



How to Keep Members and Reduce Churn - The Membership Series



Does it feel like someone's always leaving your membership? James Schramko and John Lint discuss the oft-forgotten factor of customer retention.



James Schramko and John Lint

James: James Schramko here, welcome back to SuperFastBusiness.com. This is Episode 864. Today, we're going to be talking about retention, which is another way of saying, reducing the churn you get from your membership site. I've brought along my special guest on this [topic of memberships](#), [John Lint](#) from [10XPRO.io](#). Welcome back, John.

John: Hello, hello. Thank you for having me again, James.

James: John, of course, the founder and custodian of [10XPRO.io](#). It's my preferred membership site software. That's why John keeps coming back. That's why you hear [case studies from 10XPRO users](#) on SuperFastBusiness. We have a lot of membership clients in our user base. You've got customers, I've got customers in SuperFastBusiness kicking ass with memberships.



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your members,
**you will not have
a membership.**

JAMES SCHRAMKO

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It really is the ultimate business model when done right. It's a little bit hard or confusing to get started for some people, and that's natural, because it takes a different mindset. And one of the most important things to understand about a membership is if you don't keep your members, you will not have a membership.

What churn is and why retention is a big deal

There's famous case studies out there. I mean, Ramit Sethi did a whole blog post on why he closed down a multimillion-dollar business because of churn. Churn is, basically, people come in, and then they leave. And you're constantly on the hamster wheel of having to re-sell memberships. You're selling and selling and selling and selling, you get stressed, you're concerned you can never catch up with the loss. And it's basically like your bucket has more holes in it than you can put the water in, is the simple way of explaining it.

So just for metrics's sake, if you had 10 percent of your customers leave every month, by the end of the year, every single person will have left. In fact, by month 10, they all leave. So they come, they stay and then they go, every month 10 percent. So churn is really the ultimate ratio of how many people come in, versus how many people stay. And you need the number to actually slowly increase or at least maintain if you want the membership model to work.

Now, if you go back to the old [Jay Abraham](#) formula or the leverage formula, which is the only way to make money is to make more sales, sell for higher dollar value amount, or keep them buying longer, then keeping them buying longer is what we're talking about here with retention. It's, how can you increase the frequency component of that leverage formula?

So you're getting more customers, they're buying whatever value. But over time, they will buy more and more and more, if they stay month after month, or if you're on annual subscriptions, annual renewal, annual renewal. What we really want to see is for an annual renewal that at least 50 percent of those people stay.

If we're talking about a monthly program, we really need to get our churn under five percent per month. That would mean over a year, you have a 60 percent churn. So it's again, roughly half. If you could get your churn to just two percent, then you have a fantastic snowballing membership. If it's one percent, then you're like god status.

Software as a service business is now all about churn. You're a software business, John. Churn is a number you would keep your eye on as well, I imagine.

John: Yeah, for sure. I mean, that's the whole point, you know, whenever anyone is building a subscription-based business, whether it's a magazine, a software, in our case, we're talking about membership sites, which is basically, coaching program where people join your coaching program. And if they're paying on a monthly basis, the goal is yes, to attract people to that membership, but more importantly, to not lose them.



And it has to do with, obviously, the metrics that you talked about, it has to do with the price point as well, because the [holy grail of a membership site](#), we talked about it in a previous episode, is that freedom that you get because you have that ongoing predictable revenue coming in. And that only works if it's predictable, and it's consistent.

But if that revenue keeps on going down and you're not bringing new people in, then really, your membership business is pretty much failing, right? Because when we talk about membership, usually, the price point is somewhere on the lower scale, right? You're paying 20 bucks, 90 bucks, 100 bucks, 200 bucks.

It's a lower scale compared to some of the bigger products that you could sell, like we have people selling courses with 10XPRO that are \$1,000, \$2,000, \$3,000, \$10,000, right? So that's a big chunk of cash. But of course, we want that safety in that membership site. We want that recurring income, so we have that membership business as well. And that is on the lower price point.

