



How to Sell Memberships - The Membership Series



How difficult is it to sell memberships? James Schramko and John Lint discuss what works and what to consider, in the continuing Membership Series.



James Schramko and John Lint

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 857. Got my friend [John Lint](#) here talking about membership stuff again. Hey, John.

John: Hey, how are you, James?

James: John, of course, the founder of [10XPRO.io](#), my favorite membership platform. We've got a [series](#) where we're talking about different aspects of having a membership site. So if this is the first episode you're listening to, you probably want to go back to the start, because today we're talking about how to sell your memberships.

And we're talking about subscribing individual members into your membership. I mean, primarily, of course, there could be a business to business application where you have multiple people coming at once. And I do have clients like that. But I think by far, most of the people listening to this have one-off sales.

So we're just going to cover a couple of ideas. It won't be an exhaustive list, or exhausting list, for that matter, of absolutely every possible way. But we'll just talk about a couple of ways that maybe people haven't considered or thought of, and certainly some of the things that have worked well for me, and perhaps some of the other members who you've been supervising there in your 10XPRO environment.

Beyond just doing the software, of course, John, you provide training as well for your members. And you've also got little courses and things and you have live calls so that people can come and have their questions answered. So if anything that we talk about piques your interest, head over to 10XPRO.io, check out the platform, it's very easy to get started.

Selling off the back of an event

But for now, let's talk about one of our clients. You actually told me about a client who was using your platform, and also as a member of [my community](#), and one of the things he did was a little bit different to what we're normally here for, how to sell memberships. He actually put together a little online event. So John, do you want to just give us a little overview of what that looks like as a way to have people find out about your membership and join?

John: Yeah, absolutely. So that's basically what he did. He created what's called a virtual summit, a virtual event, if you like. The way that works is that you have, let's say, multiple experts. It's like events that we used to have in a conference room. Well, you do that online, basically, right?

So you're going to have people join that event, they're going to buy access to that event. And they basically receive their username and password to a protected membership site where the online event is going to take place.

And what does that mean? It means that you're going to have sessions, pretty much what you and I are doing right now, kind of like interviews or presentations from a specific expert about a specific topic. And there can be moderations. And of course, there's going to be Q&A calls and all of that. And a Q&A session at the end of the presentation.

So it's basically a series of live classes, if you like, from specific experts about a specific topic. And yeah, it's, it's pretty awesome to do, especially right now that people can't travel as much. And it's a great way to leverage the power of the internet to start doing those live events. So I think, you know, he did a few since then, and it worked really well.

And it's a great way to build your list, we can talk about that later. It's a great way to make sales, it's a great way to get new partners on board, because you're pretty much exposing them to a bigger audience, right?

So all of these experts join in. And they understand that they might do one presentation, but they're going to be exposed to maybe the followers of all the other experts and, on top, the traffic that you bring yourself, because you're actually selling access to that, right?

So there are multiple ways that you can do it. If you want to cut them in into some kind of a fitted setup, then that's up to you. Some people have done that as well. And it's a great way to create this special event about a specific topic where people can learn a lot and get exposed to different experts.

So if you want to go deeper, we can talk about the technicals and all that. But in a sense, that's the strategy. So you have that one-time event, which is great, because again, you have that urgency, that scarcity, that special event that people might want to pay to get access to. So that adds to the sales component of that strategy to get more people in, to get to motivate them to buy, basically, because they don't want to miss out. Yeah, and it's a great way to build your list and get sales, like I said,

James: Great. Yeah, and I know we have covered this in more depth in a particular seminar or live event or summit-type focused training in a previous episode, which we'll link to in the show notes at Episode 857.

The technical basics of the thing

Now, from a technical perspective, I'm not the guy to ask, but I'm going to make it pretty simple. You just have a registration page where people can go to and register their interest or buy, you can choose. You can either do it free or paid. And when they join, then they start getting emails from your synchronized email system, letting them know when the sessions are on. You capture the sessions, you put the recordings in their portal.

And of course, now you're creating a massive amount of content. And hopefully, you're getting a little bit of support from the other people who you're having on this event, if you're having other people. You don't need anyone else, you can do it yourself. And you can use little snippets from that content as part of your social marketing to go one layer out from this, to bring people into the event.

So yeah, what we're talking about is various layers, the ultimate goal being, of course, we have people join our membership. To do that, they need to know, like, and trust us and find out about what we have and get a sample for it. So the summit or the event that we have in front of this is a good way to do that. And then of course, we can use the buzz around that to attract people to it in the first place.

So if you're starting from scratch, there's a little bit more work. But it's got a much bigger, faster result if you do it well. And I know Chris has well and truly several hundred members of his membership now, and this was the prime kickstarter that got it going.

