

SEASON ONE - EPISODE NINE

BEHIND *the* MEMBERSHIP

LISA LEAGUE
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Callie: Welcome to Behind the Membership, Episode 9. In this episode I'm talking with Lisa League from Qpractice and one of the things I'm talking about with Lisa is how she actually retains members when her membership essentially has a finite finishing point. Lisa has some great ideas to share with us as well as providing some really interesting insight into how her membership has evolved over the last few years and how it's evolving still further even today. Without further adieu here's Lisa.

Speaker 2: Welcome to Behind the Membership with Callie Willows, real people, real stories, real memberships.

Callie: Today I'm joined on the show Lisa League from Qpractice. Welcome Lisa and thanks so much for joining me today.

Lisa: Hi Callie thanks for having me.

Callie: It's going to be great to talk to you, you've got a little bit of a different kind of membership site than most people might think about so I'm really excited to dive in and find out a bit more about what you are doing. So that said, your membership site is QPractice. Can you tell us a little bit more about the membership, who it's for, what it offers?

Lisa: Okay, I help interior designers in the United States and Canada pass a professional exam called the NCAIDQ and that's where Q in Qpractice comes from and it's used for licencing and registration. So it's something that is an important step in someone's career to go from junior to senior designer or to even be able to work on certain types of projects. For example, in my state in Florida you must have a licence to do commercial

interior design so it's an important step for that. Passing that exam is part of those requirements. So basically I offer test prep courses and practise tests, and a study group so it's like the paid community that supports the content and the courses, and the practise test.

Callie: You offer the courses as separate courses and then you have the community element as part of them as well as available separately?

Lisa: I offer courses, it's separate courses and I offer a package with all three courses for all three exams, and then depending upon the time of the year, so I have like a month in January and then a month in July, I bundle the community with a special package for that. If there's members that are renewing or I'm keeping them on for some reason they have an opportunity to renew their community membership, but it's only available for a limited time, and with a certain tier of course.

Callie: Okay, great. Obviously if it's based around exam prep the site then you kind of have that finite end to what you're offering.

Lisa: Yep.

Callie: Do you find that that causes issues with having to constantly almost you've got that community element but you've got that more core steel with constantly getting new people in the door or

Lisa: Well just the aspect that you have three courses and for three exams, if you do a good job and somebody else does their part too, and they pass the exams, then you just have built in churn. But I have people that stick around like they're still here from the beginning. Some people need more help than others, then also there's an eligibility aspect to it, not everyone is eligible to take all three exams at once. So there's one exam that people can take when they're out of school if they meet the educational requirements and then the others they have to have a certain amount of work experience. So there's really like a five years period that they have to take and pass all three or they have to start again. It just depends on how someone does with it and how many exams they're taking at once because some people stick around long and some people are in and out in one season. So it's like January through April they could start in January and pass all three in April, and then by end of June we find out they're done. Then we start again in July through October. It really varies depending on the person.

Callie: Awesome. How long has the Qpractice been up and running for now?

Lisa: My first paid courses were in the beginning of 2013. I put up a blog in 2012 like the summer of the exam season in July and then just ran where I had

content maybe one week ahead on a steady schedule and just posted that out to test and see what type of interest there was in it and then to get people on an email list. Those people are the ones that I reached out to to find out what their problems were around preparing for the exam and from that initial feedback is where the course development and everything came from, and then it's been refined as I've gone along. So it was just getting the feedback from those initial people who needed that study plan and a structured schedule, and routine is really a big part of it.

Callie: Cool. It's been four years now then essentially the...

Lisa: Uh-huh.

Callie: Your courses. What actually gave you the idea to create the membership then? Were you an interior decorator yourself initially? It seems like a very specific exam.

Lisa: I am a licenced interior designer and so when I took this exam I just remember the whole process of registering and preparing for it, it was really very stressful. I'd got into this somewhat by accident because I had a friend who had gone through the process and it ultimately took her five times to pass the exams. She had the idea of creating practise problems for people, additional practise problems and had someone else that she was interested in work on it and came to me to help do the website. I said, "Well you couldn't afford me but I would like to participate." I have been doing things for different people, I had built a membership site for a client, and I'd been building other people's businesses and I wanted to do something for myself. Long story short is the other person dropped out before we ever got started and then my partner and I went along and she had this idea that it wouldn't be a whole lot of work, you just put up a site and people buy from, and that's kind of it. It grew into what really people wanted, they didn't want more practise problems but they wanted the support, they didn't understand when the testing organisation, NCIDQ released exam books with solutions and stuff they didn't even understand that. They really needed somebody to teach them and help them understand, so it developed into something completely different than the original idea.

