



How to Set Up Your Membership Site



How do you build a membership site? And what membership software lets you do it with the least headaches? James and John are back with the answers.



James Schramko and John Lint

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 852. Today, we're going to be talking about how to set up your membership, part of an [ongoing series](#) I have with [John Lint](#) from [10XPRO](#). Welcome to the call, John.

John: Hi! Thank you, how are you?

James: Good, thanks. I know this is probably your favorite topic in the world. So I'm going to have to be very careful not to open too many cans of worms. I'll just get to the punch line up front here. The platform I recommend people use for their memberships these days is 10XPRO.io.

We're going to cover why that is, and we're going to talk about what sort of things you might want to see on a website for a membership so that you can cut the learning curve, cut the complexity, retain maximum amount of control, but make your life easy, basically.

In the time I've been building memberships, it was very difficult in the beginning to set up a membership. You had to be technically competent, or you had to hire someone at high rates, or you needed some complicated solutions that were difficult to put together. And then you had to build things. And even if you hired somebody, you had to direct them.

So today there are really two components. It's, what do you actually want to have there on the website? And how do you get it there quickly? I will also say this, when you get 10XPRO.io, which you can start on a very low-cost trial, I think there's a \$1 trial option somewhere there, or you can just get started with it. However you get it, it doesn't matter.

There is an academy in there, and the academy covers a lot of the technical how-to. I just want to put my hand up and say, I talk about the [concept of a membership site](#), I talk about the [essential elements to have](#), I know [how to run them](#), I know [how to make profit from them](#). What I don't get too bogged down under the hood with is all the technical stuff.

I don't know how to code. I'm not a programmer. I'm not a coder. I have got a webmaster in my team. But we needed to glue stuff together. So it is an expense. Just for perspective, to have my platform outside of the 10XPRO world, the original one that I've had for over 10 years, like, we could spend \$1,000 a month just on hosting. But then we still have to figure out how to set it all up.

I've got to pay someone full time to manage all my stuff and make sure it doesn't blow up. And we need to get specialists in from time to time to fix bits and pieces. So in summary, if you're using 10XPRO, a lot of the trouble, and carnage, and expense and complexity that you might otherwise go through to get to the pages that we're going to talk about in a minute, can be eliminated by just one simple monthly subscription.

That's why I love this program. That's why I have John Lint on this show so often. That's why we have so many members in the SuperFastBusiness community who use the platform, who are part of our test group, who keep giving us innovations, product update ideas.

John, you're just rolling out an idea I asked for that makes my life easy, and I'm so grateful for that.

John: No worries.

James: So thank you.

John: Thank you for great suggestions.

James: So in today's episode, we're really going to be covering [what sort of pages you would expect to see for a membership](#). And I feel like we've covered this before. But we're going to do it again now because it's part of this ongoing series, and it's time for a recap. And we're also going to talk about the [levels of control we want](#), and I know we've covered that one as well.

But this will just be an overview episode. I don't mind repetition. I'm actually going through a course at the moment, you might find this interesting, John, but this course has essentially a few key lessons. And what it's doing is it's taking me around the lessons in this endless loop. I've been through the lessons, I think I'm on my third round, but each layer, each time we get around there, is adding an extra step, or an extra observation or an extra checklist because it's trying to reinforce it.

So I make no apologies for continually talking about 10XPRO, for talking about control, because [OwnTheRacecourse](#) is an idea that I brought to the online space from my previous employment and was drummed into me by a mentor. And we'll see where we get to.

These are the pages you'll need

So a quick overview of the sort of pages that we want to see. Clearly, we're going to have a homepage for our membership, and the homepage, depending on what you're trying to do here, could be fairly straightforward. But I think one of the essential things to think about for your homepage is, let's not think about the old way of websites where we drive all this traffic to our homepage, and then they miraculously go through to the sales page.

And then they go through to the cart page, and then a percentage of people buy, and that's the end of the story. That's just not how it works anymore. What I suggest we do, and it's part of OwnTheRacecourse, is we go out, and we take advantage of different traffic sources, especially [podcasts](#), [YouTube](#), [book](#), speaking from live events, giving people content for what they can use in their own memberships where your customers exist, those sort of things.

You might even have some affiliates, and that's all good. But quite often, the people coming to your site are coming in hot. I feel like we should put that sound grab of coming in hot there like one of those popular TikTok videos. So basically, they're coming in, maybe sometimes we can skip the homepage and just make that homepage on your website more of a sales page.

And I get straight into it at SuperFastBusiness.com and at SilverCircle.com, where people come to that site, and they start going through the process, which within a click or so, they're going to be at the sales page. And in my case, I like to collect the email address before people get to the sales page, generally, unless I already have the email address.

Is your homepage the sales page?

And sometimes I'm sending people directly to the sales page from wherever they came from, without having to go to the homepage. So big consideration is, is your homepage the sales page? Yes or no? I'd love to get your thoughts on this, John, and what you've seen work well?

