. Do you think much has actually changed since you first launched the site.

**Avalon:** [00:11:11] Yes and No. I when I first started the site I knew nothing about internet marketing. I didn't know. Like I just kind of jumped in head first started looking at membership plug ins and you know I had just made a WordPress website for my regular cake decorating company, I was like ooh this is fun, I can do this.

[00:11:36] I made the whole thing from scratch and I didn't know anything about the marketing side and I kind of just went with my intuition. I had a really big following on Facebook already which is great and which is super helpful. But now you know I've kind of started to exhaust my Facebook following. I feel like you know I've tapped into that and now I'm starting to do other internet marketing type of things and I'm learning about lead magnets and funnels and all these other things you know.

[00:12:07] And so for me right now the changes are happening in the marketing and how to get people in the door.

**Callie:** [00:12:18] And so what do you think has been the biggest challenge with the membership over that time then. Would you say it is that kind of learning the new marketing or something else.

**Avalon:** [00:12:29] Well the biggest challenge for me in general is the time constraints and the nurturing that the membership site requires. You know there's things I would have done differently if I could change it now. I wouldn't have probably promised as much and blah blah blah we can go into that for hours.

[00:12:48] I think for me its letting go of some of the control because I wear pretty much all the hats you know. I am the marketer I am the website person I'm the graphic designer I'm the creative I'm the person that comes up with all the tutorials. And there's just so many things to do and I think my biggest challenge is actually letting go and maybe hiring some people in to help with that. But yeah just being able to find that life business balance. That's my biggest challenge. Be able to find the time and I love my job that's the that's the problem too is like I want to be doing it. But yeah I'm sure you know the life.

**Callie:** [00:13:35] I think that's the perennial membership owners challenge I think, where you kind of, at least initially in the first you know year, two years, you kind of want to be doing all the things yourself and then...

**Avalon:** [00:13:47] Yes.

**Callie:** [00:13:47] And then it gets harder to let go of all the things because you've been doing them all so it's kind of you, reach that point where you know you need to be handing stuff off, but there's a little bit of a gap before you kind of actually start doing it.

**Avalon:** [00:14:01] Absolutely. There's that like I could just do it. Let me just do it. Instead of trying to explain it to you, I'm just going to do it. And then four days later like oh my god. All my time is gone.

**Callie:** [00:14:12] I have to recommend it. We've got a team now and I am a control freak so I thought I would struggle with it, but it's actually been awesome. And now I'm like give away all the things, you can do it. Yeah.

**Avalon:** [00:14:26] I actually have a VA now so that's been lovely. But you know there's all that time that goes into training so there's like that transition period. And so the time is still not there.

**Callie:** [00:14:39] Yeah it'll come. So if that's the challenge. What's been the highlight or your favorite thing about the membership.

**Avalon:** [00:14:49] My highlight has definitely been the members creating the tutorials, recreating the tutorials and being excited and thrilled in showing me their work because that is the most fulfilling part. Knowing that I'm doing my job right and that they're able to take what I showed them and actually recreate it. Like that and they're super excited about it and happy about it and they're sharing it and they love it and that's just like the most fulfilling thing for me with the type of membership site I have.

**Callie:** [00:15:22] I mean that's what you're doing it for at the end of the day, for helping people to get results so seeing that is a pretty awesome feeling.

**Avalon:** [00:15:29] It is it's amazing. The recurring income is great too. Love that.

**Callie:** [00:15:36] Yeah that is, I was going to say a bonus, but it's pretty much the reason most of us start doing it in the first place.

**Avalon:** [00:15:41] Truth.

**Callie:** [00:15:45] OK so let's shift gears a little bit now and talk about what you're doing to actually grow Avalon Cake School. In terms of getting people through the door and bringing in new members what's something that's worked really well for you.

**Avalon:** [00:15:58] Because of my membership or my avatar or whatever you want to call it,

my client is on Facebook that's where most of my people are.

[00:16:12] Creating trailers of our video tutorials and creating hype around the tutorials themselves have worked really well for us. You know Facebook changes its algorithms all the time so things aren't as active as they used to be when I first started doing this. So I'm starting to you know go into actually paid advertising with Facebook and that's been really great.