Callie: Cool. When you said it developed into something different from the original idea was that purely from as you said feedback as you got up and running and you got those first few people?

Lisa: Oh yeah. Yeah, before we even had anything for sale it was a lot of conversations with people like this one on one, I'd get on the phone, or on Skype with them and talk to them, and take all of the information and notes, so look at what the common thread is. Then I put together a sale's page for

the first version of Qpractice and didn't even have the course built and said, "This is what we plan to do," sent out an email to all the people that we had gotten on our list and if we sold it I was going to build it, nobody was interested then I didn't really spend any time. We did this in December and then started in January so it was building it as we go.

A lot of what I've done for the past couple of years has also been member generated content and live content. So we've had homework and specific test problems from past exams that we review each season. For one exam they would have seven different drawings and seven different weeks of homework. Then I would take, and select, and grade, and have my team also grade, then we'd review that the follow week. There's a lot of content that wasn't pre-recorded and put together like what you do but more was live and then the recordings of the live basically were edited and went back into the site. A lot of it was just reviewing past exam problems, then the other part of it was creating online practise tests for the other two exams. The original exam I was just mentioning that had a lot of drawings that has completely moved to a computer so it's been a lot of software development for the past year for the whole new exam content.

Callie: Do you find that are you still doing that kind of large live component to the site or is it much more evergreen now that you've been up and running for so long?

Lisa: Well one course is actually being developed now as I go through it. There will be some live but it's less live and having everything all computerised and being able to put the content with the practise tests and have that, build it, I'm literally building it as we go because we didn't have a lot of time before when I could see the sample of what it was going to be. So I had development, and I had content build in that so I didn't want to do too much to where it would be off. But there will be less live than it was like every week before. I'm doing four live meetings and then an additional separate workshop this season compared to maybe 10 to 12 in a previous exam season, so it is less. Because of the way the exam has changed there's so much overlap between all three part that putting everybody together instead of doing the live meetings separately is going to benefit because it will help people understand the content and how it relates to the different parts of the exam by discussing it together, so that's changing as well.

Callie: It sounds like the site itself, as well as the content has evolved over the last few years as opposed to...

Lisa: Yeah extreme evolution.

Callie: With that being the case over the last four years what would you say has been the biggest challenge with the membership that you've had?

Lisa: My first answer when I wrote this down, when I was looking at the questions and thinking about it was team, it's like getting the right people to help me but then I have a really good team that work in my group who are past members who've gone through it and passed. The challenge there is that I get those good people ... Everybody's like a full-time designer so it's like a side thing for them and the people that are really good, the thing that makes me want them for a team also gets them a promotion in their job so they either get promoted and move on, or they get pregnant and move on. That seems to happen a lot, so they're women at a certain age because they're at a certain point in their career and they get promoted or they get pregnant. That's always a challenge is getting good people and keeping good people.

Then customer support, it's always really important to have somebody that you can depend on but I've got somebody who's really great now and she's from outside the industry so it's super to have somebody who has a beginner's eye to see and pick up on things. It's just that's a whole new thing for me. I did manage projects but manage necessarily so much team in my job when I worked in hotel design. So the whole people aspect and having 11 people, and then customer support, and then have the online business manager, then working with 5 or 6 different developers, 5 on a team and then another person it's a lot more people than I ever planned on getting into. That has been a whole new experience for me.

Callie: Interesting. You mentioned there are things like customer service, your team member's also helping with the community and things like that.

Lisa: Yeah so it's a lot of questions about exam content, then there's just a lot of technical when we're getting started like somebody today I can't make the videos play or I can't hear anything, or something like that, or I can't rotate damages on the practise test. There's all those kinds of things to do so we're working with really new software and we can't support Internet Explorer 11 or Windows 7, stuff like that. We can't really support those older systems and do the new things that we're doing. So that's an ongoing thing. A lot of people do have older systems that work and stuff like that. Just all types of you name it, it can be pretty heavy on customer support, and then it's content support. We have a daily student group, that's our community. I try to check in twice a day but I often will find myself in there just I'll go through all the questions and it's hard for me to do this. I know you've mentioned it before but not answer and let somebody else answer first it's hard, it's hard to do it.