Addressing the four-letter word

So while we're on this, let's just talk about selling for a minute. Because when we talk about how to sell memberships, there's sort of a dirty word in there, "sell". Sales, selling. I think, from my conversations I've had, a lot of people are like, I feel a bit bad sort of mentioning my products or services to people. I feel icky, like, you know, a bad salesperson.

And I just want to address that. The simple replacement for sell would be help. Can you help people be better off? If people could come along and see your stuff, and willingly pay you as an investment in themselves - because they're not investing in you. They're investing in themselves being better off - would you be happy about helping them be better off, if they were happy about paying it? Could everyone win?

And the answer is, of course, yes. There's value creation. Very simple example: if you are driving along and you're about to run out of fuel in your vehicle, you need to pull over and acquire some from a service station. You pay the attendant for the fuel, because you know you need the fuel to be better off. Having the fuel will get you to where you want to go. Not having the fuel means you're stuck on the side of the road. So, almost certain death.

So, we paid to be better off, we're happy about it. The person selling is happy about it, they're helping all these motorists get fuel and continue their journey. That's all we're doing with a membership. We're setting up something of value. We already pay for all these different memberships, from Netflix to our telephone subscription, our internet provider. We're paying every single month for all these things - water, electricity, and so forth.

So would someone out there pay you to be better off with your membership? I just wanted to cover that. It's not something to feel bad about, it's something to feel good about. And when you reframe this, can you go for it? Really, you should be letting everyone know about this, which is part of the process.

So we're talking essentially about different ways you can let people know about your program, and make sure they don't get in their own way. So what do I mean by that? I mean, some people intend to join and would like to join, but just visiting your page and then getting distracted or whatever, you know, the courier arrives at their door, or they have to pick someone up from school, or they're in the middle of dinner, and they intend to buy and they want to and they know they'd be better off and they'd be happy to do it, but they just don't quite finish it.

Truths and caveats about selling upfront

That's why we need other things in place. So we're going to cover some of that in this episode. One question we get a lot, and I'm really interested in your thoughts on this, John, is whether you can sell a membership upfront or not. What are your thoughts?

John: Yeah. Upfront, you mean like straight up? With billing on your website?

James: Straight up.

John: Well, you could. I mean, you do that. I know that you do that. But there are reasons why you do that, and why some...

James: Sort of do it. Right? And that's the context missing, isn't it?

John: Yeah, exactly. So, can you have a sales page? Let's break it down. Can you have a sales page that talks about your membership site that asks for the order, where they pay? Yeah, you could have that. Is that the best strategy for everyone? I would say no. Then it will depend. What will it depend on? It will depend on your positioning. What does that mean?



Well, it means that, do people know you? Again, the first thing that we need to do when nobody knows who we are, we need to get them to know us, like us, trust us. Why? Because then they understand who we are, they know that we are an expert, they know that we can help them. And therefore it's much easier.

But if they don't know any of these things, they're just on the page, they don't trust you, they never heard of you before. It's all of these barriers that are going to basically reduce your conversion rate. So yeah, from 100 people who land, it's probably going to be zero point X percent, if that, if you're lucky, right?

But if they already know you, like you, trust you, they see you as an expert. They know that you have helped other people, all of the things that you need to do before you present the offer. Then obviously, the numbers are going to increase.

So the reason why you can kind of do it is because you have been doing this for more than 10 years, you are an expert in this industry. A lot of people know you already. You have tons of podcast episodes, this is Episode 857. Alright? And thank you so much for having me again. But you know, so you have all of that work. So you can get away with it. Someone who has not done anything before, well, obviously, it's not going to have those results.

So that's what I have to say about, can you sell it up front? Technically, yes. Should you do it, I will argue for most people, they should probably not do it. They should do different things that we talked about before. But obviously, the first thing that you need to do is to attract people to you. And that's by publishing content, by being online, by doing all the things that you can do to bring people to you, to attract them so that they get to know you, like you, trust you.

The next thing you need to do is to build your own audience, whether it's on social media, whether it's on email. But of course, the ultimate goal is to capture that email so we can communicate with them. Why? So again, we can bring them back to our content and let them get to know us, like us, trust us, know that we understand the problem, know that we have a solution to those problems, show them that we have helped other people, show them case studies, testimonials, and then ultimately make an offer, present the offer and present a solution to their problems.

And that solution is the membership site, is our coaching program, the recurring program that they can join every single month or every single year, and they are going to get solutions to all the problems that they are facing in that specific niche. So for me, that will be a better strategy. Going back to your question, could you do it? Technically? Yes.

