

# Why **CONTENT ALONE** **IS NOT ENOUGH** **FOR YOUR** **MEMBERSHIP**



Mike: What's up, everybody? Welcome to episode sixty-five of the Membership Guys Podcast with your host, Mike Morrison, one half of the Membership Guys. This is the show where we dispense proven practical tips and advice for growing a successful membership website. In this episode, I'm talking about content, and more specifically, why simply having content isn't enough for your membership to be successful. Now you probably heard me say time and time again that your members will come for the content, but they'll stay for the community.

While that's a nice soundbite and there's certainly a lot of truth in it, what it does is it gives a little bit too much emphasis on this idea that all a membership needs to be successful is content and community, just those two things. As long as you've got content, it doesn't matter what it is, that's going to be enough for your membership to be long-term successful. However, it's really important that rather than just going for quantity and going for a lot of headline content that sounds fancy, we need to dive a bit deeper. Remember why your members will actually join the membership. They don't join because you've got loads of content. They join because they want a result. They've got a goal they want to achieve. They've got a transformation they want to go through.

While your members may be swayed and seduced on a surface level by the actual content that you're offering, your potential members are actually making a decision about your ability to solve their problems. It's not about how much content you have. It's how much value you provide. In order to create and deliver that value, you need to understand the reasons why people join. It's not enough to just create content. You need to figure out the problems your members have in order to connect the dots between those problems and the solutions that you are providing through your content. At the end of the day, we're problem-solvers. That's all you're doing with your membership.

You are identifying the root problems that your members have, and then creating stuff in order to solve those problems. If you can solve a problem efficiently and effectively with just one course, then that's going to appeal to people and that's going to help people get results far more than creating two hundred courses purely for the sake of being able to put somewhere on your sales page, "We have more courses than anyone else in the field." You need to focus on solving problems. Just having content and just focusing on the quantity of content where



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essentially it becomes a tick-box exercise, where it's not about creating solutions, it's just about creating a course because this month we need to create a course in order to fulfil our obligation of providing one new course every month, that's the wrong way of going about it.

You need to make sure that you're solving problems and that you're helping to connect the dots for your members between the problems they have and the solutions that you provide, whatever form those solutions are in. Another huge reason why content in and of itself isn't enough for your membership is that by solely selling content, that actually puts you at risk because other people and other businesses can actually give away what you're selling. This becomes even more feasible when you've got people in your marketplace whose end product isn't actually content.

Let's say that your membership is about widgets, and you may have material and courses on how to use widgets, which widgets to use, how to choose the right widget, every possible way and every possible thing under the sun that people could ever want to do and ever want to know about widgets, but the one thing you don't do is actually sell widgets. You're not a widget company. You have a membership based around educating people on the topic of widgets, solving people's widget-related problems and so on. You're not selling widgets. You're not selling that as an end product.

Now, consider a company that actually do sell widgets. Their product is the widget itself. The best way they could possibly market their business and market and sell their widgets is to teach the exact stuff that you're teaching, but because their product is the widget, it's not that content, they can give it away. If all you're offering is information, then why would someone pay for your website if that same information were made available elsewhere for free?

Answering that question about your site is the key to your long-term viability of your membership. This is why having community elements, this is why having a support system in place, this is why focusing on helping people to get results, whether that's through creating content, whether that's through some sort of facilitation or some other form of support, that's the key. Really think about this. In what way do you offer meaningful value that members cannot obtain from another source? That's your homework from this episode when it comes to really evaluating your own membership and making sure that you're not putting too much stock simply on having content for the sake of content.

Thanks so much for listening to this episode. I'll be back again very soon with another installment of the Membership Guys Podcast. If you've enjoyed today's episode of the Membership Guys Podcast, we invite you to check out the [membersiteacademy.com](http://membersiteacademy.com). The Member Site Academy is the essential resource for anyone at any stage of starting, growing and running a membership website. Whether you're still figuring out what your idea's 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.

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