But if you keep on losing people, then you're just creating a job for yourself, right? You need to get new sales all the time. And now, pretty much what you're doing, if that number, if that churn number is as high as, let's say the new people, so as many people leave than the people come in, is pretty much you're selling, you might think that you have a membership business, but you don't have a real membership business. You're just busy selling a lower ticket item every single month. That's all you're doing, right?

James: Or you're pretty much selling an info product on a payment plan. And the oft industry quoted statistic is three-month retention for memberships. You don't have a membership at three-month retention. You have an info product with a three-month payment plan. Because the churn on that would be horrific. I don't know what that works out at. But that's something like 40 percent.

John: Yeah, something like that.

James: That's just outrageous. So what we want is something like two percent. We want people sticking around. So in this case, we're literally playing not to lose, we're playing to keep people. If you can just keep your customers, you don't need to go and get more customers, you don't need to be constantly trying to fire up new campaigns or funnels or whatever else. You can just spend time looking after the people you've already got.

So there's a few fundamentals here. If you only have a few customers, and it's a high price, and someone leaves, that can really decimate your cash flow by a fifth or a quarter or a third. I know people who have got a subscription business with like, three or four customers at \$5,000 each. When someone leaves, that really hurts them.

If you've got hundreds and hundreds of customers and they're a lower ticket, then it doesn't necessarily hurt you each time a single person leaves. But if the overall trend is that most people leave, after just a few months, you've got a problem. In my case, I do track this. I'm really interested in it. I want to have a two percent or less churn. I want people to stay for years.

I've got some people who stay for 10 years in my program, which is amazing. I just had a post, you know, 10 years with James. It was from a wonderful client I have, and he was just acknowledging the journey and how far he's grown and how much better he is. There aren't any people in the online space where you could have been a member for 10 years, because they didn't get this part right. This is literally the Achilles heel of most memberships.

It doesn't matter if you have a great-looking site, you've picked the perfect name, you've got a good [offer that converts](#), you can even give people a result. But if you're not doing the retention, then it's all for nothing, really, because you're just going back and doing it over and over and over again. So we're going to talk about that in this.

We're going to talk about how you can improve your retention rates, but just know that if you don't get this right, you will not have a membership for the long haul. So it's that important, you know, with an asterisk.

John: That's right.

First off: how do you onboard people?

James: So how do we reduce churn? One thing that I'll start off with is getting personalized with the onboarding. When someone joins - now, I know we've already discussed this in [Getting Results for Customers](#), but we really want to make sure that when someone comes on board, they feel like they've made a good decision, because they're probably going through buyer's remorse. They've just outlaid money, they've taken a risk. How quickly can you have them feeling relief? Like, Oh, I'm in the right place.

So I'll give you an example. John, I had a coaching call this morning. In my intensive level of SuperFastBusiness, we meet every week, we have a live group call. And I had a brand new member. This was his very first call, he just joined yesterday or the day before. And he's come in, he's posted his welcome, he's let everyone know about what he's up to.

He's posted privately to me about his situation. And I've started with him, you know, breaking it down and giving him advice. And then he came to this call. And I could see, it was like a Brady Bunch, you know the Zoom boxes, where you have the different members? And he was there with other members who were literally two or three months further down the track than him.

And one of the members there who's two or three months down the track had the same problem when he joined. He had a lot of options to choose from, wasn't quite clear on what he was selling to whom, what he would call it, how he would promote it, how he's going to deliver it. So basically everything. And this member was there, and I've solved these problems with this member over the last three months.

He now knows who he's selling, what he's selling, how he's delivering it, what he's called himself, how he's promoting it, and he's absolutely going gangbusters. He's just signed up this huge contract. He's in a B2B space. He's just killing it. And it was so nice to see this new customer hear about this, and I could see he had this look of excitement, this look of relief.

So this is basically in his second day or third day in my membership, he's in this environment, and he's getting this onboarding that gives him a very strong sense of, I am in the right place. I've made a good financial decision of going from risk and uncertainty to comfort, excitement, certainty, positivity. Now, if I can help him through the next stages, he will be a member for a long time because of that initial experience. Over to you, John.