James: Okay. So let's sort of break down some of the variables here. One is the type of traffic, it plays a huge part. As you mentioned, I have published more than a few episodes. There'll be people listening to this episode, John, who have heard you and I talk about [10XPRO](#), still haven't tried it out, but might try it out later on in the series. Like, we're only halfway through the series, which is pretty interesting. And you've been on this show many, many, many, many, many times.

In fact, if you go back far enough in time, there was a time where I didn't even know you. You didn't know me, right? I didn't know you. Then we found out about each other. And then we started working closer together. You modeled a lot of the membership functions, for example, around what I was doing with my membership. I happily shared that with you because you came along like a genie in a bottle, you know, waving the magic wand, saying, what do you want it to do? Oh my god, no one's ever asked me this before. And now we've seen so many people come through the platform, getting results and succeeding.

John: Yeah, we're still doing it, still going.

James: And eventually, as I publish more and more and more and more case studies in a year or two from now, there'll be people who just decide, okay, I've seen enough. I think, yeah, it's beyond doubt. But there'll be some people that don't get it. I had a promotion piece to one of our previous episodes, it was [seven steps of a membership](#). And one of my ex-clients, who also tried the platform, posted, this is wonderful content. But you need to be technical to use the program.

And I remember this client, this client was a super outlier, like very unusual compared to the usual person I get to deal with, extraordinarily complex. And from what I know, I think this person pieced together their own website by themselves. That was on a more technical platform, like WordPress, for example.

And so you can't please everyone, all right? I'm not saying every single person listening to this, it's the absolute perfect solution. However, it is probably for most people, I'm going to say on that. But it's just interesting. Like, no matter how easy you make it, there's still someone who's going to say, it's not easy enough, but they might not be a perfect fit.

So traffic, we've talked about that. If someone's cold, like the reason I brought this up, I just don't want someone to go and get the membership platform, write their first sales page for a brand new product, and if they're an unknown and have no audience and no list and then they make it go live, and then wait for the money to roll in.

I did that. I did that in 2006. And I'm not too embarrassed to say I did that. I bought some resell rights to a membership riches program or some kind of riches program that had resell rights. I installed it all, hooked it all up. I put it on Clickbank, it went live. I was so excited.

John: Yeah.

James: Absolutely nothing. It was one of my first sort of kick in the face. And you'll get a lot of these on the way. Now, we've eliminated a lot of potential for this, but I just want to factor reality. Don't expect to convert 20 percent of the people coming to your site. And firstly, like, what people? Where did they come from, magically arrive from?

Make sure that you're realistic about this. When you do have momentum, when you do publish content, if you do run ads, if you do publish a book, if you do speak from platforms, if you do guest on other shows, and so forth, and people start to get your name or get referred to you, yes, you can sell your membership directly, as I do all year long, every day, at SuperFastBusiness.com. Every day.

That's the down-the-track version of what's possible. I want you to know it's possible. I also want you to know that other people might have to do it a different way.

The social media and content route

Now one of the popular membership programs teaches, start a free Facebook group, warm people up, and then migrate people. That's one way. It's a valid way. I don't love the Facebook platform, although someone very friendly from there called me today offering to help me with my paid account, which was lovely. Rare, to actually have a connection. They would like to assist me to increase my budget and learn about new campaigns and so forth, which is wonderful.

So they can be nice sometimes, but I don't know. From a personal choice, I don't want to spend all my time on free Facebook groups, and particularly right now in the world the way it is. It's a more divisive platform than at any other time in history. And so it could be deemed almost toxic in some ways.

I know you're not on there a lot, John, because when I logged in the other day, I saw a whole bunch of posts that you liked within about five minutes, and then you were gone.

John: Yeah, I'm gone. And I only check what you do, and that's it. And I give a like. That's it.

James: And of course, you got to respond to people's questions and comments. That's just the service nature of you. So if you don't want to do it that way, there are other ways. So let's talk about some of those. I'm referring to some notes here, because I do plan these podcasts a little more these days.

John: But just going back to this. I mean, you know, this is just one simple strategy. It's like, okay, you can have a Facebook group. And hopefully, you attract people to the topic of that group. And then you are hopefully doing a good job, and not what all of these other guys are doing, which is you're showing up, which is already great. And you're helping. That is one strategy.

Another strategy, you can start a YouTube channel, and you can post some cool stuff. And you keep on posting cool stuff, just like you do in your Facebook group. You need to keep on showing up and keep on doing. That's another strategy.

The podcast. You create a podcast, you keep on creating your podcast episodes, hopefully you're attracting more. You become a guest on other people's podcasts. And hopefully, you start doing more and more to attract people to you.

