

How to Get Results for Membership Clients



Are your members getting value for their dollar? Discover how you can deliver the results you've promised, in a way that your audience can't get elsewhere.



James Schramko and John Lint

James: James Schramko here, welcome back to SuperFastBusiness.com. This is Episode 861. Today, we're going to be talking about delivering results for your members, for your membership site/subscription business. For that, of course, I've brought along my good friend, [John Lint](#), from [10XPRO.io](#). Welcome, John.

John: Hello, hello. Thanks for having me, James, how are you?

James: I'm very well, thank you. We've just been talking about our surfs before recording. And that truly is one of the greatest benefits for me of having a membership business, because with a membership business, I can attend it when I want. I have two members' calls a month. I've got an Ask Me Anything and a topic training. And I have a weekly call for my highest level members. And that's it. That's in my scheduler.

So everything else around that is flexible, so I can surf every day. It is a big deal. This can be really, really, like, violently confronting for some people. I'm running a Facebook ad at the moment, and I'm giving away a copy of my book, [Work Less Make More](#), and I get some people with these vitriolic comments.

I think because they've been working so hard, it's offensive to them to think that you could actually make more money by working less. Apart from being impossible, it's offensive and it shatters them to the core. And it's such a pattern disrupt that, of course, the obvious thing for them to do is to just spray, just like, so let me get this straight. They're just scrolling through their feed, someone's giving them a free book, and the best thing they can do is just dump a paragraph of expletives.

And I feel for my poor team members who have to alert me that this has happened. They probably feel a bit intimidated by it, or scared, or affronted. Obviously, I know it's not about me. But I think what my point here is that this type of business model is not taught at school. It's not the traditional path.

So that's why we've been going through point by point over these chapters, if you like, which are very similar to an upcoming book that I've got on the topic of memberships. And today, talking about delivering results for your members, we're going to talk about how that synchronizes with still maintaining a great lifestyle. So that's the topic today.

We've already talked about [coming up with an idea for your membership](#), talking about researching, we've talked about [building the membership](#), even [getting traffic to the membership, how to sell it, how to price it](#), that's all in the previous episodes. So if you're new to this podcast, please look for John and I's [membership series](#), and start from the beginning, because we've got so much stuff, like literally giving away what people sell for \$2,000.

Why? I'll tell you why. Because we'd like you to buy 10XPro.io. It is the best platform for this, it makes everything easy. I'm a fan of it, I use it, my clients use it. That's who's sponsoring this show, there's no doubt about that. That's why we keep bringing John back, because it's a great platform. And he's built that hand in glove around my needs. So I guess I'm the alpha case where, you know, this was the perfect solution for me, this membership thing.

Why getting results is crucial

So, why get results for your members? Well, if you're on a performance-based scenario, like a membership, where people keep getting a result, they'll keep paying you. Then of course, if you want to keep getting paid, you still have to keep getting a result. That's why it's important.

I'd love to get your thoughts, John, while I just have a look through my notes here about this topic. What sort of feelings do you have around the obligation of a membership owner to be able to get results for their members?

John: Yeah, it comes down to the promise that you made, you know, and why people are joining your membership site. So, very important to remember that it's a recurring revenue business, meaning that people are going to pay every single month. So there must be a reason why they will want to continue to pay you every single month, right?

And the only reason they're going to do that is that if they continue to get value. And in our world, which is all about coaching, about training, about providing specific solutions to problems, then that's what we need to do. They need to feel that they are always getting one step closer to their desired results.

So let's say you have a business like us where we help people set up online businesses, then our job is to make sure they are going to get one step closer to not only setting up their online business, but then getting more traffic, maybe building their email list, maybe start doing campaigns, all of that stuff, right?

So every single month, they're going to remain a member if we continue to do that. If you are in the health and fitness, well every month, maybe they're going to get one step closer to their physical health goals, right? Whether that's losing weight or getting more muscles, great. Maybe every single month, they get a new set of strategies that's going to help them with that, right?



So as long as we do that, they are happy, they are getting value, and they are going to continue to pay. So our job really, when it comes to making sure that we can deliver, is just making sure that we first of all show up, that's one of the main things, like show up and we provide that.