Callie: It really is.

Lisa: That is a challenge for me. I have a team that can answer. I sometimes think that if I answer they won't answer and I'd rather multiple answers on some things, so I have to force myself to step back.

Callie: Yeah I think that's been one of my hardest things as well and Mike has to physically hold me back from the keyboard sometimes so that I'm not jumping on every post. But yeah I think it's definitely important sometimes to let other people have that first chance to answer. As the site owner if you answer other people are kind of like, "Well that's done."

Lisa: Yeah and then the expectation is that I'm there all the time, so there's all these questions to address to me. Some of them I'm just not going to answer. So that's the ... And then keeping support. I don't want customer support in a study group, we have this little separate place for that. So if it's only about you I don't want it for there because I don't want other members to get caught up in that. It's about discussing the content and all of that, so it's learning how to deal with that, that wasn't something I ever originally planned on getting into. I enjoy it, I'm one of those people that's in a lot of Facebook group and I like to open that up in the morning, and scroll through, and look for questions so that I will answer questions and that's how I've actually learned a lot by doing that in different groups. I enjoy that kind of thing it's just when it's yours it's a whole different ball game.

Callie: Yeah it can take a lot more time than you expect I think. But yeah, and I think you're using Mighty Networks for the community now are you?

Lisa: Yeah I've been using them since 2014. So once they were Mightybell and were new. I took a skill crush, just like a basic HTML CSS type of class and then I liked Mightybell I thought wow this is really great I'm going to use it because we had used LinkedIn prior for our group because it's a professional group, so professional environment but I had a lot of challenges with that because they had changed things with their groups, and they had gotten rid of search, and it eventually came back. They really didn't have the ideal setup and I really wasn't a big Facebook user and wanted to stay away from Facebook because of the distraction. I actually tell people to take Facebook off their phone, put this on the home screen and this becomes their Facebook for the four months of exam prep because it just takes so much out of somebody.

But when I found Mightybell I just thought oh my gosh this is awesome, I could organise the content the way I wanted, I could feature it, it wasn't just a continuous stream. They do have a little bit more of the feed than they did before but it's very easy to feature certain topics for discussion so I have seven, and seven, and then another four featured discussions around different topics and I do it on calendar and this way I keep all the discussion

around something for a whole season on one topic, and I can pin it up to the top, and people can put it all on their calendar ahead of time. It just makes it really easy to organise content around what we're covering, specific lessons and that type of stuff.

Lisa: Chat features are great, I've run webinars in there where I just put it right on the event page, just the video and then you can open up the live chat. Now I've actually done that and then I have a special page design on my site with a chat in the sidebar kind of similar to what you guys have. People are like one or the other is fine for them. It works very well, I can't recommend it highly enough to I really like Mightybell, Mighty Networks now.

Callie: Yeah, that sounds great because I know a lot of people are moving away from the Facebook group approach for paid communities but don't necessarily want to go with a full forum approach. So I think Mighty Networks is a really good, I was going to say in between, but actually in some ways it's got a lot more features than a forum as well.

Lisa: Yeah it has a lot more features, they're adding more. The performance of that, if I were to have any similar on my site I would have a lot more hassle and it would be costing me a lot more money. Just that alone, moving that off site. Now they have the ability, and I think it's pretty recent just to do the single sign on so you're connecting with your website. So I'll be probably integrating with that. I've been waiting for certain thing to integrate more tightly with them. But i have a lot of moving pieces and parts on my site and I have a lot of custom software so I just can't put anything and everything and I have to figure out what's the most important, and running my quizzes, and the tests, and I have new practise tests they're basically like blueprints and drawings and you have pieces that you drag and drop, and put into place, or you have hotspots that you click on, where is this, what shouldn't be here. So that stuff can be performance intensive so moving a forum off of it is ideal, I don't want to have that on my site when I'm doing the test, that's a primary thing.

Callie: Yeah, that sounds perfect. Cool. If that's a bit about the challenges then what's been your favourite part of having the site?

Lisa: Well I really have liked how it's just grown and evolved over time, so the initial site was, again, something that I built and I started with paid membership pro, and no LMS, then I added an LMS, than I actually partnered with somebody and threw money at an LMS to try and build out some of my features and that didn't work, then I went along another year in and hired another developer who pulled in someone else, two top developers who developed more, and then I had a team of five out of Oregon, well they're all international but based out of Oregon that have taken me to the next level.