John: Yeah, I mean, that's delivering the value and matching the promise that you made on that sales page. That's why I talked about this before, in the previous episodes, when there's no need to be salesy as in trying to convince someone to join your membership, there's no point in that, because maybe you do a good job on that sales page. But then, so what? They leave, then it's not a business, like we said, you're just selling an information product. That's not the goal.

You can have a ton of information products, and we love information products, we love courses, we love master classes and all that. But all of that is to lead to, ultimately, your membership site business, because that's what gives you that recurring income. But for that, you need to do, it's still work, of course, and it's still business, and you need to deliver the goods, deliver the goods. And yeah, so having an onboarding is usually step one, we do that as well, as part of our software business.

What happens when you join 10XPRO

Of course, when someone joins 10XPRO, 10XPRO can do so many things, right? It can help you create, sell, and profit from your online courses, if you want to sell online courses. If you want to do private coaching programs, you can do that. If you want to build a ton of different campaigns, webinars, launches, if you want to have an affiliate system, if you want to have a membership site with a ton of different things, you can do it.

So it's overwhelming at the same time, because as a new member, you're like, Where do I go? So my job, our job is to have a good onboarding process where we tell them, This is where it is. It's like an introduction, right? If you're playing a video game, or anything like that, this is usually the first type of quest or first type of steps. Here's your weapon. This is how you do the thing, right?

So we need to think about that. Put yourself into your customer's shoes, try that, like a complete beginner, and try to look at your website or your program from those eyes, and see, okay, well, where should they go, right? What do we want them to do first? Like for us, the first thing I want someone to do when they join 10XPRO is to activate their license. So we tell them that.

And then the next days, we show them, Well, here's how to easily build a campaign in 10XPRO with one click. So if you want to build a list-building campaign, a product launch funnel, a webinar, we tell you, Okay, here's how to do it. And also, here's where to get more training. Because inside the 10XPRO.io Academy, I have in-depth training about each of those campaigns. So we guide them, right?

So every single couple of days, there's a different email, there's a different message showing the different features, right? All the way up to, of course, how to set up your shopping cart, how to set up your affiliate system, how to accept payments online, right? All of that is guided, and it's an experience to help them understand the value that they signed up for, and to immediately try to get them a result.

I think that's very important, trying to get a first result straight away. Like in your case, you are talking about giving them clarity. That's super powerful, right? And if they can get that as soon as possible, then they are, like you said, relieved, like, Oh yeah, I'm in the right place. Now it's up to me to try to go to the next step. But look at that - all of the steps are laid out for me, right there and then. So I just need to follow the process.

And if they do that, then they get more and more results. As they get more results, they stay, they're a happy member, and ultimately, they don't cancel, which is our goal, right? This becomes our job. What can we do to make sure that everybody's taken care of, they are introduced to the program, they know where to get things, and then it's about what else do they need? Do they want this? Like, that's how we grow 10XPRO, right?

What do your members want and need?

I mean, we have so many features, so many cool things that you can do, but we're always listening, because if a member wants that specific feature, and it will help a lot of people, then we can pay attention to that, and then do it, right? And the same thing goes with your membership program.

If someone is telling you, Yeah, okay, I lost X amount of weight, but what are some recipes or whatever, let's say you're in that health market, then you can listen to that and say, Okay, well now I can create that little training, or on our next members' call, I can talk about that rather than something that you come up with. It's all about listening to your members. That will be another step, I think, for me, about if you want to increase retention, make sure you do the things that some of your members want, right? That the majority of your members will like, therefore, chances are most of them will be happy and they will stay, right?

James: It's like you're reading off my sheet, John, which you're not. Just for anyone listening to this, like I've literally got tactic number two, add training based on your membership pulse. So it's tying into all the things we talk about, it's listening to your members, not creating stuff because you have this creative gene and you just feel compelled to make something, but making something because it's what your audience needs right now, because you're tuned in.