One mistake that I see some members make is that they feel like, okay, well, it's all about giving more content and more content. And that's not really why someone is going to just stay. If the content is garbage, if the content doesn't help, then it doesn't matter that you just released, let's say 20 new training in that month, doesn't matter. It's not helping them get one step closer to where they want to go.



So it's more about quality, rather than quantity. It's not about providing so much training, but it's more about, at the end of the day, we want them to feel that whatever they're paying per month is a bargain compared to what they're getting. Right?

So then it depends on your price point. But ultimately, that's your goal. We want to make sure we help them in a way that they feel that this is a bargain. Yeah, I don't want to cancel because nowhere else I can get that. And for example, in your case, with SuperFastBusiness, I mean, where else can you get a private coaching or private comments and private ongoing help from someone who has your experience?

And that's what I was talking about. One of the basic things, if you already want to stand out from the competition, is show up. Because in most cases, in other membership sites, the owner who sold you into getting into the membership site, it's very rare that you're going to not only see him online, but then later on, get a comment from that person or personal help, right?

That's why, you know, SuperFastBusiness.com, in my mind, is such a bargain for anyone who's serious about building an online business, because you get that level of coaching that is not available anywhere else. And these are some of the cool things that we can keep in mind when we think about, well, we want to make sure that we deliver, because that's really where the money is made, you know?

We talked about [selling your membership site](#), that's one part. But it doesn't matter if you sell. That's why I was saying in the [previous episode](#), in my mind, there's no such thing as selling from a convincing perspective, right? Sure, we need to do everything. But selling from a convincing, I'm going to convince you to join my membership site, because that doesn't matter, because if I convince you to buy, I'm such a great salesman, and you get in, but then you leave after a month, that sale didn't matter. Because that's not the goal of a membership site business. The goal is getting some members in, taking care of them, and making sure that they stay for a long time.

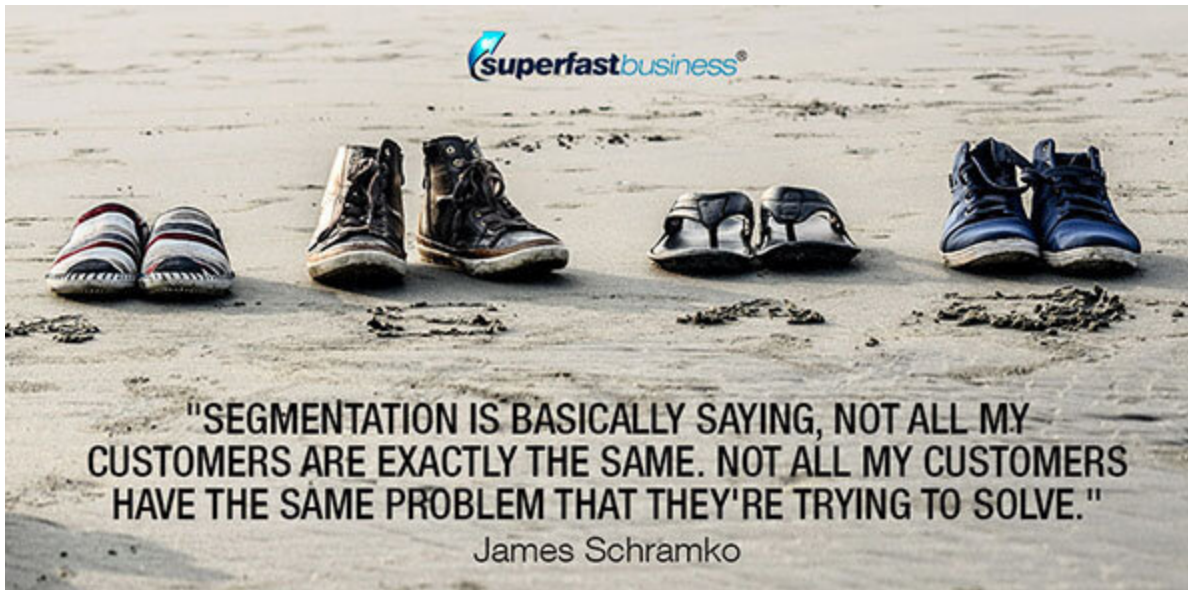
That's where the money is made. That's where the freedom is created. And that is why then we can have a business like you, where if you want to surf every day, you surf every day. If you want to play golf every day, you do that. Because you know that you can then work on your business whenever you want, and you have that freedom, that peace of mind of knowing that every single month, you're going to get X amount of money, because you're taking care of your members, and they're happy, and they are staying, and they are renewing every single month.

