

SEASON ONE - EPISODE FIVE

BEHIND *the* MEMBERSHIP

JULIE CHRISTIE
TOGSINBUSINESS.COM



Callie: Welcome to episode five of Behind the Membership. In this episode, I'm talking with Julie Christie from Togs in Business. Whilst Julie's membership is less than a year old, one of the things that she shares in this interview is actually how, over the last few months, she's been able to really narrow down who her ideal member is.

One of the things that she's actually done in order to ensure she gets the ideal member is put some extra barriers to entry in place to ensure that she only gets action takers into her membership. I love the ideas Julie has here and I love her vision for her membership site. There's a lot of great stuff here, so let's get started.

Mike: Welcome to Behind the Membership with Callie Willows, real people, real stories, real memberships.

Callie: Today I'm joined by Julie Christie from Tea Break Tog and Togs in Business. Thanks so much for joining me on the show today, Julie.

Julie: Thanks for asking me! It's good to be here.

Callie: Awesome to have you here, it's great to have some more of the UK contingent representing.

Julie: Absolutely.

Callie: Your membership site is Togs in Business...

Julie: Yep.

Callie: Can you tell us, to start off with, just a little bit about the membership, what it offers, who it's for?

Julie: Sure, so it's the Togs in Business membership. It's for professional photographers, whether they're portrait photographers, whether they're wedding photographers, headshot photographers. It's really focused on helping them to become better business people rather than better photographers because there's lots and lots of content out there to help them with that.

This is really about the business, about the marketing, and to help them succeed in a saturated industry. It's for professional photographers who are ready to take action.

Callie: Awesome, yeah. I love that you're focusing on that business side of it because as you said, the actual photography side, there's so much out there, but it's very different being a photographer and running a successful business.

Julie: That's it. I think a lot of people now, and I was the same, with you start a photography business almost over night because it's quite accessible now. You think, "I'm a decent photographer. Therefore, I can have a business," but there's so many amazing, awesome photographers who can't make any money from their photography.

I think it's really important that you understand that it's 80 percent business and marketing and it's 20 percent photography, so I'm always saying to photographers, "If you're not interested in the business and the marketing, then keep a hobby. Just keep it as a hobby because you will very quickly hate photography if you don't do that."

Callie: Yeah, it's the fastest way to fall out of love with it.

Julie: Definitely.

Callie: Was your background in business before you did photography, or did the business side of things come from running your own photography business?

Julie: Yeah, I was the worst business person possibly in the world. I was a teacher before I was a photographer and I fell into photography because I was desperate basically. We moved home, we moved across the country, and I didn't have a job. We couldn't lose my income at that point at all, so I thought, "What can I do until I get another job in this new location?"

I picked up my camera and started a photography business, so the business side of things came ... It was a very steep learning curve for me, but when I started to realise that I had to sink my teeth into business and marketing education, I became completely obsessed with it. Very quickly, that obsession took over my photography obsession. I became so engrossed in how to market my business well, how to reach more of the right people, and the more I learned and the more I implemented, the more obsessed I became.

It's the right thing for me, I think, to be teaching that instead of photography.

Callie: Yeah. That's interesting because the exact same thing happened to me when I first started doing membership sites. It was my own membership site for my health business, but I quickly found I liked the business side of the membership site more than the health side.

Julie: Yeah.

Callie: It's interesting how you kind of fall into the things that suit you the best, I think.

Julie: It's good to love it because it is 80 percent of what you do, so I would hate to hate it. That would be quite a miserable existence, I think.

Callie: Definitely. What gave you the idea to kind of take those skills and turn them into the membership for other photographers?

Julie: I initially was ... Going back maybe two to three years ago, I had the idea to sell courses. I thought I would sell courses to beginner photographers, intermediate photographers. I didn't feel confident enough to sell photography courses to anyone above that level because I just didn't feel I was good enough. I was focusing on this beginner photography market and I was creating lighting courses for them and it was all about photography.

I was in this continuous launch mode. I was still running my photography business and I was trying to launch these photography courses. They were quite low price point as well, so they were like 50 dollars, 67 dollars, that kind of price. It actually did go quite well. I sold a lot of them, but what I was finding was I was exhausted with the thought of creating another course and launching it all over again.