All of these are the same. It's all about building some kind of audience. That's number one. I just explained different ways of building some kind of audience. And after that is what you do with that audience. So usually, what we would recommend is, of course, you need to bring them to you, right? You are using all these platforms, you are taking advantage of these platforms, and I'm all for that.

I don't like them. I don't waste my time on social media. But of course, I understand the strategy. People need to understand as well that we should not just build their business there, we need to take advantage of those guys. We are not here to build Facebook business, they already have billions of dollars. We're not here to build YouTube's business. They already have billions of dollars. Instagram, etc, etc.

We're here to take advantage of those guys. We're going to take advantage of their traffic, of the people who are there, to build some kind of audience that is going to get to know us, like us, trust us. And then they want more. Oh, yeah, I want more how to lose weight tips. I want more golfing tips. I want more financial investment tips, or whatever.

Great. Let me find out more. What do you have? Oh, well, you have a website? Great. Let me check it out. Look at that, you have actually a mini-course. Or you have a virtual event, like you said. Or you have a video, whatever it is, great. Yeah, I want that. Let me give you my email for it. Great.

And then you keep that conversation going, until the time is ready for you to tell him, by the way, if you enjoy all the stuff that we've sent you - you don't say like that, but that's the gist of it, right? I invite you to take the next step and check out my membership program.

And I'm sure they will already know, because if you did a good job, you kind of embedded that message about your membership site, and how you're helping other people as part of all your messages. So, what they should do. And then they're already aware. And then when the time is right, they go and purchase access to a membership.

If you have to convince the customer...

That's something else that I wanted to say, is that going back to the selling thing, in my mind, there's no such thing as selling in terms of convincing, right? That dirty word of selling. Let me convince you to buy your membership site. That doesn't work. You can do it maybe with a vacuum cleaner, right? Alright. Let me give you that sales speech. I'm so slick, I'm going to make you buy that vacuum cleaner, or whatever it is.

But you can't do it when you sell a membership site. Maybe you can sell one month. But do you really want a membership site business where people quit after one month? That's not a business, you have nothing.

So it doesn't matter. I love your fuel example, because that's exactly right, the fuel company where you're buying your fuel, they don't need to convince you to buy the fuel. But what they need to do, and you mentioned that, they need to make sure to let you know that they have fuel. So yes, our station is here, you can get whatever, this, this and that. They don't need to convince you. They don't need to sell. But they need to do a job of letting you know about it.

And that's our job as well. We don't need to sell. We just need to let them know. We should not be shy, we shouldn't be scared. We shouldn't be, Oh, well... No. We just go through the basics. And we let them know, this is what it is, this is the membership side. These are all the benefits, this is the promise that we're going to solve. This is how better your life can be.

We're not selling, we're just letting them know, and we're just doing our job. That's the only job we need to do - tell people, this is what it is. Just like my job is to tell people about 10XPRO. We do that on the sales page. We have our follow-up stuff, I need to let people know what 10XPRO can do. And everybody who has a membership site should do the same. So, little rant there, just wanted to chime in.

James: It reminds me of one of the podcast comments I got. By the way, comments appreciated, if you ever want to make a comment. One of them said something to the effect of, I love it when John comes on and just does a fire hose. James, just stay quiet and let him talk.

John: Okay, I didn't see that comment. But yeah, that's pretty accurate.

James: Yeah, I get this sort of daily update. I think we're pretty big in Romania right now and Sweden at times. And we're cracking through into the UK and the Australian markets.

John: Okay, cool.

James: All because of you, John. I appreciate it.

All paths lead to the membership

I'm going to give an example. You want me to lift the hood and show you how it works? I'm going to give you a specific example.

John: Yeah.

James: I want you to pay attention to this, because a lot of marketers don't tell you what they're actually doing. They tell you what to do, but you should do what they're doing. Okay? Big difference. This is the part where I say, what would be a good way to get people to find out about your membership, and to have them interested in coming to visit your sales page? And the answer that I give students lately is, make little videos. It's very simple. Just make little videos, and publish them on those platforms.

Now, this is what I'm going to say. I've put together a training on this. And I've made it available at SuperFastResults.com for \$9. It's something like, [how to use short videos to make sales](#), right? I mention that on this podcast. I'm mentioning it right now. So someone's listening to this podcast, they find out about this training for \$9. It is there, by the way. This is not just an example, this is real. And I do recommend you get it.

They go along and buy this product for \$9, which is a very low risk. But it is a commitment for someone who's interested in short social media video marketing. And it shows how I've made hundreds of thousands of dollars from these short videos. So I think it's a very high return on investment. I've never had anyone ask for a refund. I've only had good comments on it.