James: Yeah, so just to recap there, it's not about adding more stuff. It's a matter of a few other things, which I think we're going to touch on now. I'm just going to sort of break it down into a couple of tips, and get your thoughts on that. But the essential thing is, you just want to make sure no matter what your membership costs, that whatever they pay, they feel like they're getting more value than that, and that they would miss it if they're not there.

When I was learning about this stuff back in the day, they would talk about it as having a pain of disconnect. It's like if your internet service provider turns off the internet, you would miss that because you can no longer watch your Netflix or log in and do your work. So tip number one, personalize the experience. And you sort of hinted on that.

My membership is the only place on the planet where people can get me. So I do make it personal. I do a personal introduction. I will interact personally with my customers. And one of the objections I get to that is, Oh, you know, I don't want to be involved in my membership. I want it to run.

You can do that with sub coaches. You can do that if you've got a lot of fame and pull, and people want to be a part of your group. But I've seen a lot of famous people try to get this sort of deal happening, and it doesn't work for them. They get too much churn. People are excited to come in and learn from the big Master, or Mistress, you know, whoever the Guru is, and they might get a recording once a month or something, and then they say, This isn't great value for me. So it's not personal.



What segmentation does for a membership

The other way to really hyper-personalize something is segmentation. And I just want to make sure we cover this at a basic level, and then I'll ask you to do this at a more advanced level, John. But segmentation is basically saying, Well, not all my customers are exactly the same. Not all my customers have the same problem that they're trying to solve.

In some cases, like, there are memberships that are extraordinarily linear, and you have only the same type of customer, and they only have the same problem. I'm thinking about a horse-riding membership that I helped someone with where their customers have, I think it goes over seven or 10 years that it takes to go from step by step, and they slot into their level.

But in memberships like mine, there are people with multiple different problems, and they're at different places. So what I try and do is separate things out inside my membership. And then I focus on different types of activities that will be personalized for that person. And nothing's more personalized than their personal coaching discussion thread, because they can literally say, Hey, here's my situation. And then I say, Well, here's what you can do about that.

And that is a customized, personalized answer just for them. And that's highly valuable. But on a segmentation point of view, could you just give us a very quick example of the possibilities of segmentation from a sort of email/membership talking to each other type thing?

John: Yeah. Ideally, you have a way of segmenting people upfront, whether it's asking a basic question or making them click on different things. So you could do that, for example, in an email, where you send an email and you ask a question, and you say, Hey, what best describes you? Oh, I'm just starting out, or I've been doing this for a while, but I want to go to next level, or, Hey, I'm an advanced player. And I just want some cool stuff to help me scale.

So you know, you can have some segmentation type of questions via email. And when they click, you can apply a tag, for example, in your emailing system. And now you know, you could also link it with your, if you're using 10XPRO.io, you could link that and create what we call audiences. And now we have basically a way of having custom content on pages.

But bottom line is, if we simplify this, just first, you need to think about the way of making sure that they tell you, Okay, I am this, right? So it can just be a simple email, it can just be a question on a forum post, and people identify themselves. And then once you have that, you want to have a way of course of trying to customize the experience, right?

So for example, what we do with 10XPRO.io, we have a ton of training when you become a member. It's the 10XPRO.io Academy, where I have a ton of trainings from just starting out to someone who is very advanced, and he wants to really dig into the advanced campaigns that you can deploy with one click. These are two different people.