[00:16:38] I'm starting to go into the lead magnet and funnel realm which is fun but that's actually been doing really well too. So for me right now it would be advertising on social media and just getting them to visually see what the tutorial is all about and for my people that's what they need to do they need to see what they're going to get. And then offering a little bit of the free tutorials through the lead magnets and, because right now we have just some free stuff out there that they can grab which is a video that is taken from a lesson that's already in the school so that you can kind of see the quality they're going to get. And all of that before they sign up and that's usually the thing that pushes them through the door.

**Callie:** [00:17:30] Yeah I love it when you can actually give members a taste of what they're going to have really because it really helps too especially in such a visual market as yours, it really helps people to actually see what they're getting.

**Avalon:** [00:17:40] Yes it's been amazing watching that convert so quickly. I didn't think it was going to convert as quickly as it did and it really has. So it's been rewarding.

**Callie:** [00:17:51] I remember as well I think it might have been earlier this year or end of last year you did a, you had a guest tutor and you did like an Adele parody video which was absolutely genius.

**Avalon:** [00:18:01] Thank you. Yeah we like to, Zach, he you know he's into films. So we want to have fun every once in a while so we do some fun little improv type introductions every time we have a guest instructor. So we'll just do some skits and just kind of wing it. And but with her we really planned it out obviously it was like Hello from the other side Adele remix. It was super fun and she every time she sees a new student they come up to her and they they start singing it to her. So she is she's super thrilled at that. It was a lot of fun.

**Callie:** [00:18:45] Yeah I thought I thought that was absolutely genius.

**Avalon:** [00:18:48] Thank you, it was good stuff.

**Callie:** [00:18:52] OK so once someone actually joins your site what do you do to keep them coming back for more month after month.

**Avalon:** [00:19:01] I mean I think our tutorials you know. We always try to bring something new and innovative to the membership with the tutorial themselves. But we have created a

few different things that I thought, or that I think that really helped. So we have something called download points as you know Callie. Basically our members get a certain amount of points every 30 days of membership and they can take these points and they can use them to purchase, to purchase these tutorials to keep forever.

[00:19:37] So even if they cancel they get to keep these tutorials. So the benefit of that I think is that they get to see these points stack up and it also takes that feeling of risk away. So you know that risk of like I'm just throwing my money away because not really you're actually just throwing it back into purchasing a tutorial. And since all of this is digital for me it's not really a big loss or anything. But usually they end up staying for a long time because they realize that they're just getting a lot of value for their money anyway.

**Callie:** [00:20:12] Yep I think the download point system for the kind of site you've got where you can, you can have those tutorials to download is a great idea. And did you actually have that from the start of the membership or did you add that in later.

**Avalon:** [00:20:24] I didn't. So one of my competitors actually gives her students the tutorial every month on one of her tiers. So one of her tiers you get the tutorial of that month. And I had some students that were messaging me saying well what do we get because it's such a small community so it's small but it's big you know. But it's a small world kind of community. And like I just feel like I'm kind of throwing away my money and which they aren't. But that's what some of them said and I was like OK well how do I combat this. How do I give them some kind of value where they can't argue that anymore.

[00:21:07] And so that's when I came up with the whole point system. I wanted to be able to have something similar but different so they can get whatever they want, they're not just going to get the tutorial that I'm putting out that month. They get to choose and they get to earn the points.

[00:21:25] Oh and they can also earn points in different ways so they can earn points from sharing something on Pinterest, they can earn points from sharing something on Facebook. So it's also helping me move along sharing you know so I'm getting people to see more advertisements through just members sharing stuff.

**Callie:** [00:21:45] I love that you took something a competitor was doing and which was challenging kind of your members perception and turned that into something that not only helped retention and gamify's the site and helps with your marketing stuff. You know that's such a clever thing to do and a lot of people kind of I don't think would have quite looked at things that way.

**Avalon:** [00:22:04] Thank you. I was like I got to go do something about this.

**Callie:** [00:22:10] I think it's a great example of what you can do to combat that kind of thing with a site like this. So yeah. Awesome work.

**Callie:** [00:22:21] OK so let's talk about life as a membership site owner now. So what does a typical day look like for you. Now you're running the membership, it's a full time business for you isn't it.

**Avalon:** [00:22:32] Yes definitely. For me it's wake up at 8:00 o'clock in the, well no 7:00 in the morning, get my coffee come down and get on the computer. I never thought I would be on the computer as much as I am. I think I always thought that this is going to be like freedom you know. But of course I make, I do this to myself obviously. But I get on the computer I start checking e-mail. I get in the member group and see how everyone's doing, see if there's any questions and then I'll start going through my tasks that I need to do. So usually that's me either brainstorming on the next to tutorial or brainstorming on how to make the site better and convert better, figuring out marketing things and just trying to figure out how to keep the needle moving.