What will happen then is, they will get some emails. And one of the emails will offer them access to SuperFastBusiness membership, which is like the next one up. The email's sort of like, you've got the video training, which is one of the videos that we train on inside the membership. Would you like access to all the other videos? I mean, we're talking hundreds of videos.

And I give them a coupon. I won't say how much, or the terms, because you have to join to find out. But it's a lot more valuable than \$9. To claim or redeem, and buy, there is a suggested time they should do that by, to join the membership. So that's my email follow up.

So you can see the sequence here. Just to be clear, somehow, somehow, if you're listening to this, you got to the podcast. I don't know how you got to this podcast, but I'm always interested. Did you see it in iTunes marketplace? Did you get referred to me by someone? Did you follow me on social media? Were you following John's social media? I highly doubt that. Right? But somehow you got to this podcast, and I'm so thankful that you made it.

Not every single person that listens to this podcast buys something. Maybe 65,000 people a month listen to this podcast, and not 65,000 people buy something. It's okay. It doesn't cost me that much to host the podcast on my Amazon S3 account.

But if you are listening to us, and you have an online business, and you want to be better off, and you think John or I could help you, and the idea of making short videos seems feasible, and platforms like YouTube, Instagram, Facebook or dominating, then product's probably a good bet. You go along, buy the product, you get the coupon, and then you may want to join the membership.

Now I get a lot of feedback, like, I was thinking of joining the membership anyway, but when you sent me this offer, it was a no-brainer. And here I am. That's a common thing. So they can actually join the membership, for an extremely low rate, with this coupon. So this is a side-door pathway.

So yes, someone could come straight to SuperFastBusiness.com. They could go through my chooser, and be offered my membership and join instantly, like within a minute. Or they go the slow route - listen to a bunch of podcasts, buy a little product here and there, get a few emails.

So we're going to break this down. I'll just unpack this. I just thought it'd be interesting to just share what I actually do, because maybe people aren't connecting the dots. But if you can't connect the dots off that, this is how you sell memberships, if you want to do the content marketing.

Now, I also run ads to a couple of things. I run ads to my [free challenge](#), which is a 30-day challenge, and the premise is you get a tip each day for 30 days. Now that gives me 30 days' worth of emails to build a relationship. That also has a coupon offer. I also give away my book. I give away my book as a PDF. And that's at SuperFastResults.com/book. Do you see what I just did there, John? I've linked to my book from my podcast.

John: Beautiful. Beautiful.

James: It's on a 10PXRO website. If you want to see this thing in action, go and get my free PDF. And when you bite that, it will offer you a print version. And it will offer you a print with audio version. That's an upsell. So from free to paid. That pays a little bit.

That money, I can put back into running ads. So it's reinvesting back into the ad machine. And I've got this wonderful ad guy running the ads. And they're doing really well. And I can just keep fueling that. And again, they're joining the email list and they will be offered a coupon for [SuperFastBusiness](#). All paths lead to SuperFastBusiness. It's the center of my universe.

But around that, if we're not ready for that, there's SuperFastResults. That's the membership underneath that. And if we're already way past it, then we talk [SilverCircle](#). I've got the spectrum. This is years' worth of work to put together.

If I had to start from scratch, then I would say make short videos. Send them to something where you can get an opt-in, and then use email. Email, email, email, email. [Email is still the big dog](#). Okay?

John's take on James's method

So I'm just going to see if I've captured this. I've got a couple of things that I wrote down. I want to make sure I've covered this off. But firstly, John, agree or disagree?

John: About the whole thing? Yeah, of course. It's the whole strategy.

James: You can speak your own mind. Like, we're two different people. You've seen other people handle this. I'm biased to my method.

John: It's what we talked about.

James: I'm biased to my method, yeah. Just because it works.

John: It's posting stuff out there, so they get to know us, like us, trust us, get to know who we are. That's it. They discover us. Great. Now, are they interested in our stuff? For example, for you, it's clear. Are you interested in online business and learning different things about online business? Yes or no? If No, okay, you leave, you go check out something else on YouTube. If yes, great. Watch it.

I watch your different episodes, and okay. But then I realize that okay, you have this course about videos. Yeah, I'm going to check it out. So that's the next step. Right? So maybe I buy, maybe I don't buy. Maybe you tell me that, oh, I discovered you have a book, and you know about that. Let me check out the book. And see, I already get to know you. Now. I'm going to check the book. Oh, it's free. I can simply put my name and email, and I get the PDF. I don't know if it's free. I think it's free, right?

James: It's free. A hundred percent free. Yeah.