So being involved with that I've built my own plug-ins, even the codes on my site now, although this is the first time I've had a theme that somebody else has done I've been so much a part of it. I've really, really enjoyed the under the hood stuff as well as making the content. That is something, another thing I need to pull myself away from because I can have people that do that full-time, but I think it's fun. So it's like, "No, no, no," I don't want my theme in the repo because I want it to where if I see something wrong in button I just want to fire up a code and edit it myself. I'm giving more and more of that. I really enjoy that and that's something that is going to make my site run more on its own with a team, I'll just take more classes, and learn and do more things. So that's just something I enjoy.

Callie: Well so I think enjoying that side of it is definitely something that not a lot of membership site owners necessarily enjoy but I think if it something you enjoy it makes the process a lot easier if you're happy playing with the tech.

Lisa: Yeah, I love it.

Callie: I want to change focus a little bit now and talk about what you're actually doing to grow the site. In terms of bringing in new students what works really well for you?

Lisa: Well I have a lot of content and I've developed a lot over the years, and I rank it extremely well. I've also been going on going with Team Yoast, they have a plan, I had done some site reviews and now they have an ongoing plan where they review a different aspect of your site every month and advise you, or make tweaks, and stuff like that, so I've been working with them on that. So that organic search is really good. I do somebody that's writing some ads for me now but it's just brand new this past month really that ... So I haven't gotten my report back where we look and see how well it's done, and where we'd go from here. Organic search, email list, referral, companies I'm working with some I'm going to be building up more of my corporate plans but I'm working with some companies that buy for their employees over and over, I have some professional association affiliates, so it's a variety of things. But I think having and developing a really strong content marketing strategy has helped me.

Callie: Yeah definitely, I'm a huge fan of content marketing as the base of anything else that gets done.

Lisa: Yeah.

Callie: It sounds like as well that you have quite a limited market in terms of it's not an international membership site, it's very much North America.

Lisa: It's the U.S. and Canada, they're opening up testing in the Middle East for the first time this year. The eventual plan is to take the exam worldwide, so there is some potential for that and I also have quite a number of people who are in other countries that come into the U.S. to take the exam, and so they're studying because otherwise they wouldn't have access to a study group. One of the first first people I talked to back when I first started was a girl who over in the United Arab Emirates and she came into the U.S. to take the exam. So somebody like her she wouldn't have access to anything else, as well people in the U.S. who are in Alaska or Hawaii, or something, just more remote parts where they don't have as many options in the design communities. It is becoming more international and we do have a number of international customers. I expect it to grow but the U.S. is the largest market.

Callie: That's really interesting because I think yeah you forget when you're running an online business that actually some things still are quite a lot less applicable world wide and do have that more focused market. But it's interesting that you've got those international members despite it being a very much U.S./Canadian qualification at the moment.

Lisa: Mm-hmm (affirmative).

Callie: It sounds like you've also spent quite a bit of time getting the site to a place where it really keeps people engaged and actually taking action on the content and working towards getting a result rather than with a lot of membership sites people can pay month after month and not really use the site. But it sounds like yours is a very active site where you're really encouraging in that engagement to actually get the end result of the exam result.

Lisa: Oh definitely. The majority of people who do join come in in that first month when I do have my community open, and then one of the things that I have done in the past year is have a passing guarantee and the requirements for that include participation, so it's participation in a study group, it's doing homework assignments, and emailing them in. We've had homework in the past for other exams so we have all the quizzes and stuff like that so it's actually keeping them moving through the process, so that has kept people pretty active. The problem with that and I'm seeing, I didn't see earlier this year but I'm seeing it this season, I'm not quite sure what is different is that people are so focused on the passing guarantee that I feel like some people are just rushing past and only going what do I do to turn in this week's so I need the guarantee. They're not really worried about learning or doing the lessons so it's like how do I handle that.

I'm looking at changing some things a lot, drastically next year so that would be really less of an issue. But if somebody can't figure out what the homework is because they haven't actually gone through the lesson where I talk about it in the video and they're short, like 10 minutes or less, and I have the downloads at the bottom so if they haven't gone through the lesson they don't know what the homework. I see questions from people like that, they're just looking for what do I have to do and turn in by the end of the week. That's not what I want. At least they're somewhat participating and if they even just do that it's going to put them further ahead than they would be otherwise but it's tricky.