I kept thinking, after the initial buzz and the initial high wore off, I thought, "I can't do this forever. I can't just keep creating this content and launching it. I feel like a salesperson all the time." It was kind of killing my soul actually and

I kept thinking, "I'm not charging enough for this to work." I was having to reach far too many people to make it work. Then even then, it was a one-time purchase. I was only getting like 67 dollars from this person and the more I started to understand the online business industry, I realised that I was getting it all wrong. I had started all wrong.

I am part of a Mastermind group with some really great business people and I was at one of my monthly Mastermind meetings and it was one of them who said to me, "Julie, why on earth are you faffing around selling photography courses? You have a great business. You know all about that. Why do you not have a membership?" It was just like someone had mentioned it to me before and I'd said, "I don't think I could cope with that commitment," and it was only this time when my friend said this to me that I just thought, "Actually, I could have a membership. I could do this," and by the end of that meeting, they'd all convinced me to start my membership. That was in September and I launched in November.

Callie: Wow, so it was a really quick turnaround time there then.

Julie: It was, well thanks to the Member Site Academy because I literally just came home that night and I immediately joined Member Site Academy because I knew I wanted to do this quickly, so I didn't want to make all those mistakes. I just wanted to learn from people who'd done it before and who'd made all the mistakes so that I could just fast-track it a little bit. That's the only reason I was able to launch so quickly.

Callie: Awesome, and so with the membership then, so you're about seven, eight months through now?

Julie: Yeah, six months in.

Callie: So has anything surprised you about being a membership site owner so far?

Julie: Yes. I think the biggest surprise is just quite how much time it is taking from me. I did actually worry about the commitment and it is a big commitment, but it's not just that. It's also taken over my head space as well, so even when I'm not working on it, I am obsessing over it and thinking about it, dreaming about it all the time.

I think that's been the biggest surprise so far.

Callie: With the time there, have you got a community as part of the membership as well, or is it mainly the courses?

Julie: Yes, we have a community. We started with a forum. We use IP Board like yourselves. What we very quickly realised was that our photographers, our members are living on Facebook. Photographers, it's very much a ... Facebook is photographers' dream. It's where we find our clients, especially portrait photographers. They are living there on Facebook and when we started, we decided to play around with a Facebook group and we opened that just for chat only. That was supposed to be where our members could hang out because what we found was they were going into the forum to ask a question, but they weren't hanging out there. They weren't getting to know each other there. They were just not doing that, and only a very select few were using it properly.

We thought, "We need a way for our members to get to know each other and bond," so we started the Facebook group. That initially was meant to be just to chill out, hang out, share wins, get to know each other, but actually we still have the forum. It's a ghost town. They're doing everything in the Facebook group.

To start with, we were trying to police it and say, "Look, if you don't mind, can you put that request for feedback into the forum?" Sometimes they were doing it, sometimes they weren't, so now we're just quite relaxed about it and I think the Facebook group has taken over.

Callie: Yeah, and I think Mike's obviously very vocal about his hatred of Facebook groups for memberships, whereas I'm a bit more, for a lot of communities especially like yours where people are on Facebook and actually that's where people are going to get that sense of community, then it makes sense to use that as long as the limitations of a Facebook group aren't going to affect a community, which it doesn't sound like they are in your case.

Julie: Not that the moment. I mean still, if someone asks for feedback, we're still only giving that in the forum. If they're asking for something, if they're asking for a particular piece of advice that we would like to archive for others in the future, then we ask them to put it in the forum. I've been known sometimes to even just copy the question and put it into the forum and answer it there and then link back.

Really, I've kind of relaxed about it as long as I'm archiving the stuff that I think is really important that I don't want to repeat over and over and over, then that is kind of working for us at the moment.

Callie: Yeah, that sounds like a good system if you've got that archive there as well of all the really good stuff.

Julie: Yeah.

Callie: Aside from the time then, what's been your biggest challenge, do you think?