John: Perfect. Great. Okay, yeah, get the book. That's fantastic. I read the book. And by the way, everything, of course, it's about providing value. What is providing value?

James: I believe my book is extreme value for free.

John: Of course.

James: It's a great book, really a great book.

John: Hopefully this podcast episode brings value to some people listening, and I think it will.

James: Well, if they're listening this far in.

John: Yeah. But it's about value. And what is value? It's about making sure that you deliver something that is going to help your audience get one step closer to their desired result. One step closer. It doesn't have to be the entire thing, but just one step closer. It can be one tip, it can be just one aha moment. It can just be, this is how you get rid of this, or whatever, right? It's valuable stuff.

The book is valuable. I know about it. Your courses are valuable, and I know about it, so great. So now there are two ways - either you can buy something, they can join your list. Why? Because then we can keep on doing that further. Like, we can send targeted emails that bring value. It's not just, Hey, buy my stuff, buy my stuff. You don't do that. You send emails about, Hey, listen to this new podcast episode with this person who's an expert in that stuff. You're going to learn all of these cool things.

That's usually some of the emails, value-based emails. But then of course, when the time is right, you make offer-based emails, where it's not selling, it's not convincing. It's just saying, hey, if you are interested in taking the next step, and you want more coaching from me, personal coaching, and join the community, where there's a ton of people talking about this, and at the same time, you get all of these training programs that are part of the membership, then I invite you to take the next step.

And by the way, for the next few days, you can get this coupon, or whatever, that is going to give you these extra bonuses, or maybe even a little discount, or whatever it is. So now I have a reason to join now, when I'm ready. And if I'm not ready, that's okay, because I'm going to get more valuable emails, valuable pieces of content from you. And then again, I'm probably going to get another offer later about joining the membership or maybe buying one of the courses, whatever it is.

And that's it, that's basically what we all do. That's what everybody should be doing. That's how you build a successful online business. Provide value, help them out, but also invite them to take the next step periodically, throughout your sequences. So yeah, I do agree 100 percent.

James: Thanks, mate. (Applause)

John: Thank you.

James: Got my sound effects pad, so I'm dangerous. Got my first episode published with sound effects, and the feedback was they liked them. But if we overcook it, then please let me know.

Waiting lists, hooks and email

Now, build your waiting list. That's really a good starting point. If you have nothing, just put up a waiting list, put an opt-in. If you've got something, think about how you can collect email addresses.

And think about your hook. What is it that stands you out? I've got a few little hooks out there. I've got a challenge, [Work Less Make More challenge](#). I've got a [free book](#). I've got [small courses](#), I've got endless [podcasts](#), and I have a truckload of little [videos](#). And I just want to state this, right? Some of my videos, I get 36 views or 50 views. It doesn't matter. I'm not a famous YouTuber like a lot of my students do. You know, I've got students who have 360,000 YouTube views, or 800,000 YouTube subscribers, etc.



So most of my students are like kings in the industry. It's amazing what you can do off a small list of the right people when you resonate with them. So you don't have to be a personality, you don't have to be big and famous. You just have to be relevant. That's what we have to do on all of these episodes, which is why we take notes now.

And when it comes to making the conversion, I want to make sure this is so crystal clear. The days of your sales page doing all the sales are gone. It's not about that. That's the ultimate conversion piece that they'll probably see before they hit the buy button. However, they may have come there from emails. And the email relationship is still really, really important. Send story-based emails and case study emails, send demonstration emails. Send a question. Help people out.

Give them a taste of what's inside

Do you know I email-coach some people before they join, just to show that I can help them?

John: Yeah, you're famous for that.

James: They say, I'm not sure if I should join or not. And I say, well, tell me what's going on. And they tell me what's going on. And then I ask a few more questions. And then I answer it for them. And then I tell them what to do next. And then they say, this is amazing. How do I get more of this? And I say, well, that's what we actually do in the membership. So if you like this, you're going to like the membership.

The risk is just gone. The trust is sky-high. They know I answer my emails, they've already got help without paying a cent. These are all great strategies. [Dean Jackson](#) talks about this. I'm a huge fan of it.

But I already knew this before I came to the online world, because that's how we used to work at Mercedes-Benz. If someone was interested, we'd take them for a drive, and we'd let them experience the product. They didn't pay for that. And often they would feel very comfortable making a high-transaction choice.

So yeah. Let's see. Use a feature recap. Okay? So what you can do is publish some of the insider stuff to outsiders. That's a nice way. So if you already have a membership going, take snippets or demos from inside and publish them outside.

Or, like, a lot of paywall news agencies do this - I don't know if you've noticed this, but on your phone or whatever, or you click on a newspaper site, a big name newspaper, some of them will let you read a few stories before, then you have to subscribe to see more. That sort of strategy can send them some content that's inside the membership. But they can't access it unless they join. It can really work well.