For someone who just started, I'm more or less a concierge. And my goal is to say, Hey, look, there's so much you could do. But I'm going to take everything off your plate. I'm going to give you one of those little tiny dessert plates, and a little tiny fork, and I'm going to give you your first slice of the first thing that you need to do. So I'm like a concierge to help him around to navigate what he needs right now. But if it turns out he needs something I don't have, then I will go and create it. I'll either make a podcast episode, or I'll make a training inside of the membership on the specific thing.

Now, we have made a specific training on retention inside SuperFastBusiness, because of course, it affects every member. I put it into my [Profitable Membership](#) training course, which is available at [SuperFastResults.com](#), if you just want to buy the course. So you can choose. That entire course is inside SuperFastBusiness. But people can choose which way they want to consume it.

I'm going to publish a book on this. And you can bet there's going to be a chapter on churn, and it's going to be very similar to what we're talking about today. But you've nailed it, John. Put your finger on the pulse. What is it that your customers need?

Now a specific example. Today on the call, someone was telling me they wanted to help their customers intermingle with each other and to socialize. And I said, Well, that sounds like you need a social wall. You need the digital watercooler where they can hang out and chat to each other. And you can still link back to old links, and you can search it, and you can reply to specific things in it.

All these features I asked you for and you developed, and they're in 10XPRO, and they've made my life easier. I was just using it the other night in my SuperFastResults community, and it's amazing. It's so good. It's exactly how I use it. It's exactly what I wanted. And it's there. So now the tools are there to find out what the pulse is, to open up a discussion with your audience and then create stuff.

This is exactly what [Ryan Levesque](#) teaches with the [Ask method](#), it's, find out the challenges your customers are having, and then solve it for them. This is so simple. Find a challenge, solve it. If you have your finger on the pulse, then you've got that covered

Showing them that what you do works

The next tactic, I'll go into tactic number three, would be to show proof of success. One of the best ways I've helped my members stick around is to prove to them that not only others are getting results, but that they are too. And that might sound a bit strange when I say that. But if I can prove to a customer that they are getting results, which they sometimes might take for granted, then they have this aha moment, Wow, I'm actually really being benefited by being in this community.

I might remind them of the connections they've made from being in that community, or the choices they've made, because they got someone to be their second pair of ears and eyes to show them what's working or not, or the ability to make the right moves, because I aggregate data and say, Well, these three things are the next things that I suggest would work.

And when they post a success thread, like my friend has been there for 10 years, he was reflecting on his 10-year journey and all the lessons he learned along the way, and all of the key influences that happened, that I encouraged him with, and all of the contacts he's made. That thread was powerful for everyone reading it. It was powerful for me, because I feel like a real sense of satisfaction that I've delivered on what I set out to achieve.

It was also probably the most powerful for my member who posted that thread, because he was able to reconcile that time invested and the money invested. Over the years, he would have invested thousands and thousands of dollars. Let's call it tens of thousands of dollars. However, he has made hundreds of thousands or millions more in the last 10 years because of this journey. And so, he's now fully aware, well, this is an investment that has delivered.



And you can't say that about every investment you've made in any category of life, whether that's personal investments, surfboards, or fins or leg ropes, especially the one that snapped after two surfs, or business courses, not all the courses deliver. So that's good. So my tactic three is show proof of success, not just how other people are succeeding, but help your customer see that they are succeeding.

And now, I know you've got reporting dashboards and analytics that help a customer see funnel success, return on investment, those sort of things. Maybe you can speak to that, John.

John: Yeah, so obviously as part of your [10XPRO](#) site, when someone actually installs 10XPRO, basically, yeah, you can track all of these things, right? So as a member, you can see all your different funnels, what's going on, the conversion rates. You can see the source tracking, all of this data, and we have beautiful reports available. So that's one side of the equation for our members, what they can use.

But also, they have their own members, right, in their own membership sites. And those members, you can also enable some gamification strategies, you know, just like in a game, like you were talking about, well, let them know where they are and how far they have gone. That's why when you see some of those games online, and they're so big, and you need to spend your entire life in the game to reach the end, right?