Julie: My biggest challenge has been identifying my ideal member. I know it's still quite early days, but I did torture myself over this. When we first started, we were targeting any photography business owner and what we found was we got lots of business owners who had been in business for a few years and then we got lots of photography business owners who had just begun or who were just thinking about starting.

I quickly realised we were getting a lot of the wrong people because our membership is very much based on you taking action. You have to take the action. You have to do the courses. You have to do the learning or you're not going to achieve anything. You're not going to get any results. We were getting a lot of people who were jumping in and they didn't have any time to do any of the learning. This was really frustrating for me, so they were asking questions in the forum sometimes or the Facebook group and I would say to them, "Do you know we have a course on this?" They would say, "If only I had the time," and I was just like, "What?"

I honestly couldn't wait to get rid of them, and not because they weren't nice people. They were lovely people and they were great fun to have around in the Facebook group, but I don't get any satisfaction from someone who joins the group and doesn't have any time to do any of the learning because I know they're not going to see any results from the membership. I need people to have results.

That was my biggest challenge. We actually closed down the membership to new members for a couple of months at least to really evaluate who was in there, who was logging in, who was actually doing stuff. Really, it doesn't mean that it was the people who had had their business for years. It was the people who had some time and who had reached a point where they needed this to work and they wanted it so much.

We then changed all of our messaging. We redid our landing page to really target people who were ready. We were very honest about the fact that it was not right for everyone. We have a section on our sales page which says that you are the right fit if you are this person because we want to weed out those people who are not ready because they are not good for us. They were joining. They were maybe logging in once and then they would leave two months later, having consumed no content. That was, I can't tell you how frustrating that was for me. I tortured myself, so that has been the big challenge is really identifying our ideal member and ... getting the messaging right so that she, because she is kind of a she, so that she believes that we are the perfect fit for her because we are.

That's still ongoing. I mean, I know for a fact I'll have to just keep evolving that sales page and that messaging so that these people can identify us as the right people for them.

Callie: I love the fact that you've actually taken the time to do that though because a lot of people would just go, "If they're joining anyway, it's up to them whether they use it or not," and things, but the fact that you really want people that are going to actually use the content and not just sign up and think it's all going to magically happen.

Julie: Yeah. It was hard because obviously financially, you want as many members as possible. That is hard because right now, we only have ... I think we're at 130 active members at the moment. It's not enough to have this as my full-time gig with a staff member, but I had to then just play that long game. I just couldn't cope with the low quality of members.

I think especially in the community as well because you can tell. If lots of people are jumping into the community and asking questions without doing any of the work or they're saying, "Oh." They're maybe having a moan all the time about how difficult it is to find the time, it's demoralising for everyone else. You want people who are like-minded and who are action takers so that everyone's got everyone else's back and you're moving forward together.

It's definitely now a quality over quantity journey, which I'm not going to pretend is easy.

Callie: I think once you get the results from that quality and you have those members talking about it and things like that, then the quantity comes along on its own anyway.

Julie: Yeah, that tipping point, I'm waiting for that tipping point, Callie. I believe it's going to come, I do. I know it's early days. It's just sometimes you have those days where you think, "I really need more members, so maybe I should do this frantic marketing campaign," but then I do remember the vision and I have the vision on display. I'm constantly reminding myself of that so that during those low days where the motivation is low, you just refer to it and then fire yourself up again.

Callie: Yeah, keep on course.

Julie: Yes.

Callie: Yeah, so is the membership site, you mentioned that you closed it for awhile, is that open all the time now, or are you opening and closing?

Julie: It's open all the time, but it is by application only now.

Callie: What's the application process? Is that so that you can make sure that they're a fit?

Julie: Yes. This was all part of finding our ideal member. What I've decided, and again I'm trying it so it might be that I change it again, but I decided that I would prefer to have members who are not put off by a small obstacle. I have got this hugely long sales page and that's still up because I want people who are willing to go and read through that whole thing and really watch the videos. I think if they've taken the time to read that, then they're really interested and they're ready.