[00:23:31] So it's constant, it's constant. And for me right now it is pretty much seven days a week 24/7 Not 24/7. But it feels like it you know, hopefully that will change. I would like to get weekends back that's something I look forward to. Just trying to get some funnels going you know or something. I'm not sure yet.

**Callie:** [00:23:55] Get some processes in place and get your weekends back.

**Avalon:** [00:23:59] Exactly.

**Callie:** [00:24:00] With your content so you mentioned your tutorials so do you create those in advance or do you kind of do them monthly as you go.

**Avalon:** [00:24:08] We do them monthly as we go. There's so much research and development that goes into every tutorial and partly that's because I'm stubborn and I just really want to always be trying to be innovative and different. Whereas sometimes I'm sure I could just make something that I know and I've done a million times before. I'm stubborn and I try to you know I'm just I want to be creative so it takes about twice the time to research and develop what we're going to do. And then it takes about a day to film.

[00:24:43] So right now we are pretty much filming the same month that we are putting out the tutorial and I would, that's one of my biggest goals is it's one of our biggest goals is to try to get that on a system try to get stuff done more ahead of time and try to get that in check because that is definitely the most time consuming thing for us.

**Callie:** [00:25:06] And you obviously kind of had a process in place because you were creating the tutorials before you had the membership. So did you find that you needed to kind of change anything on the content front or was that kind of already in place and you built the membership around that.

**Avalon:** [00:25:20] Yeah it was kind of already in place. We built the membership around that. I think it was really nice when we did switch over from BuddyPress to the Facebook group because then I realized I could do some live stuff which of course you know takes away that whole aspect of editing which can be so time consuming. So that has been really nice. And we've been having a lot of guest, sorry we've had a lot of guest tutors come in and do pictorials and stuff like that which has taken a little bit of pressure off of me. So that's been great.

[00:25:55] But yeah, it's pretty much the same just go go go.

**Callie:** [00:26:01] Content treadmill.

**Avalon:** [00:26:03] Yes exactly. Yeah we're on the wheel.

**Callie:** [00:26:08] So overall then what impact would you say having a membership site has had on your life and your business.

**Avalon:** [00:26:18] It has had an amazing impact on my life and my business. I mean we're set financially, we're very happy financially.

[00:26:27] We have freedom even though we don't always allow it to ourselves we have freedom. We could take a week off whenever we want really.

[00:26:38] And there's just a huge amount of pride in having something like this for myself.

[00:26:45] And you know there's a huge amount of pride in having your own business and not putting all your time and effort into someone else's dream putting it into your own dream. And that's then just huge stress is just this is our baby. I don't have any kids or anything this is my baby. And it's been the best decision I've ever made. I'm extremely happy with it.

**Callie:** [00:27:09] That's great to hear. It's always good when the decision to go all in works for the best.

**Avalon:** [00:27:16] Yes!

**Callie:** [00:27:19] So if you went back to the beginning then and you did kind of touch on this a little bit earlier but if you could reset and start again what's the one thing if anything that you would do differently.

**Avalon:** [00:27:32] The one thing

**Callie:** [00:27:34] You can have more than one if you want.

**Avalon:** [00:27:37] Well I would have used I would have honestly, I would have started like... okay so I wish you guys were around obviously when I had started because like you said you started a month before I did.

[00:27:49] But if you guys were around and I had found you it would have been so much easier. Just because you know researching all the different membership plugins and figuring out what's going to work the best and getting all these different biased opinions from different affiliates. And you know you don't know what believe in. So I would have probably changed the membership plugin that I use just to be a little bit more friendly to my needs accommodating to my needs and then I definitely wouldn't have offered two tiers of membership. So I offer a classic membership and I also offer a premium membership.

[00:28:28] So I had just made it too complicated. So I really just wish I would have had the one membership and that was just it. But I think that's the number one thing I would have changed. Because it's kind of been a pain.

**Callie:** [00:28:43] So what's actually the difference between the classic and the premium.

**Avalon:** [00:28:47] So the classic membership is it's even hard to explain. That's not a good thing. The classic membership includes all classic tutorials. So these are more basic tutorials. We usually put out two of these a month. The premium membership, and it has some other tools and stuff right so we have the cake calculator and stuff like that. The premium membership you get a premium tutorial along with everything in the classic. So we do a premium tutorial every other month and that's usually like a really big impressive cake. So something that you really you know get excited about. And then you get some access to some extra tools and you get more download points and stuff like that.