And let's say that's level 60. And there's a reason why there are different levels, and why you have experience points, is because you might feel like, man, I'm never going to reach level 60. This is going to take me forever. And yeah, it will take you forever. But it's basically one step at a time. And just letting you know that you're level 29 does two things. Number one, it tells you that, Okay, you can just get level 30 because look, level 30 is coming up, that's pretty cool.

It also reinforces the fact that you are already level 30 or level 29, right, which is almost halfway there. So look at everything you have achieved. So it's a clear visual representation of what you have done and where you need to go. And that's what games are doing. And we can take that learning lesson from games, and we can implement that in our, let's say, membership site, if you want to, right?

And we do have some tools in 10XPRO to allow you to do that, to reward your members. When they take an action, you can have all of these different types of feedbacks in your website, whether it's a little music or like, a sound, or it's a level exactly like that. And you can see, okay, where I am, or your achievements, very popular in games to have achievements where you can gamify your experience in your membership site.

And these are little things that you can do so that they can feel like they're making progress. Just the fact of having a progress bar on top of your pages, for example, inside your membership site that says, Yeah, you are five out of nine, for example, that's pretty good, because now you know, I just need to do four more. I can do one more today, right? I have it in me. One more for whatever time it takes to do one more.

Keeping your customers engaged and coming back

So these are all little strategies that you can use that refer to what you were talking about. But another step as well, another strategy in terms of retention, is to actually keep them engaged, right? And you do a lot of things, we do a lot of things as well, keep them engaged and keep them coming back to the site, because that's one of the things as well, with membership sites, people are very excited at the beginning.

They try to discover everything about it, they use it for a few days, maybe a few weeks, and then maybe they get distracted, right? They see some shiny object in the distance, or some guy launching some miracle secret that is going to make you a millionaire. And now you want it, right? Oh my god, that's the secret. I just need to click a few buttons, I'm going to be a millionaire. It's beautiful. This guy has found the secret, which we know this is all bullsh*t. It doesn't exist. But you know, they get distracted.

So now what we need to do is to help them come back and remind them of the value inside. Tell them that, Hey, this person is asking those questions. And you do an awesome thing every single week as your emails from SuperFastBusiness.com, where you talk about the different topics that are hot. And this is also a feature that we work with you and we added to 10XPRO.

So if you're using the forum inside 10XPRO.io, the forum feature that we have that's built in, you can have pretty much a snapshot every single week that tells you, these are the top posts on the forum. That tells you instantly, Oh, these are the top conversations. And if you're following your strategy, James, which is to send an email about all the top posts, all the top conversations, it's very easy for you or anyone to create an email, that email that you send, and then send that every single week.

Why? To bring people back. To tell them, Hey, these are some really cool things being discussed inside the members' area. So that's one strategy. Another thing is to, for example, we have an app that is built in with 10XPRO that members can add on to their membership site. And that does some really awesome stuff. Because once you have an app in your phone, what do you have, really? You have notifications. You have built in notifications, like, messages that appear right here whenever something happens.

Someone likes your comment, boom, it appears on your phone. Someone comments, replies to a friend or to one of your social wall posts, boom, it appears on your thing. You get a coaching reply from your coach, like from you, James, boom, it's on the phone. So what do you do? You tap on it, you come back.

If you're not using the app, that's fine, because we also have built-in desktop notifications, and of course, email notifications to bring people back, because that's the goal. Get them to come back, log in back to the website, because they might discover something that they might not have seen. They might engage again, they are going to start doing, which is what's awesome about your membership site, James, is that people form bonds with all the people, right? And there's that real community being formed inside SuperFastBusiness.com.

And then people don't want to leave. Because it's not just about, Oh, I'm not interested in the training more, it's more about, Hey, I want to keep my relationship going, I want to keep the network going. Because depending what you're doing, you know, a tip from anyone else, or a connection will open doors, and will give you all of these awesome opportunities, right?

So re-engaging your members is extremely important. And you can definitely use a ton of different features available inside at 10XPRO to help your members come back to the website more often, because if they do, they get more value. And then they see that, again, it reaffirms, I've made the right decision, this is great value for money, and I don't need to cancel. This is awesome, and I'm going to stay forever.