There's someone who's just starting out, he wants to learn, how do I create my first online course? How do I set out my first campaign? And we have that training for them, and we help them go through that. But if they want the advanced stuff, if they identify themselves as, I just want the advanced stuff, then we can just direct them to that training, right? And I think you do some of the same things as well.

So ideally, you have a mechanism of understanding who they are and what makes them different. And then from that, it's just a matter of when someone becomes a member, having some kind of onboarding sequence where, for example, what we do is that if you identify yourself as a beginner, then I can have a series of emails, pointing out the beginner stuff that is available in the 10XPRO.io Academy, for example, and how you will use 10XPRO to do those things, right?

And if you are advanced, I will then tell you about the other stuff, and show you how we have the automation going on, the advanced segmentation going on, all of these things that you don't really need when you're just starting out, but they are very powerful if you want to boost your conversions, right?

So having an onboarding emailing sequence, having personal calls, having different groups, maybe, I know that you use a lot of groups in your forum, to put people in different groups, you could do that. Yeah, these are some of the ideas.

James: Yeah, that's really good. We do have different groups. So there's different levels. So we can customize by level. You just reminded me of something, too. When people come into my sales campaign, there are four different topics, and whichever one of those they choose, and then they end up joining, my email system will send them the welcome pack that is relevant to that topic that they expressed, and not the other three.

This goes back to something I learned in the automotive industry. When someone came into a showroom to look for Mercedes-Benz, we would sub categorize them using the acronym SPACED, which was Safety, Performance, Appearance, Comfort, Economy, Durability, and then we would be having a relevant conversation with them about the thing they're interested in, not talking about all the other stuff, which takes them away from getting the result.

Adaptive ways to serve your members

So another thing we can do to help people get results is to be adaptive. And by that, I mean, I'm fairly platform agnostic. And I'm also modality agnostic for my clients. So some of them like to write lots of stuff, others of them make Loom videos, some of them post publicly in the forum, others do it privately. And I will adapt to their style.

Also, their frequencies, some of them do daily updates, other ones once a week, other ones less often. And I'll just adapt around them. So being innovative and adaptive to your clients will make it a better experience for them, rather than punching them all through your templated, one-way-fits-all-type system.

And if you can do that a little bit, if you can expand and adapt and morph into being the best service provider you can for your client, they're going to find it very hard to deal with someone else because no one else will adapt to their style, the way that you have. And so that's a really cool thing you can do.

And for that, it's a matter of, in my case, I basically set the introduction up, and then the way that the client communicates with me is often the way that I'll communicate back, because that's the way they're comfortable.

John: Yeah, totally, makes sense. And it's all about that personalization, you know, and people crave that these days. Just being able to answer someone's question is so valuable. That's why every week, we do a members-only Q&A call with 10XPRO, where I am live, and I'm answering any question, and I make sure that some calls go for an hour, some other calls go two hours, I even did one that was three hours.

And because my mission is I will stay as long as I have to, to make sure I answer every single question, and I will really make this effort to answer everybody's question, because I've been in a situation where you pay for some kind of membership coaching type of program, whatever the price, and you show up, and I remember showing up two in the morning because of time difference, like the call was scheduled for America.

And because of where I was living, it's two in the morning. So I wake up, I ask my question, I'm on the call, and my question doesn't get answered. And there's nothing worse than that. Because I'm like, Okay, what am I doing here, you know? Great that I listened to other people's questions, but I just want my question answered.

So I just make that effort. And I think it's just very basic, very simple. Yes, maybe sometimes, my calls are longer. But what's the big deal? As long as everybody's taken care of, as long as we have that personal touch, and that personal help, and they're happy, it's a simple thing to do.

Being topic-specific with your training

James: So just sort of building on that one, my next tip is get some topic-specific training. And the way that I do that is I'm aware of the conversations going on, both privately and publicly in my community. And I take notes when I'm doing calls, and I look for patterns and trends.

And if I hear something coming up often, then that will be the topic of training, the next training session. So it's always relevant. And I want people on that call to say, Oh, my gosh, this is exactly what I need right now. It's like you're reading my mind. That would be my ultimate. It's like, you're answering the challenge that I wasn't fully aware of, or that I'm fully aware of, but couldn't find a solution to. That would be ideal.