I've got to talk to you, John, about if we can get a scenario where people can view a certain amount of content, and then they can pay to see more. Because I think that sort of feature might be something really amazing for, like, a preview section.

John: Yeah.

James: Like in the old days with forums, some of them could have public facing content, but then you have to pay to go behind the paywall. That certainly can be done via email today, without any technology.

Does your name draw them in?

Make sure the name of your program really speaks well to the results someone wants. So you've got the ability to sub-name it. You can go and have your domain name, but you can sub-name a program. You know, you could have, Improve Your Golf Drive Program. So for a golfer, and they want to drive the ball longer, then that speaks exactly to the solution. So always think about your names, etc.

John: Don't get bogged down on the name, though. Don't get stressed out and don't get paralysis analysis.

James: Just start. So, my main point on this is, please don't use the word beta. Because beta just says, here's the crap version of my membership.

John: Yeah, I'm trying it out. Please test it.

James: It's like, Hey, I'm thinking about this, I've sort of launched it a bit prematurely, and it's not quite ready. And I'm hoping you'll take all the risk on me. And so I'm just going to call this my beta program.

I suggest you call it a pilot. If you think about all of the successful sitcom programs, most of them started with a pilot that was good enough to get accepted as a proper season, and then they got funded, and then they renewed. So pilot program is good. That implies that there's some element of infancy. But it also implies that there's a very good chance it'll go on to be a smash hit, like, you know, an eight-season run.

Like, my membership's been around for years and years and years.

John: Yeah. You could also use something like a founders' program. And a founders' group.

James: Exactly. Founders' program, I like that. So think about, just nuances. If you're in any of our memberships, just run the name of your program, past us. Founders' program, case study program, pilot program, but just avoid beta.

The copy makes a difference

Yes, make your sales page great. Make your sales offer page great. John has a sale copy training. I've got a sales copy tool available as well. It's at SuperFastBusiness.com. In the footer, there's a link called Tools. And it takes you to a [sales page generator](#). Combining these sort of tools, you can get something going that works.

But remember, it's a nice-to-have. When you've already got a membership and you already got money, you can reinvest in an amazing [copywriter](#), and that will move the needle. But you got to start with something. So just start with your best guess. And remember, email is like the safety net for a trapeze artist.

John: Yeah, and I would actually argue that's probably the best way to do it. Because then you have a base, you have a base of conversions. You have, okay, right now I've done my own sales page, and it's converting at, let's say, two point three percent. Should I hire this guy or this girl who is like, apparently an awesome copywriter?

Well, let's see. Let's see if they can even beat your own version. And hopefully they can, right, if you pay. But at least you have a base. Because if you just go straight with, let me spend \$10,000 \$20,000 \$50,000 on a copywriter, you have no data to compare. What is it, right? So yeah, take your time. These are all things to improve, to optimize.

James: And most of the good email systems we use will allow you to load up several versions of an email so you can compare them, see which one works. I often beat the paid copywriter's emails with my own emails.



John: Because most of the time it's about being genuine. It's about having that personal thing. And yeah, whether you are perfect or not, it doesn't really matter, because they want to connect with the real person.

James: Well, that's it. I mean, I'm talking even for my clients when I rewrite their emails in private coaching. I'm usually just stripping out all the bullshit copywriting standard framework stuff that alerts people that this is a sales pitch.

John: Exactly. Exactly.

James: So it's about being natural and organic and real, and using plain words.

Ever consider a documentary?

So another thing that worked really well for me to sell memberships for many, many years, for both of my websites, was a documentary. I had a brilliant filmmaker called Michael Hanson, and he made me a documentary for SilverCircle. It was on the homepage of my site for about seven years. SilverCircle has been around for over 10 years now.

And it was a beautiful film, a little short film. It was black and white. And it took someone through a case study. I had a student who came in, was making \$30,000 a month. And within a month we got him past \$300,000 per month.

John: Nice.

James: So it was pretty compelling. And it's not typical. Most people don't make that much that quickly. But it was still, it happened. And it was real. And he traveled to Australia to come to my event, and it was documented and it was a great documentary. So I think documentaries work.

I've had also had other members do this. Especially in markets that have a hard sell, documentaries can really be a non-salesy way of demonstrating how someone could be better off. They place themselves in the shoes of the main character of the documentary, and enjoy that transformation as a story. Which is, to put this in perspective, I've been doing storytelling in video for such a long time, and it's now becoming popular.



"VIDEOS AND
STORYTELLING ARE STILL
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JUST BLOW THINGS INTO
THE NEXT DIMENSION."