James: Boom! You just ticked off three of them. Leverage notification. So that's one thing I said to my friend today. You know, stacking a few of these techniques. Yes, sending out news updates about what's hot, is also like keeping a finger on the pulse. Now, if you happen to be doing live monthly training, and you want the input of your members, send out a notification and say, Hey, we're going to be doing training, what are your questions?

They reply to the questions, you deliver the training, it's based on their stuff. And then after training, you email everyone saying, Here's that training, we recorded it for you. Boom, boom, boom, boom! You're now keeping people in, and they are bonding. The more they interact with each other, and the more they get to know each other.

So one huge thing we used to do, you know, up until last year, was live events, every year, and it's counterintuitive for an online community. But the in-person live events were huge. That was the glue that stuck everything together. And it'll be great when we can do those again. We can't right now. Even in the countries where they can, they're still like, getting about a ratio of people virtual in, because if you're in a country like mine, you're like, physically locked in your house at the moment, you know, almost like that. Well, we can still surf, which is a major, awesome thing.

How support and follow-up affect retention

So, other techniques here. Getting your support team. Leverage your support team. Nothing's more frustrating for a customer than if they lose their login, or they can't log in, or they've forgotten what their email was, or they don't know how much they're paying, or their credit card changed, or they're PayPal-restricted, or whatever. These things happen.

Get a support team on the job. Make sure they're responsive, that you are emailing back very quickly and getting them in so that they don't go without it. You don't want that old ticket, Hey, I haven't been able to log in for six months. Can I have a refund? No. That shouldn't happen. Because you should be following people up who go inactive. That's another great retention strategy.

It's, like, almost number one, after getting a result for a customer, which is the ultimate retention strategy. You get a result so they just know they're having a great time. But if you do that, then if someone stops engaging or logging in, you want to send them a follow-up sequence, we call that a slipping-away sequence, when they're just drifting off.

I still remember when I used to go to the gym in the 90s, if I stopped going, they would know that I didn't check in, and they would send me a letter to my house and it'd be like, Hey, James, we checked in the locker room, we looked in the showers, we looked under the benches, we checked in the yoga studio and on the cycle machines, we couldn't see you anywhere. We hope we can see you again soon. And by the way, here's 20 percent off our snack bar when you come in or whatever.

So they used to follow up. Gyms are the ultimate business that suffers churn, right? Everyone listening to this has at some point joined a gym and then stopped going, right? Pretty much. So we can learn from the masters. That letter really stuck with me.

John: That's pretty good.

James: So our follow-up is simply like that. Hey, John, are you okay? And you reply back, Yes, I'm fine. Sorry, I was just a bit busy. We had a bit of a hurricane here and there's been a lot of waves so I've been surfing a bit more than usual. But I'll be logging back in tomorrow to update. That's basically the conversation we get into. Now they know that I care. Now I get to find out really good in-the-trenches feedback of where I should be going with my serving.

I get to know that they are okay and they continue to use and consume the thing they're buying and getting results for it rather than just one day looking at that bill saying, Oh, I should get in touch with them and switch it off. That's what you don't want. And it will usually come when you do a weekly news update or something.

People open it and reengage, about 65 percent to 80 percent will open it. One or two people will say, Oh, can you stop my subscription? They're usually very polite. Look, I think I just want to put it on pause for a while, because of whatever, insert reasonable reason. But what they really mean is, they want to cancel that.

John: Yeah, sure.

Bringing them back after they've left

James: And I always ask this, How can I improve? And usually they'll say, Oh, look, either, you know, I was a bit confused. I didn't know where to go, or I've changed jobs, or I'm now in a different industry, or I've decided not to do this, or I'm trying something else or whatever. Usually, it's always very polite. Nothing, it's great. I love the place, and I'll be back or whatever. And a lot of people do come back.



That's the other thing. If you don't burn your bridges, if you don't make it too hard for people to leave, then you will get people come back. And this is a common mistake with retention, don't think that goodbye is goodbye forever. I've had people come back after two, three, four, five years. They're like, I've been out in the wilderness, I got lost and nearly drowned and got wet, starving and whatever. Now I'm back. I'm back home. It was shelter where I should have been the whole time. I'm sorry I left. But here we are.