If they then take the time to fill out the application form, then that's another sign that they are really ready to take action. I think those who are maybe put off by that or who put it aside for another time, they're probably not the right member for us. It's actually putting an obstacle in the way, but it's on purpose. Also, when they fill that in, there's questions in there that help me understand if they're going to be a good fit.

For example, someone got in touch just yesterday and I said no to them in a very nice way, but they had very little time to dedicate. One of the questions is, "How much time do you have to dedicate to your business?" They had next to none, but also they were interested in a type of photography business that is not really my area of expertise, so we will say no to people.

Callie: I think that kind of integrity works really well for you as well though, and especially people that you turn away because maybe they haven't got enough time and things. They'll remember that and come back when actually they are in a position to put that time in.

Julie: Yeah, absolutely because that's what we will always say is, "If ever your circumstances do change and you have more time or you feel more ready, then we're here for you." At least they're on my email list.

Callie: Yeah, so if that's kind of been a little bit about the challenges you've had, what's been your favourite part or your highlight of the membership so far?

Julie: Without a doubt, the forming relationships with our members. I don't think I could do this without a community. The community is everything to me. That's my favourite part is watching the members themselves form relationships and bonds, becoming actual friends, not face to face friends, but real virtual, online friends who can't wait to meet up with each other, seeing their wins inside the community, really being able to help them with their challenges and their problems. I don't think I could have a membership

site that was just content only with no community. That is my standout favourite part.

Callie: Yeah, I love the community aspect as well and I think with what you were saying before about those days when you've kind of got that little doubt or that, "It needs to be going quicker," I think the community is one of the best ways to pull yourself out of that and to see all these people are connecting because of this and getting results and things like that. It's a great thing, the community, for both you and your members I think.

Julie: Definitely. It's wonderful actually. It's a real pick-me-up. Sometimes it's a bit overwhelming. You maybe log in and you think, "Oh my God, I'm going to be here for two hours answering stuff," but you feel great afterwards. You feel really on top of the world. I love that.

Callie: Awesome. Let's shift gears a bit now and talk about what you're doing to actually grow the membership. You mentioned the application process and that you've kind of niched down who you're looking for, but what's one thing that's working really well for you in terms of getting people actually to the membership in the first place?

Julie: We're pretty much solely focused on content marketing to raise awareness of the membership, but out of all the content, I really need to work on this a little bit better. I need to understand what's bringing in the most members in terms of YouTube and the blog, et cetera. What I do know for a fact is that the most members have come in via webinars, since the initial launch that is.

The initial launch was via email, but since then the most members have come in via my webinars. I was doing webinars before I had a membership site, so I kind of cut my teeth already on photography webinars. I've shifted to photography business webinars using Easy Webinar. I just love webinars. I think that's just such an amazing way to give your potential members a taste of what your education is like. A YouTube video is five minutes. A Facebook group is little interactions here and there and a webinar is like an hour with you, where you can give them something really valuable to take away. If they love it and they get something from that, then why would they not look into your membership?

Our webinars have been our biggest winners so far. I don't think I'll ever stop doing webinars.

Callie: Awesome, so are these live webinars that you're doing?

Julie: I do them live and then I shove them into an automated process. I always do them live first to get an idea of the questions that come in and just to get

that live response to them so that I can then make some tweaks and then they're automated after that using Easy Webinar.

Callie: Cool, so are you running them on a monthly kind of basis, or have you just using the automated ones on a general, ongoing basis?

Julie: We're on our second webinar, so our first one lasted a couple of months until it started to fatigue a little bit. We've just launched our second one, so it just runs in the background basically on its own after the initial live one. It just runs on its own, but I think what I'd like to do is have four webinars that just rotate. Maybe I'll do three months of one and then move to the next one and the next one, and then it just starts again because you're always going to reach a new audience with it, aren't you?

Callie: Yeah, and I think you have the people that say, if you're putting the same content out, then it kind of loses effect, but if you're doing it with breaks into it, you'll get people the next time round that never saw it the first time and things.

Julie: Definitely.

Callie: Cool, so I like that because a lot of people say that webinars aren't really effective anymore, but I think it completely depends on your audience.