[00:29:38] So it's it would have been much easier just to put it all together and do it that way instead of you know now I have this obligation to do a premium every other month. And it's confusing for people too. So but I don't know at this point how I could ever change that. So I'm kind of stuck with it.

**Callie:** [00:30:00] Out of interest. How does the kind of the sign-up rates between the two are they fairly equal or do you find the classic's more predominant.

**Avalon:** [00:30:08] Actually the premium is more predominant. Yeah. We've got about 70 percent on premium. And I think it's because you know the tutorial that they end up seeing and liking happens to be under the premium tier so that they need to get it.

[00:30:22] But they are happy to pay it's only \$10 more a month. And I think yeah.

[00:30:28] So we've got about 30 percent under Classic.

**Callie:** [00:30:31] Yeah I mean if most people are going for the higher tier that's awesome.

**Avalon:** [00:30:36] It works, it just would have been way easier to do it the other way.

**Callie:** [00:30:40] And this is a completely unrelated question but it's something I always want to ask. Do you actually end up eating the cakes because they always look too nice to actually eat. It's like art I wouldn't want to ruin it.

**Avalon:** [00:30:55] I never eat my cakes ever. So the reason why besides you know the fact that I'm gluten free now is that it's basically sitting there for like a week after the entire process so you know we take three days to make it and then it sits there because I don't have time to take pictures of it. Like I literally have a cake in there and it's been there sitting in there for like a month. It's gross it's probably mouldy on the inside.

[00:31:28] But you know you just need to finish all of the promo stuff so yeah no I don't eat it.

**Callie:** [00:31:34] It always just looks too nice. I wouldn't want to ruin it.

**Avalon:** [00:31:38] We just throw it away instead. Really sad.

**Callie:** [00:31:43] So what does the future hold then, what's next for you and the school.

**Avalon:** [00:31:49] I think what's next is that life balance. I mean that's my goal. So that's always been my goal is to have some time for ourselves and to be able to dive into some other things that we enjoy doing so for us it's just getting systems and everything else worked out so that we do have that time and fun.

[00:32:14] But other than that I think we yeah we just want to get smooth sailing you know, that's our goal.

**Callie:** [00:32:22] Awesome yeah. I'm really looking forward to seeing how you kind of continue to grow and evolve. I think you know two years in it's going strong so the future's going to be even more awesome. And yeah getting that kind of that extra time back. So you can enjoy your enjoy your spoils essentially.

**Avalon:** [00:32:42] Yes got to enjoy the life you've only got one of them.

**Callie:** [00:32:45] Definitely. OK. So before we go then if anyone wants to find out more about you or look at some cake porn, where can they actually connect with you.

**Avalon:** [00:32:56] AvalonCakesSchool.com. Or you can get on our Facebook site. Our Facebook page sorry. Which is just Facebook.com/avaloncakes.

**Callie:** [00:33:08] Awesome. I'll make sure those links are underneath the shownotes as well. So it has been great. Thank you. I think the last question I wanted to ask was just if somebody

was thinking of starting a membership site. What's your one piece of advice that you would kind of give to them.

**Avalon:** [00:33:24] I'm going to shamelessly plug for you guys. It's really the truth. Like I would have just joined the academy and learned how to do it the right way. That's my advice.

**Callie:** [00:33:37] Well thank you, the cheques in the post on that one.

**Avalon:** [00:33:41] Do you have an affiliate program. Yes you do. I'm not one.

**Callie:** [00:33:46] Well that was awesome. Thanks so much for your time Avalon and it's been great to have you on the show and hear a bit more about your journey and all the things that you're working on. so thank you so much for sharing that with us.

**Avalon:** [00:33:56] Thank you for having me. I really appreciate it.

**Callie:** [00:34:03] Thanks for listening to the behind the membership podcast. Thanks once again to Avalon Yarnes for joining me on today's show and telling us all about her membership journey. You can find more about Avalon at Avalon's cake school dot com. And you can also find that link or any of those mentioned in the show over at [themembershipguys.com/BTM3](http://themembershipguys.com/BTM3). I'd love to hear your thoughts on this episode and any tips that you're going to implement. So please do let me know over in our free Facebook group at [talk membership's dot com](http://talkmembership's dot com). 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.