So many people come back. And I make it comfortable for them to come back. I look forward to helping them for the next stage of their journey. And as a coach, too, I don't beat myself up personally when someone leaves. This is a problem we have when we're new. When people leave you, don't take it all personally and get angry with them, okay? They're not rejecting you. It's not a rejection.

Maybe you can take it as an improvement suggestion, what can you change or make it better for that person so that they would have stayed? That's always worth asking, even though it's hard to cop, because we have ego involved. But at the same time, it's never personal, right? If you could have done something better, but you didn't, then make it better for the next person. They're not rejecting you as a person and saying you're a bad person, right? So we need to get over that, get some thicker skin.

Here's another tip, have tools or resources inside the membership that are just not available anywhere else, that it would be difficult for someone to go without. They call it pain of disconnect. I think that's pretty harsh. But it's essentially things that they will miss that when they have them are great. So provide things that are useful.

If you can make useful tools or templates or frameworks inside your membership that are handy; and I've had different styles of one; I've had a rephraser where people could type anything and I'll rephrase it and say what they're supposed to be saying. I've had software tools inside SuperFastBusiness. There is a software tool right now where you can put in your membership details, and it will tell you what your profit will be each year, allowing for churn, allowing for trials, allowing for all sorts of other variables, how many members you add, what your conversion rate is, and so forth.

So they're in there. Those things are really handy. But they're only for members.

The importance of just showing up

John: Yeah, exactly. I mean, you can have that. And also, you can make sure that yourself or whatever the extra steps that you take that we talked about a few, like doing those extra live events, providing that personal touch, that personal coaching, replying personally, which is actually super easy to do, but unbelievably valuable, because in this day and age, most of these gurus out there that are promising their amazing membership sites, guess what? They're never there. They're never inside their membership site.

So if you just do the basics and show up and be inside your own membership site, I know, great idea, right? You'll be already far ahead compared to everyone else, and people will know that, people will see that, Okay, actually, I'm not just getting shafted to one of his support person. The actual coach is actually there helping me out, and caring and giving that personal touch. Wow! This is an amazing membership site. I don't want to leave because I don't want to go to those other guys that promise the moon, that talk about all of this great awesome stuff, awesome results that they get. And then they're never there.

You join their groups and they're never there. That just drives me crazy. So that's of course, that's something that you can easily do, just be a good human being. Deliver on your promise, show up. Yes, yes, it will be some work. Yes, I know. You're going to have to probably dedicate a few hours a day. But guess what? It's your business. You're building your brand. And you need to do what you promised, which is help people get more results. If you promise them that, make sure you deliver that, right?

If you feel them slipping away...

I just wanted to touch back on one of the features that you talked about, the slipping-away strategy, which is obviously a fantastic feature that everybody should implement. And that's something that we do too. If someone does not activate their license, or someone does not log into their website in X amount of time, after X amount of days, we follow up, right?

And we say, Hey, how can we help? What can we do to help? And that's something that now our members can as well do, because we worked with you to build that feature, which is basically your own membership site will basically know if someone has not logged in to the members' area in the past X days, and automatically will add what we call a little tag in your own emailing system.

So then you can fire up any email sequence that you want automatically, to make sure that you can send that little email that says, Hey, is everything okay? How can we help, right? Now, that's an extremely powerful feature that you want definitely enabled to make sure that, again, people are engaged and come back.

Find and champion your leaders

James: Nice. And while you do have your finger on the pulse, and you are showing up, it'll give you an opportunity to spot the leaders in your community. In any group, there'll be some people who just go above and beyond or stand out for good reasons. Of course, there'll be a couple of people who stand out for bad reasons, if you don't filter carefully on your sales offer. So be careful about that. We all get them.

I remember you telling me about someone who started five or six different trials through different email addresses to try and get their cheap trial for 10XPRO. And I thought, that's a really sh*tty thing to do. That is someone who's not going to be successful, because they spend so much energy trying to cheat the system that karma is going to bite them in the ass. That's just poor form.