Julie: Yeah. I think people are definitely becoming a bit ... What's that word? Jaded with webinars. I think especially in the states where they've been subjected to the whole webinar thing for a lot longer than us -

Callie: The high-pitch webinars as well.

Julie: Yeah, and because of my new focus, my new ideal member, this webinars going forward have very little sales in them because I'm not trying to snag everyone and anyone. I really want that right person, so there's no offer. There's no time limit or countdown. It's just value and then at the end, "By the way, we have a membership. It's by application only. If you've watched until the end of this webinar, then you're probably a really good fit for this membership," so we invite people to apply, but there's not this big sales pitch, which I used to do with my old webinars.

Callie: Cool. I like that. Once somebody's in the membership then, what do you do to keep them coming back for more? I noticed one thing on your website was, what you kind of do an initial success month with people, which I love the idea of. That's quite unique I think in the marketplace.

Julie: Yeah. This was another issue that I was getting frustrated with, was there were two courses in the membership that I felt were vital for everyone to do, but what was happening was members were joining and just picking the course that they wanted to do. They would maybe jump right into the marketing course or they would jump right into the website course, but there were these two courses which were all about setting you up for success, thinking about your vision and recording it, really nailing down your ideal client, all that kind of stuff, which I think you can't not do that stuff and jump into a website course. You need to know where you're going and you need to have this really solid business foundation.

What we did was we refined the messaging and said that if you want to join, you have to commit to success month, which is 12 lessons over your first month as a member. We tell them how long it's going to take. It's probably going to take about 18 hours of your time in one month and if you can't commit to 18 hours in one month, this membership is not for you so please don't join.

When they join, what I have to figure out is how I can really encourage them to actually complete it. I asked Mike that inside the forum actually and he gave me some really good ideas about a landing page that new members can be taken to for a certain amount of time.

Callie: Yeah.

Julie: I'm going to set that up, but right now it's really via email. I'm emailing them saying, "How are you getting on with success month?" Yeah, success month is vital and I had to introduce that or I was going to just get more and more frustrated because people were asking questions and I kept saying, "You kind of really need to go back and do that course," so now it's almost compulsory. I can't actually sit with them and make them do it, but I'm going to try my best.

Callie: Yeah, and I think if you're putting everything in their path to start them on the right track, if they still ignore that and want to go off and do the shiny instead, then there's only so much you can do. You're kind of putting that in place as a, "This is what's going to put you on the right track. If you do this first, that's going to increase your success."

Julie: Yeah, and if they do that, if they actually do spend their first month doing that, then they're going to have lots of success with the other courses and they're going to be very likely to stick around because they will have had so many light bulb moments during that first month. It's a retention thing too.

Callie: Yeah, and are you finding that it is helping with retention?

Julie: It's quite early days with success month, so I couldn't say yet. I hope so. I'll let you know.

Callie: It sounds like, because I think with all the pre-framing that you do beforehand and you tell them how much time it's going to take and things so it's not like joining the site and then, "Surprise! We want you to do all of this." You're kind of framing it very well, I think.

Julie: Yeah.

Callie: Yeah.

Julie: I think if they don't do it, if they don't do success month in that first month, they're probably not going to stay around. If they don't have 18 hours to commit in one month to the success of their business, they're probably not the right fit for the membership because that's what it takes, you know?

Callie: Yeah.

Julie: That's what it takes.

Callie: Cool, so let's talk about life as a membership site owner now. What does a typical day look like for you now you've got the membership?

Julie: A typical day is sitting in front of my computer. I've never created so much content in my life. It's content, content, content all the time. I'm willing to spend all this time creating content at the moment because I know that it's going to ease off in the future. Right now, I'm trying to get as many great courses in there as possible so that I have something to refer members to for almost every question they have. That's my aim and I'm a long way away from that, but also I want to get to a point where I can collaborate with others and they can help me to create the content, which I'm not at that stage yet.

It's in the mornings. I wake up really early and I do as much content creation as I possibly can in the morning because my willpower for content in the afternoon is zero. I just can't sit down and write stuff in the afternoon. In the morning, I'll spend like a week doing course content. The next week, I'll do free content. I'll do all my YouTube video scripts, podcasts, maybe work on a webinar. Then the next week might be live event preparation and quick win tutorials, and then the week after that might be lead magnets webinar content, all that kind of stuff.