Callie: Difficult to find that balance sometimes.

Lisa: Yeah, yeah.

Callie: Is that passing guarantee is that instead of a more traditional money back guarantee or is that as well as?

Lisa: I give people a seven day guarantee so if they join and just for whatever reason they feel like it's not for them or it does not work on their computer, or we can't help them out, make something work for them then I give that. I have very few people on that. We give that initial guarantee, if they joined during our early registration period they get until our first office hour so it's a little bit longer, maybe two to three weeks but it's generally seven days. The passing guarantee just allows for them to retake the course so depending on the plan that they purchase if it's a one season then they can take the course again for free.

Callie: Oh great.

Lisa: Or if it's a one year course they can take whatever course, they have to turn in their test results, they have to do their homework, and participate. So all of those things that are part of the guarantee is if they actual do those they won't need the guarantee. Very likely that they won't need it. I want to help everybody pass the exam but I want people to do the work it takes. You can't pass it by buying a course, you have to actually do the work. It's to the point of emphasising that you have to do the work to get the results.

Callie: Yeah I think that's something that a lot of people do forget as...

Lisa: Yeah so I had very few people that actually when I look at the numbers of people I deal with and the number of people that actually need that guarantee it's very slim. It does help.

Callie: I think that's a great tip for anybody that's helping people work towards an end result, that kind of additional guarantee, I think that's a really good idea.

Lisa: Mm-hmm (affirmative), yeah I've seen similar to that in other courses where you have 30 days but you actually have to do the work, and you have to turn it in.

Callie: Let's talk about life as a membership site owner now, what does a typical day look like for you with the membership, is that what you're working on full-time?

Lisa: Oh yeah, yeah full-time which I would like to be part-time. I'm usually an early, it might be four, it might be five, and I'm up with the cat, and I get her on my lap in the morning with my coffee and I'll check the study group, or I'll check customer support, and I'll check my Facebook and email, it's just like my morning routine as I sit there with my iPad. I can basically run and do most things from that. Then later on I head to my office where I am now and then I just take breaks throughout the day just to spend time her and do what I want when I want. I'm a homebody and it fits for me.

Callie: Yeah that sounds pretty much like my day to be honest, which generally revolves around the cat.

Lisa: Exactly, it totally revolves around the cat. We call her the baby, it's all about the baby.

Callie: Overall then what impact would you say having the membership has had on your life, your business so far?

Lisa: Well I like the whole freedom and flexibility of the schedule and for Scout, my cat, because she's older and she's had some health problems it's like I can be with her and give her the attention and care that she needs. I haven't had to worry about affording to spend money on a cat scan for a cat or the things that she needs to get better so that has been really helpful. Things like that, I haven't had to worry about certain things because my both my husband and I we don't have traditional jobs and so we are a flexible schedule, we can do what we need to do when we need to do it and that makes like a lot easier.

Callie: Yeah that flexibility and that additional freedom and as you said not having to worry can really make a huge difference to life I think.

Lisa: Yeah, not having to worry. My husband had an accident and somebody smashed his trunk in and it was totaled, and I'm like, "Just don't worry, we'll buy another truck." And he was fine and it's like that's what you would worry about, but he's okay, we can get another truck. Those are the kinds of

things that having the income and the freedom it really makes a big difference so I don't have that kind of worry like I would have if I had a job with a limited amount of income or restrictions on my hours to take care of things. It's much, much better the way this is. I am totally unemployable now. I would never work for someone else.

Callie: Yeah I always say that as well. 9 to 5 would never, never agree with me. Going back the beginning of Qpractice then if you could reset and start again what's the one thing, if anything, that you would do differently do you think?

Lisa: The one thing I would never do and I would strongly recommend it, and I've heard you say the same is don't offer memberships beyond one year. I have people that are kicking around because they're taking their time to pass the exam, and then I have one course is completely brand new, it's a completely new course for a new exam, for a new software and I'm not giving that to everybody. It makes a difficult discussion sometimes with somebody that likes no they need to purchase that, maybe I'll give somebody a discount but that they would need to purchase it because it's a completely new programme. I would strongly recommend never have a membership beyond one year. So that is the big one.

Callie: I think that's a great tip especially in those early days where you have no idea what the future of your membership will be essentially or...

