

5 REASONS WHY WE LOVE THE MEMBERSHIP MODEL



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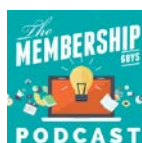
Mike:

Welcome to the latest episode of the Membership Guys podcast. Thank you ever so much for taking time out of your day to listen to the show. I am Mike Morrison your host for the episode, for the whole show, one half of the Membership Guys. On today's show, I want to talk about why we love the Membership Model so much, so the big benefits of having a Membership Site. The main reason for me is that it's such a better way of leveraging your skills, experience, knowledge and expertise. I've been in the web industry for well over a decade, providing web design, development, online marketing to clients on a one on basis. When you're working with that kind of bespoke sort of arrangement, you're just getting paid once for that time, and for applying your knowledge, your expertise to the more specific project.

With the Membership Site, you're leveraging all this stuff that you're capable of, on a wider scale. You're helping so many more people, and you're being paid over and over and over and over again for your time, your work, and your efforts. It's so much more fulfilling to be able to utilize your knowledge, skills, experience and expertise in this way. Definitely that, for me, is probably my personal favorite part of using a Membership Model and running a membership site that's centered around teaching other people the marketing strategies, the technical know-how of how to create, launch, grow, and build a successful membership site, that's the bit that appeals to me the most.

Of course, there's the financial side of things. Now if you're looking for an overnight way of making six and seven figures with very little effort, Membership Sites simply aren't for you. You're probably going to be spending a lot of time trying to find that Golden Goose, but what Membership Sites will do is give you a recurring, accumulating, stable, and predictable source of income. If you'd have multiple members and one member cancels, you're not going to take a huge income hit. If you have two or three clients, and one client decides to leave you, that could actually put your business in dire straights.

That stability and that predictability where, because you're charging monthly, you're charging a fixed fee, and your membership levels are going to be relatively stable; you're not going to have dramatic peaks and troughs in terms of your income. That removes such a huge amount of stress from being your business owner, because you can more accurately, more reliably predict and foresee how



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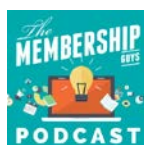
your business revenue and how your business income is going to be for the next three, six, twelve, twenty-four months. That is such a big, big thing. Of course, when you're billing monthly, when you're constantly attracting new members at a rate that's higher than you're actually losing them, you're growing your asset. That income is building and it's recurring every month your business is growing without the sort of feast and famine downside that you often have when you're working on bespoke client projects or when you're doing product launches and so on.

That's something that really suits the kind of lifestyle and the kind of business that Callie and I want to run, and that our clients want to run as well. It takes the pressure off because unlike with client projects where you've got crazy deadlines and you've got so many different parts to juggle. With a Membership Site, there's kind of less pressure for perfection, because it's always a work in progress. You're always adding, you're always tweaking and perfecting based on your members' feedback. It's an ongoing thing. When someone joins a membership site, they're often a lot more forgiving of it being a little bit rough around the edges, or maybe a particular topic not being covered than they would be if they were purchasing a course, where they are purchasing a finished article, and therefore they know there's no continuous refinement. They know that what they bought is what they've got.

With a membership site, people understand and they accept that new content, new value will be added all the time, and refinements will be made, and things will be updated. The removal of that pressure in terms of your deliverable, in terms of your output, as well as the removal of the pressure on the financial side of things that comes from having that recurring predictable income makes for a far more relaxed lifestyle. Trust me, I've been down the path of working until 3:00 a.m. in the morning, going to bed for two or three hours, getting up at 6:00 a.m. the next morning, getting straight back to work on the same project. I've been there, I've done that, I've paid my dues, and I don't want to go back to that. A membership site is not only a great way to leverage your skills in a far better way than one on one client work, product launches and so on. It takes so much pressure out of the way you're doing business.

Don't get me wrong. There's a lot of work involved, but it's hard work on your terms, and not on client terms, and not on crazy deadlines. Not dictated by the fact that your last product launch didn't do as well, and so it's really crunch time in order to make sure the next product launch does well. All of that rubbish and nonsense gets swept aside, and you get to spend time doing quality work, and working smarter in a way that is more rewarding, and that is more satisfying. Again, that lifestyle and that lack of pressure is a big, big part of why we love the Membership Model.

It's also a lot cleaner. Now I don't know if it's an English thing or a Northern English thing, but Callie and I, we're kind of self-aware. We're also quite conscientious when it comes to the way in which we promote our business. Now, obviously, we operate in the online marketing space, and there are plenty of snake oil salesmen who will tell you anything to get a sale. I'm not going too much in-depth on that. You guys have seen it. You know who we're talking about. You know the sort of rubbish that we mean. Usually, you see that when you're looking at product launches. When you're looking at courses where basically as soon as the seller has got your money, that's it. They're gone. They have no further



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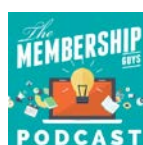
commitment to you other than just delivering the course or the piece of software or their eBook or what have you.

With the Membership Site, you're forced to be more transparent. You can't get away with that sort of rubbish, because if somebody joins your Membership Site and it turns out that they've been duped or misled or you've over-hyped what you're selling, then they'll leave. Sure, you get their first month's payment, assuming they don't ask for a refund, but they're not going to stick around very long. A Membership Site that can't hold onto its Members past their first installment, it's not going to last very long either. That's actually something we love about the Membership Model. That forced transparency. You can't get away with the snake oil nonsense. You can't away with duping or manipulating or lying to your Members.

We love that because we can't do that. We're too self-aware. We're probably a little bit too neurotic to even attempt to use this over-hyped, sleazy, slimy kind of marketing language and tactics. We just couldn't get away with it, and we actually quite like being able to do business and be successful in this space without having to resort to any of the shady antics that some others get up to. That, again, the fact that it's clean, the fact that you have to be transparent. You have to deliver. You have to provide a good product, and those people who do that are the ones who truly get ahead. Now don't get me wrong, there are people out there with Membership Sites who are ripping their customers off blind, and who aren't putting any effort in, who are over-charging and under-delivering. You're going to get that everywhere, but by and large, you can't get away with it anywhere near as much with a Membership Site as you can do with some other products or some other strategies. That's a big, big part of why the Membership Model really appeals to us.

Finally, we love the relationships. We love the fact that it's not a case of us being a seller and our Members being customers. We, obviously, run the Membership Site, we provide the value, but it's a value exchange. Our Members will continue to invest their money, their time, their attention, their input into our community as long as we continue to provide value to them. Having that community and being able to get to know people, and knowing that you're part of their journey, you're part of their transformation, and the work that you're doing is actually making a positive difference to them. That sort of two way street, that's what relationship building is what really genuinely without wanting to be too cheesy, makes all of this worthwhile.

Again, it all comes back to the fact that running a good, clean, solid, awesome Membership Model where you really care about your Members makes for such a fulfilling, rewarding experience in terms of how you run your business and how that fits into your lifestyle. That turned into a little bit of a love letter for the Membership Model, but if you're listening to this and you're either still on the fence about diving into creating a Membership Site or transitioning your business over to the Membership Model, or maybe you're planning to do that, but it's just another thing on the list. Hopefully, this impassioned praise for Membership Businesses has swayed you into that direction. Because, seriously, it's a great type of business to be involved with.



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