And the other one that I do is an open-ended sort of Ask Me Anything type thing where I'll turn up and answer every question, to eliminate the thing you just said, John. Someone could be in my membership, and at the very least, they could come along live and ask their question and get an answer.

And then we actually record and transcribe that, so they can actually really go through and they don't have to focus on scribbling notes or whatever. They get the recording, and they can listen to the answer. And also by attending that, other members get to hear questions and answers that they may be not aware of, but will probably need to know the answers for.

So it's a really leveraged way to build on that. So topic-specific training, or Ask Me Anything training are great ways to continue to deliver results for your members.

John: Yeah, yeah, for sure. It's an easy way of making sure that they're all happy. And that's exactly what we do with 10XPro in terms of features like, what feature are we going to do next? Well, what did people ask? Oh, James wants that? I'm going to do it because I know that it's going to make you happy.

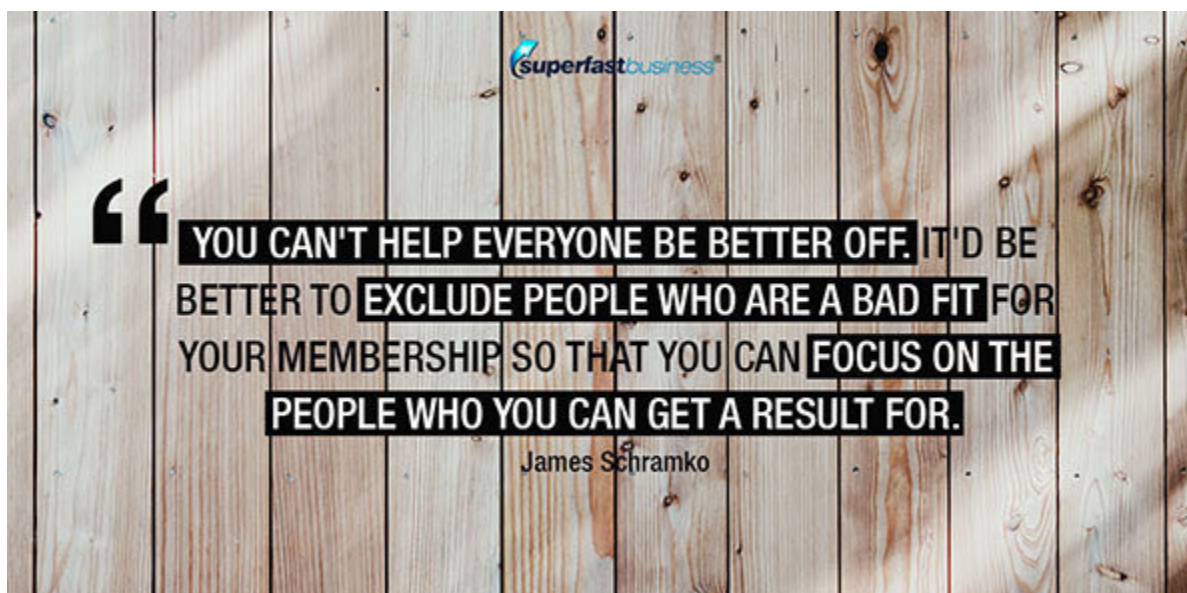
And we do that all the time. That's what I do. If you have enough people asking for this, then we do that. And the same thing with the course that's available in the Academy, you know, I go live, I answer questions, and I can see that some people were asking about, Hey, do you have anything about SEO, any tips about SEO?

I didn't have a training. So we created one. And now, obviously, a lot of people are happy about that. So just about listening. All of these things are very basic, but most people don't do those basics, right? It's about listening to people and then just prioritizing those things.

James: Well, you know, a lot of people when they come to me, they've got these sort of very complicated, contrived, complex scenarios that they're trying to parlay into an online business because they've bought courses, or they've stuck together ideas, like a bit of a Frankenstein, and they're trying to figure out how it all works.