Lisa: Right.

Callie: What it will evolve into.

Lisa: Right.

Callie: What's next for you in the membership then, what does the future have in store for Qpractice?

Lisa: I'm looking at moving everything to subscription. It will be beneficial to the people who get in and get out but it will also be I think very beneficial to me to have the ongoing recurring situation rather than a flat price for course, for a specific period of time. It will actually be very similar, so the pricing for a one year course and the pricing for one year's worth of subscriptions will be the same but having it in a way that I'm looking at things as a recurring ongoing and then covering recurring expenses for team, or recurring expenses for everything else. I think it just will be a better business for me, in the long haul it will also make it more affordable to people to come in for one month. Not everybody can afford what the equivalent to the one year or

even the sixth month, so it will allow more people in to get started, so offer them that type of scenario. That's what I'm looking at, I'm not 100% certain.

Then the other thing is that I have the three courses for three exams and the way the exam as evolved since I started the programme is that there's more and more overlap. Right now I'm maintaining content for three courses, and four different places, and different tests and stuff. If I have to change something once I might have to change it in four places so I'm looking at combining it all into one and looking at how I would tag those or something to make it filterable for somebody to create a track for just one exam or a track for another. But there's so much overlap that it's really to their advantage to take multiple exams at once or to study for multiple at once, or see the content that is on another exam because it helps develop their knowledge in a particular area that they'll be tested on. So there's big content change I think coming, then a business model change that I think will be coming.

Callie: It sounds like maybe that content change would work better with the business model change as well. From what it sounds like that content change would be giving people access to everything essentially.

Lisa: Yeah.

Callie: And that works well with that more recurring model as well I think.

Lisa: The other thing is this, I have all these different courses, and packages, and programmes now and it depends on when they buy is what they get so they get confused, it makes it more confusing for customer support, it makes really more work for me. Then giving everybody the VIP experience because I have my VIP courses that I just closed this past weekend, so I think really having access to all of the resources in that programme can make a huge difference for people. In order to get the benefit and to pass it's really better to give them access to that, they'll be able to do better if they take advantage of those resources. So giving everybody the VIP experience I think will make a difference in their success.

Callie: It sounds like it could be a real interesting move. I'm looking forward to seeing how that evolves for you and how you roll that out I think it will be quite interesting to see.

Lisa: As I've grown, and evolved, and changed, and things have become more complex I'm actually really looking forward to simplifying, reducing the complexity in whatever what that I can for me and for my customers. I think it fits mostly with that.

Callie: Yeah just making things as easy and simple as possible for everyone involved.

Lisa: Yep, yep.

Callie: That sounds great. Well I thank you so much for joining me today Lisa. It's been great talking with you and I really like that you've got this different model but you're still looking at stripping that back to a more traditional membership model as well.

Before we go if anyone wants to find out more about you or Qpractice where can they connect with you?

Lisa: Qpractice.com is my website. If they want to look me up that's probably the best place just to visit my site, see what we're about, you can reach out by email through our customer support if you want to. We have a Facebook page, but as I said, we use our community on Might Bell closed except for to members so we don't have a Facebook group. If anyone is a designer and they're listening they definitely want to visit my site.

Callie: Awesome. Well excellent. Thanks so much for your time, it's been great having you on the show and I'm really looking forward to see how the Qpractice evolves and watching you implement those changes to bring things more streamlined and simplified...

Lisa: Yes, thank you.

Lisa: I've enjoyed it. Thank you Callie.

Callie: It's been great talking with you.

Thank you for listening to Episode 9 of Behind the Membership and big thank you again to Lisa League for joining me on today's show and telling us all about her membership journey so far. You can connect with Lisa over at Qpractice.com and you can also head on over to [themembershipguys.com/BTM9](https://www.themembershipguys.com/BTM9) in order to get the show notes for this episode and any links mentioned including how to get in touch with Lisa.

Thank you once again for listening. I'd love to hear your top takeaway from this episode over in our free Facebook group at [talkmemberships.com](https://www.talkmemberships.com) so do head on over there and let me know your thoughts about this episode.

Speaker 2: If you've enjoyed today's episode of Behind the Membership we invite you to check out the [membersiteacademy.com](https://www.membersiteacademy.com). The Member Site Academy is the essential resource for anyone at any stage of starting, growing, and

running a membership website. 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 website. Check it out at membersiteacademy.com.