



- Mike Morrison: Well hello there. Welcome to to episode 156 of the Membership Guys podcast. I'm Mike Morrison your host for the show and you're in the right place if you are looking to grow your membership. Today's show is all about growth. It's all about what happens next when you've got everything running in your membership. You're bringing in members, you're doing a good job of getting people to stick around. You've got your systems and your processes working. Everything in your membership business is flowing like clockwork. What next?
- Mike Morrison: Hopefully you will hit a point where you're asking yourself that question. Now of course one option will just be to double down on your membership. Keep doing what you're doing. Continue dedicating your resources and your time to improving and refining and growing your membership as the sole focus of what you're doing. And if that's the way you want to go, that's great. That's fantastic of course. I'm all about memberships so if you are 110% all in and that is all you ever want to do, great. It's a great, great way of running a business.
- Mike Morrison: But, you might also start to think about other ways in which you can serve your audience. Now we talked a few times before on the podcast and on the blog about how to bring in other products and services. How to utilizes up sales and all of that sort of stuff within your membership to give you additional streams of revenue. So perhaps if you start thinking about other ways in which you can serve your audience, other products, other services, then you may decide that the future for growing your membership business is exploring that side of things a little bit further.
- Mike Morrison: Now often when people do that the strategy that they use is to create something that you call a value ladder. So this is typically where you have a range of different products and services, you have your low price small ticket stuff at the bottom of the pecking order. You've got the high price big ticket stuff at the top and then your membership maybe sits two or three rungs up that ladder. And that works. That's great. It's effective. It's proven.
- Mike Morrison: But where the membership model really comes into it so on rather than having that sort of linear progression through your different offerings where everything is all about upsell, upsell, upsell. Where you get people to buy the small price thing first then you try and get them to buy the membership. Then you try and sell them coaching. And it's all upsell, upsell, upsell. Rather than doing that, the approach that we prefer and one that works like gangbusters for membership is to create what we create a membership ecosystem.
- Mike Morrison: So you put your membership at the absolute heart of everything else that you do. Any other products, any other service offerings, anything else that you're offering to your audience, you put your membership at the very heart of that. And everything else springs out from it. So your number one priority becomes getting people into the membership first and then when they're in there and you're proving to them you're ability to solve their problems, to help them get results and all of that sort of stuff, then you expose them to other ways in which you can help. Other ways you can get them results. Other ways you can solve their problems. Solve their problems quicker. Solve their problems in person. Hands on with more facilitation. Maybe even solve their problems cheaper or





solve related problems that are perhaps uncovered as in depth in just the membership element.

Mike Morrison: So everything you do on the surface level of your marketing, all your funnels, all your marketing campaigns are all geared around getting people into the membership first and then that's where the ecosystem springs to life and that's where they see the other stuff that you can help them with.

Mike Morrison: And this makes sense in a lot of ways. Putting your membership at the heart of everything because these guys are your proven buyers. They have proven their ability and their willingness to put their hand in their pocket and pay you month after month, year after year to solve problems for them. So if you've other ways of solving their problems, doesn't it make sense that these are the guys you want to market to?

Mike Morrison: And so bringing those guys all into the same place where you have that captive audience, where you can build that trust and nurture and develop that relationship, surely that's a better way of doing things. You'll often hear the phrase, "The money is in the list." Which is used to encourage people to commit time and effort to building up their email marketing list as their main source of leads for other products and services. And while of course we definitely don't want to discourage you from lead generation, rather than thinking the money is in the list, realize that the money is in the membership literally. These guys are your proven buyers.

Mike Morrison: So if you've got courses, if you've got masterminds, if you've got live events, software, tools, equipment, downloads, merchandise then these are the guys you want to promote it to as a top priority. Put your membership at that the absolute heart of everything you're doing and then build an ecosystem of services, products and other offerings that cater to the people you have inside your membership.

Mike Morrison: This is something a lot of very successful memberships do. Chris Ducker's Youpreneur does it. Scottbaselessons.com which we talk about in this podcast a few times, they do it. Founder do it. A lot of successful memberships do this. So with ourselves, our membership is the absolute core priority. If you go on our website you will see that all roads lead to our membership. That is the thing that we promote.

Mike Morrison: But, we do also have a book. We do also do workshops and live events. We have small private masterminds and at various times in the past we've actually run small group coaching programs. But all of that stuff was created with the membership in mind. And the membership is where it was marketed most heavily. Now of course we've promoted this stuff elsewhere as well. When we were running mastermind days in San Diego we of course put it out on social media, we let our wider audience know. But our members found out about it first. Our members got first dibs on tickets and seats. First dips on applying to our group coaching program. They got first access. They also got the preferential rates. So they found out about it first. They got given the opportunity to buy first and they got a better price than was offered to the general public.

Mike Morrison: So again, it's that membership first mentality that's the key part of building your





ecosystem. And this strategy flows in a nice smooth cycle as well because if you're helping people get results with other offerings then obviously that's then going to feed into their relationship with you, their trust in you, their own success if you're helping people being successful by having them attend your live event or take part in a group coaching program or something like that. Then they're going to be far more likely to stay in the membership because they're going to associate the results they're getting, the wins they're getting with you as a problem solver and not necessarily tie it to just one specific offering.

Mike Morrison: So somebody joins your higher level mastermind, they're not necessarily instinctively going to think, okay, well I'm just going to cancel the membership now because it's the mastermind where I got the results. Usually it's all part of the same picture for them and the different offerings you have cater to different aspects of what they actually need.

Mike Morrison: So if you already have a variety of different service offerings, a variety of different products or perhaps you've been toying with the idea of bringing more things into the picture to serve your audience and further monetize your membership business, then consider rather than going down the traditional value ladder, upsell, upsell, upsell. Or rather than having a whole bunch of different separate product offerings out there on the market, consider centering absolutely everything you do around your membership. Put your membership at the heart of everything. Focus your efforts, focus your sales funnels, focus your marketing campaigns into getting people into the membership first then you have the most qualified segment of your audience in one place where you can then expose them to other ways in which you can help.

Mike Morrison: So this is just a short episode. Hopefully it's given you a little bit of food for thought. Hopefully a slightly different perspective. The way that you may have been taught to grow your business or advise as the direction to go. Hopefully it's going to help you to plot out what the future holds for your membership.

Mike Morrison: That's it from me for this week. I'd love to hear your thoughts on this episode. As always if you're in our free Facebook group, please do let me know if you have this kind of membership first mentality. This sort of membership ecosystem where everything is centered around your membership at the heart of everything you do. Then I'd love to hear from you. Or if you've got a differing opinion. If you've tried that and it's not worked for you, again, I'm always open to hear your different experiences. Let me know inside our free Facebook group.

Mike Morrison: If you're not in the group, get yourself in there. We've got around 10,000 membership site owners in there everyday talking about memberships. Type in talkmemberships.com to your browser. That'll redirect you to the group or if you go on the Facebook app just search for Membership Mastermind and you will find us. Get in there, let me know what you thought of today's episode. Ask any followup questions you have. I would love to hear from you.

Mike Morrison: That's it for me for this week. Hopefully you found today's episode useful. I'll be back again next week as always with another installment of the Membership Guys podcast.