But on the flip side, there are people who are just so good. And they shine and they do well. And every community has these people. You'll usually see them floated up in front of the spotlights, and put on a platform as examples. They'll be the ones speaking at the conference, the user conference, they'll be the ones who are continually submitting amazing resources for your members, without ever expecting anything back.

So my point here is champion your leaders, find them. I've got leaders, they run my local meetups in every state, when we're able to. They are a perfect example of members who get it. They're the right fit, they do a good job, they post great content, they support and nurture others, they're leading pods. They are journaling and showing others what they're going through to be real. And these people succeed. And karma looks after these people. So keep your eye out for them and promote the eagles.

John: Yeah, exactly. Take care of them, reward them, make them stand out, if you can. And that also makes me think about another feature that you can enable that's linked to that gamification thing about, which is, you know, tracking the progress of your members. But not just tracking it or letting them know about it, but also rewarding them when they reach specific milestones.

That's really important if you have a fairly complex type of membership site, like let's say, you have a lot of content, a lot of different steps. Well, at every single step, you could reward someone for achieving a specific milestone. That can just be a simple email, Hey, you're doing great. I saw your progress, you're doing fantastic.

That makes people feel good. And it's a great thing to do. You can do way more, you could maybe send them a little reward by the post, if you wanted to, whatever it is that you think is convenient, you could do that. And rewarding them is an important step to show that recognition, right?

The episode in a nutshell

James: Perfect. Well, let's just recap this episode, which is 864. We're going to put these show notes together with a transcript of everything we've talked about here. So focus on keeping customers. That's really the point of this episode. If you can do that, and you have an [offer that converts](#), you've got magic. That is a magic recipe. Get people to your offer, they buy, and they stay, then you're going to have a great business.

John: That's right.

James: So commit to learning about what your members need and adapt to them as they go, as John does. He's adapted his software around my needs. And I'm still really happy with the platform for me and for my customers. Make sure your onboarding has a personal touch, consider potentially sending a lumpy gift as I do in my high-level programs.

Track the progress of your members, and make sure that if they are not sticking around, you find out why, ask them how you can improve, and follow people up when they're showing signs that they're about to disengage. All big companies do this. All large ecommerce stores, especially companies like Amazon, they can detect consumer behavior when they're about to drop off or not interested. They send just the right prompt at just the right time. You've probably noticed it now that you're aware of this.

Keep your members updated with the latest innovations and what's hot and what's happening. Keep them involved, keep them excited. Help them see they've succeeded by being a part of your membership. And if you do those things, you'll have a great membership.

I really enjoyed this episode, because it's just absolutely critical. This is the make or break. And people have shut down memberships all the time, because more people left than they could fill it, and they got sick of filling it, and because they weren't looking after this.

I spent the bulk of my working week on fulfillment, just looking after clients. That's where most of my hours go - a small fraction of it doing two podcasts, a tiny fraction of it looking after my team, and the bulk of it on looking after my customers. And it's a very rewarding, fulfilling business. When you do it like that, it can be very, very profitable.

John, thank you for coming and sharing. Of course, everything we've talked about, your platform 10XPRO.io is able to facilitate. As long as you drive the machine, the machine will be able to handle everything you throw at it. So thank you for that. And of course, anyone listening to this thinking of a membership should go and get that software and just get started.

You've got so much training in your Academy. And you've got the weekly support calls. And of course, I'm there as well, we've got a lot of crossover in our communities. And thanks for providing the industry-leading standard software.

John: Thank you very much for having me.

James: All right. Well, that's it for Episode 864 of SuperFastBusiness.com. We'll catch you in a future episode. And in the next episode, John and I will be talking about advanced membership tactics. This one's for someone who's already got a membership that is going well, that they want to just tune it. What have I learned after doing memberships for over 10 years? What has John learned, having so many membership customers in his portfolio that he's seen going well? I'm looking forward to that one.

So that's the next installment. Advanced membership tactics. We'll see you on that one, John.

John: Thank you very much.



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