



A Done-For-You Solution to Paid Membership Admin

A thriving paid membership is a wonderful thing to have, and is even exciting at times. Behind the scenes, however, is a lot of backend work that to entrepreneurial types can seem downright boring. Yet it needs to be done.

These backend activities can be handled in one of three ways. You can A) Do by yourself, B) Hire, train and transfer your skills to a team of your own, or C) Have someone do it for you on a contractor basis.

As an online business management agency, Kat and her team have worked with plenty of membership site owners. In the process they've identified common back-end areas of need and created services for just such businesses.

Doing all the work?

After the initial buzz of setting things up, many membership owners awaken to the large amount of administration that needs to be done. And not having any staff or not knowing how to delegate, they find themselves stuck with it all.

One such case was that of the Merrymaker sisters. With a few hundred members, they found themselves doing largely admin work.

After working with Kat a few months, they were able to offload about 75 percent of what they were doing. The result? They could focus on growing their business, which increased by 45 percent.

Two essential kinds of communication

One of the main tasks that Kat's team take on for clients is support, or helpdesk. They noticed that many membership owners struggled with communication with their members. This communication, she says, is of two types:

1. Delivery - This is being there for your members and supplying what you promised when you sold them the membership.

2. Back end - These are all the admin, random questions that enter your inbox every day, coming from members and non-members alike.

It is that back end that many owners find hard to deal with. They either, like the Merrymaker sisters, do it all, forgetting everything else, or they ignore it. Neither is an effective solution.

The stuff you can hand off

Kat's team used to help owners with their own staff, onboarding and training and setting up needed systems. Until Kat thought, why not just take all the work away immediately?

Your Online Team's experience with systems has allowed them to take over their clients' customer support and deal with all the admin that used to stress out membership owners.



They later added membership newsletters to their offerings, because it was easy for them to do that as well. A lot of membership owners would love to send a newsletter to their members weekly. But it either takes them hours to do, or they don't do it at all. And regular communication with members is important, from a retention standpoint.

Quality and brand consistency

Before diving into support, Kat's team takes a lot of time to learn about their client's business. They put together a "membership support manual", which is all of the things a team member needs to know enough about a business so that they can answer customer support queries.

Included in this is a "brand personality guide". It's about, what words do they say in the business? And what type of words would that business never, ever say in written communication?

These little things ensure quality. The client can be confident that support would never respond with something that doesn't fit the vibe of their brand.

They also systematize things with carefully composed canned responses that can be used when appropriate.

A two-way relationship

Communication between Kat's team and the client is ongoing, via email or Asana, whatever the client is using. The client may update the team on new content they might not otherwise be aware of, or of forum posts that might be popular that week, or how to respond to a first-time email scenario.

The team also have logins for clients' memberships, so that they can see for themselves what's hot or gather behind-the-scenes info.

Your Online Team make things as hands-off for you as possible, but the client remains to a certain point involved, which is good for quality.

In summary

The benefit of a team is being able to hand off the dry, repetitive, but essential work that needs to be done in a paid membership. What a service like Your Online Team does is allow you to skip recruitment, skip leadership, skip the training phase, and for less than the upkeep of one VA get all your admin work done.

If you'd like help with your membership back end, look up Kat and her team at YourOnlineTeam.com

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