And as you said, when you break it down to the basics, we're just helping people be better off. That's fundamental number one. In order to do that, we can have the simplest possible system to use, 10XPRO.io, to be the vehicle for that. We've talked in earlier episodes about not needing a lot of stuff. You just need to help someone get a result.

We've added in this dimension of personalization and customization. I think it's great if you can stay fresh, if you can keep bringing new fresh ideas to the market instead of relying on what you did five or 10 years ago. And that sort of addresses the memberships where they just pre-load up 60 emails and sell it for 10 bucks a month. That was what people were selling like, 10 years ago. You might get away with it now, but it's unlikely.



Are your SYSTEMs set up correctly?

My next tip is to set up your systems right, and by systems, SYSTEMs is an acronym, right? Saves You Stress, Time, Energy, Money. And one of the things is set boundaries. Don't try and serve everybody. You can't help everyone be better off. It'd be better to exclude people who are a bad fit for your membership so that you can focus on the people who you can get a result for.

So in short, if you can't get a result for somebody, don't let them buy your program. And I know this flies in the face of what sales people would say, you know, just sell it. It's up to them. I remember listening to a Dan Kennedy audio, a lot of people have courses on their shelf, it's still in shrink wrap, they call it shelfware. He said that's the responsibility of the buyer. Great.

But I think it's important if you have a membership, and you want to keep getting paid, you realize that they're not going to keep paying if they're not using it. So I encourage people to use it. But even better, I want them to get results. I want my members to have amazing results, because that's bankable, that's increasing the stock value of my membership in the market, which is why it's going so well since 2009. So set some boundaries about who you serve.

Get close to your clients. Like, I do diagnostics with them, I ask them for their challenges, I interact with them when they join, I do private coaching. So I'm so in the pulse of my audience that I'm never getting too far off the reservation. I want to be relevant.

And I remember, there's a story of an old guy who used to run McDonald's over in Australia here, and he used to occasionally go and serve at the front counter as part of his corporate routine. You just go out to a store, get behind the counter, and get back to his roots. So just watch out for that ivory tower thing where you get so distanced from your end consumer that you're out of touch with them, because we're in a space that does move along at a rapid pace.

Whatever you start with now is not what you're going to have in the future. That's the key thing. So do your homework. Check what else is out there, check how other members are getting results with the things they're buying. I remember doing a survey once saying, What was the best membership you ever bought? What made it so good?

And I used those answers to inform me as to what sort of developments and changes I needed for my own membership. And where possible, if it's a technology change, and I also put in a request for it at 10XPRO. And John, you've been able to continue to evolve the platform to where it is now. It's absolutely incredible, where it's at now. And that's one of the fantastic things about it.

So I don't have much else on the topic of getting results. But if you genuinely care about your clients, if you don't let tech be the obstacle, if you are prepared to get involved, and set up a nice routine, and keep your stuff fresh, and customize a little bit for the people who need it, you'll find they won't leave. And that's like, one of the most exciting things about a membership, because then you're not stressing about getting another customer because you're just looking after the ones you have.

So in our next chapter, we're going to be talking about retention strategies. It's other things you can do to help members stay around, other than getting results, of course, which is the fundamental core of a great membership, getting results. Even my first proper membership was called SuperFastResults. And now there's a legacy version of that on my 10XPRO installation at SuperFastResults.com.

I've been chatting with [John Lint](#) from [10XPRO.io](#), the world's greatest membership/course/landing page platform that integrates with your email system, does all the billing, they host it, they secure it, they update it, you don't have to do anything. You just pay a subscription, put in your stuff, name it, upload your content, tell PayPal or Stripe how much you want it to bill, and away you go.

John, thanks for coming along and sharing your ideas today.

John: Thank you very much for having me.

James: Always a pleasure. We'll catch you on the next one.

John: For sure.

James: Okay, this is SuperFastBusiness Episode 861. There's a full transcription available at [SuperFastBusiness.com](#). If you enjoyed this episode, please give it a review wherever you leave reviews, and if you know someone who's trying to do a membership at the moment, and you feel like they're not getting great results for people, send them over to this episode. I'm sure that you'd be doing them a favor.



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