Then in the afternoons, it's basically recording, jumping into the community, Facebook lives, doing some education myself, some learning and education

myself, but I'm spending a lot of time in the community. I'm jumping in there two or three times a day to engage.

Callie: Awesome, and do you have a team helping you or is it just you?

Julie: I have my amazing, she used to be my studio manager in my photography business, Fiona. She's now, you could call her the community manager I suppose. She does everything that would get in the way of me creating content. You know all the stuff.

Callie: Yeah.

Julie: Putting it all on the website, she does all of that. I create it and she then takes care of getting it online, which you know what it's like. It can take ages.

Callie: Yeah.

Julie: By the time you've got, if you've got YouTube stuff to go up onto YouTube and onto the blog and Facebook lives to be repurposed and put on YouTube and onto the blog and all the stuff from the membership, the actual paid content, has to go into the membership along with text and your SEO and your graphics. I can't believe how long all that stuff takes, so Fiona does all of that stuff, but she also looks after our members.

She doesn't so much give them photography business advice. I kind of do all that stuff, but she takes care of everything else. If people need just someone to listen to them or any members having any technical problems or anything like that, so she takes care of the email and things like that too.

Callie: Awesome, definitely sounds like a good person to have on board.

Julie: She's amazing, yep.

Callie: I meant to ask actually, do you do any live calls or anything as part of the membership?

Julie: Yeah, so we do two a month. One, quite like yourself, in fact just like yourself. I basically stole all your ideas. We do a live Mastermind call, so we'll take maybe three or four questions around one subject. We kind of narrowed it down. We used to do just open Q and A, but we found if we give it a subject, we were getting better questions. We narrow it down to a subject each month. We take maybe three or four questions and we dive deep into those questions.

Sometimes we maybe just focus on two and we do a hot seat situation with one of the members. I love those calls. Then we do a live training event as well, but so far they've mainly been with an expert outside of the membership, so someone who maybe has a link to the industry, who has some kind of ... There's a benefit of them reaching a new audience. They've been great too.

Callie: Awesome, so okay, the Togs in Business is still quite young so this might not be too difficult or might be quite difficult, depending on how you look at it, but if you were going back to the beginning when you first launched in November, if you could start again, what's one thing you would do differently?

Julie: Nothing.

Callie: That's actually really nice to hear!

Julie: I wouldn't do anything differently. I've made loads of mistakes, but I simply would not be here, knowing my ideal client so well, knowing where I want to go if I hadn't made those mistakes. Yeah, I've reached a point with my business where I no longer worry about making mistakes and I want to make them because I just leap forward every single time, whereas if you'd asked me two years ago, I used to hate myself for every mistake I made, but now I'm just willing to make them because it just gets you so much further. I really wouldn't change anything at all.

Callie: I love that and I agree with you. I think often you learn the most from your mistakes and it kind of maybe shows you what you should be doing instead, more so than just doing everything right initially. What does the future hold then? What's next for you in the membership? What would you like the next 12 months to kind of look like?

Julie: I would love to have 600 members. That would be amazing, but the future, the big vision is to have the right members. It's definitely my absolute focus right now is the quality of the members, collecting as many of their stories as possible, the ones who are active and doing the work, and really just reaching that tipping point where we are unmissable in the industry, but keeping that integrity so I just want to keep that vision of the right members doing the right work, taking the right action. I don't want to take money from anyone who is not going to get anything from this membership, so keeping that integrity, focusing on quality, not quantity, but even then, I still have to have a number that I've striving towards.

I was speaking to someone, my friend Chris who you also know, Chris Marr from The Content Marketing Academy and I'm a member of his membership

and he was saying to me, which really resonated, he was saying, "Don't focus on the number of members. Focus on revenue instead. If you have to focus on a figure, focus on revenue instead," and that was actually a bit of a light bulb moment for me because, and he's right about this, is the right members will actually buy more from you. It doesn't have to be quantity of members. It can be what they're buying from you, so like you guys have your extra level of membership, don't you?