- James Schramko

But you can go back and I've used storytelling documentaries. That's a left field way. I'm doing some work now with Kan from [Social Wave](#), and he uses videos in his marketing. Explainer videos, videos in training. We're going to hear a lot more about that in future episodes. But videos and storytelling are still sticks of dynamite to just blow things into the next dimension.

John: Yeah. More than ever, I would say.

James: We've already talked about emails over and over again.

In summary, things to think about

So action steps from this episode, just to recap, because we're at time now. Think about, when it comes to selling memberships:

- How can you help people be better off?
- Who are those people?
- How do you communicate to them in a way that makes sense to them?
- Where can you go and find them?
- How do you let them know that you exist?
- What things can they go and get that they can give you an email address for?
- And how will you follow them up with emails to mention your membership?

I suggest coupons and deadlines, just quietly. All of the technology to do this, aside from the actual email system, is built into 10XPRO, but the email system will talk to 10XPRO. So it integrates like a hand in glove, like Dropbox does for Amazon S3. You know? So the recommended suppliers for emails are listed on the site, you could always ask John.

The most important thing you can control

John: Yeah, and that's in purpose. Again, just side note on this, it's in purpose. Why? Because you need to be in control of your email list. It's the most important thing in the world. We talked about this.

That's why 10XPRO was built to work perfectly at a deep level, so you can do a ton of amazing automation with your existing email system. The ones you're using, James, [Ontraport](#), I'm using Infusionsoft, most people are using [ActiveCampaign](#), [Drip](#), [ConvertKit](#), AWeber, MailChimp. These are the top ones that most people are using. That's what we have deep integration with.

And we are the only platform out there that will allow you to do amazing things with your existing email system, because you never want to put your email subscribers into anyone's system. Don't put it on 10XPRO, don't put it anywhere else. Because if you lose everything, but you still have your list, based on everything we talked about today, hopefully you realize that having your own audience is the most important thing in the world.

Because if let's say you lose everything, the next day, you can set up a page, tell them hey, by the way, I'm opening up this new thing. And you do that in your email sequence. And hopefully, you start getting some new members, some new sales so you can get back up. You lose your email list, you have nothing. Little side note.

James: You lose your Facebook group, and you don't have the email list...

John: That's it.

James: You've got nothing.

John: Yeah.

James: The other thing about 10XPRO is it's often using the content that you've got somewhere. All my videos, for example, are on Amazon, or Dropbox, or on a video player that we just embed or load up. So if for whatever reason the site disappeared, we still have our email list. We still have our subscriptions in place with Stripe and PayPal. And we still have our content. So it's pretty secure, from my perspective, from an [OwnTheRacecourse](#) thing. That question comes up all the time. Might as well just knock it on the head.

John: Yeah, because in these days it's extremely, extremely important. Hopefully, people are starting to understand the power of decentralized systems. We have been living in a world, in the internet world, where everything was centralized, because of the technology required.

What does that mean? When you're using a system, any platform, there's usually one computer where every client is there. Our goal is to not do that. Yes, we're going to take care of everything for you. So it's a semi-decentralized system, meaning that we are taking care of the order backups, those updates, all of that.

But every single website is unique, is different. If one site gets hit, all the other ones are going to be fine. Most other platforms out there, it's one server, one computer. A little bit techie stuff, but it's important to understand, as we move forward with whatever is happening in the world right now. It's extremely important. That's why we built it from the ground up.

Why? Because when I built 10XPRO, it was first for me, and second for people I was looking at. Will someone like James use a system if I tell him, Hey, listen, James, if you want to do this email stuff, you need to put all your emails that you've been collecting for the past 15 years, you need to put them into our system so we can do this cool stuff? Of course, the answer is no, because no serious marketer will do that.

James: My concern would be that they take the entire database of all of their clients and remarket to them, or sell that data.

John: Exactly. That's the minimum.

James: I mean, sure, they might be honest, but it could accidentally get breached or leaked or whatever, like it's too much of a risk.

John: Absolutely. So decentralization, you are in control of your content, you're in control of your emails, and we take care of the tech and the cool stuff.

James: Not today's topic, but a good way to finish Episode 857. We have covered how to sell memberships. Of course, if you want more, there is a course on [profitable membership business](#) over at [SuperFastResults.com](#). Or if you're a member of SuperFastBusiness, it's already inside there with everything else.

And John, as always an absolute pleasure. Next time we chat, we might be talking about getting traffic to your membership site. I'm looking forward to that one.

John: Oh, very cool. Very cool.

James: Thank you.

John: Thank you very much.

James: Take care.



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