Callie: Yeah.

Julie: That's something I need to think about as well, maybe putting a number on the amount of money rather than the number of members.

Callie: Yeah, and is the goal to eventually have this kind of be, I think you mentioned before it's not full-time at the minute, but is the goal for the membership to essentially be the full-time business?

Julie: It is full-time. We have gone all in on it, but it's just not, when I say ... I think what I meant was it's not making us enough money for it to be really viable, though we are full-time. I've still got photography courses that I sell, which is great, but I don't really do anything with them. It's all happening in the background.

Yes, this is the full-time thing. This is the full-time gig, so I think when you do go all in like that, the passion becomes a little bit fierier.

Callie: Yeah.

Julie: I'm kind of motivated by pressure. I know sometimes that can cripple other people, but for me pressure is what I need to take action. I needed to put that pressure on myself, so we've gone all in.

Callie: Yeah, I think going all in kind of gives you more time to play with as well I think in terms of experimenting and trying different things and as you said, being able to do that work on niching down who your perfect member is and things.

Julie: Yeah. I could not have done all of that while still running my other two business, so no. This is the thing that makes me most excited is I've never done anything in my life that I've woken up every day thinking, "I can't wait to try this and I can't wait to do this and I can't wait to make contact with the people I work with," because I think of my members as the people I work with.

I've never been so excited about my work, so it's just....

Callie: That's awesome.

Julie: Go all in on something you love, doesn't it?

Callie: Yeah. I think that's awesome that it's something you love so much as well, definitely. I think just before we go, if anyone's listening and they're like, "I'm a photographer. I would love to see more about this," or even they just want to check out your membership, where can people connect with you?

Julie: They can connect with me via the website, which is just TogsinBusiness.com, so that's a free website with lots of free content there, but the main place they can connect with me is on Facebook. We have a free Facebook community called Togs in Business Mastermind and that would be the best place to find me if they're a professional photographer, they're looking to connect with other like-minded professionals, and they could get a real flavour for everything before they even think about membership.

Callie: Awesome. I'll put the link to the Facebook group in the show notes for this as well.

Julie: Thanks, Callie.

Callie: Make it easy, so that's awesome. It's been great talking with you and hearing a bit more about the membership. I love that you've got so much integrity behind it there and you're so much about the quality and wanting those people that are going to take action. I think that's really great and it's really nice to see because that's something that so many people don't really think about or put things in place for. That's been interesting. I'm really looking forward to seeing your progress. Great things ahead for you, I think.

Julie: Me too, but really all thanks to, and I'm not just saying this, it's very much down to my membership with Member Site Academy and I think if you've got a membership and you want people to join your membership, then you have to be members of other memberships. If you're not willing to be a consumer of membership sites and what better one to join than one that's focused on memberships. It's just been amazing for me. I have to thank you guys as well.

Callie: That's lovely to hear. It's a bit like you. We love seeing our members' results and getting to know you all and your site. Lovely to see you kind of flourish. Thanks so much for your time again, and it's been really great having you on the show. We'll have to get you back in a year or so and see how everything's gone for you.

Julie: Yeah! I'll tell you all about my 600 members.

Callie: Definitely.

Julie: Thanks, Callie. Thanks for having me.

Callie: Thanks so much.

Thanks for listening to today's episode of Behind the Membership and big thank you to Julie Christie for joining me on today's show. It was great to talk to Julie and hear about how her membership is going in its first year.

You can find more about Julie over at TogsinBusiness.com or you can head on over to TheMembershipGuys.com/BTM5 in order to view the show notes and any links mentioned in this episode. I'd also love it if you headed on over to our free Facebook group at TogMemberships.com to let me know what you thought of this episode.

Thanks for listening and I will see you next time!

Mike: If you've enjoyed today's episode of Behind the Membership, we invite you to check out TheMemberSiteAcademy.com. The Member Site Academy is the essential resource for anyone at any stage of starting, growing, and running a membership website. 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 website.

Check it out at MemberSiteAcademy.com.