John: Yeah, I think it depends on your strategy and on the things that you're going to do. And you mentioned that as well. It depends on your traffic source. So that's why we often talk about landing pages. And depending on your strategy, depending on where people come from, they can land on different types of pages. Because what you want, you want the message on the page to be hyper-relevant to the source where they came from, because then it continues the journey.



And hopefully, it motivates them to take the action that you want, such as either joining your email list, which is the most important thing that we should always be doing. And of course, next to that, as important, is to hopefully buy. But the reality is that most people are not going to buy the first time they discover you.

So that's why we're always talking about, we need to be building our own audience, we need to capture the traffic. And capturing the traffic means that we now have another chance of messaging them directly so that we can bring them back to maybe another page that talks about something specific.

So the homepage can be designed in multiple ways. Our members create different types of home pages, you have the traditional homepage with information, not that great. You have the homepage that can be just a list-building page, enter your details and you get this thing, or it can be a homepage that is a sales page, right? So it depends on what you want to do.

And some homepages, actually some of them don't really do anything because they know that most people are not going to land on the homepage of the website. So in this scenario, in this strategy, it will be more like a positioning play, where the homepage is just to show that, hey, look at how many people are loving our products, look at what they're saying.

So proof, testimonial, maybe your expert credentials or whatever. All of that just to give them an idea of who you are, and why they should listen to you, right? So that can be like a homepage that is info-based. And then after that, based on where they land or the source of your traffic, then you can send them to different pages. So that's what our members do. And that's what I have seen.

What you don't want on your homepage

James: Okay, so some no-nos on the homepage. We don't want to say welcome to our website. It's been done before.

John: Right. Nothing boring.

James: Nothing boring. Make sure your page title for search engine optimization is accurate for what you want people to find you for, because the homepage is quite often likely to get ranked well. It's usually got a fair bit of authority, because it's often going to be linked directly from other places. So it's often going to have backlinks.

John: Yeah, if you are doing SEO, yeah, sure.

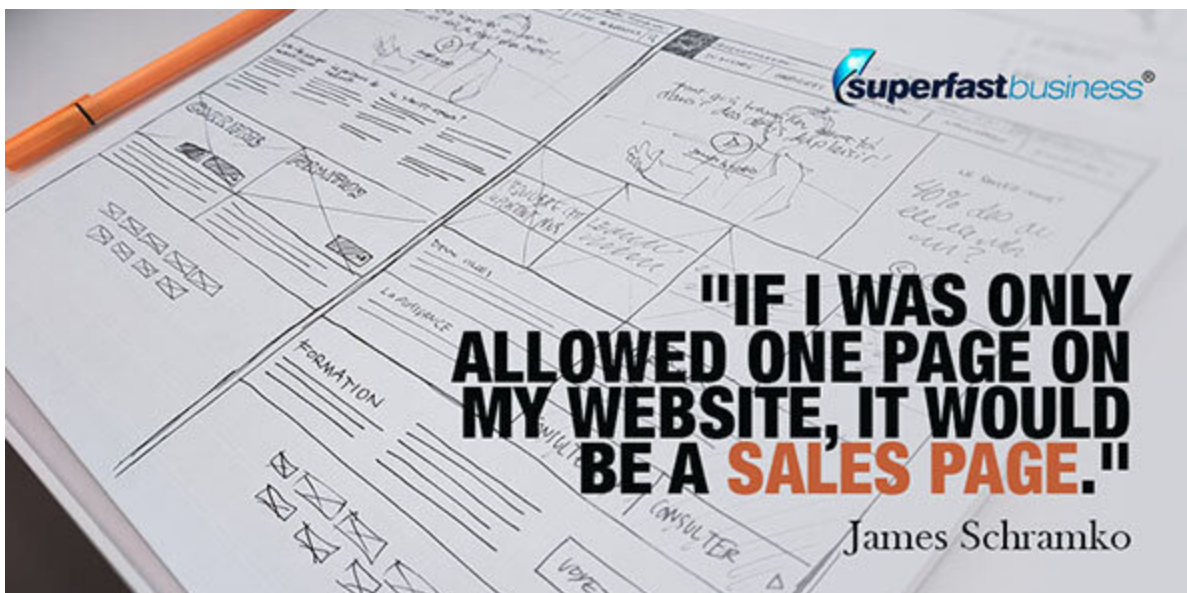
James: Yeah. And if you have multiple products and services, then the homepage might be where you need to help people find the right one, whether using a chooser or a bit of an overview, could be a magazine-style page where you're putting your professional image shots of you, letting people know you have a podcast and products or whatever, that you appeared on Oprah. Those sort of things can really help positioning.

If you're a smaller business or you have one product, you might consider integrating into starting more down the offer page thing, and it depends if you want the email address or not. So, it's quite often a good idea that the page you're sending traffic to collect an email address, if you want to take advantage of the ability to follow people up if they don't buy.

The most important page on your site

The most essential page is the sales offer page. And this is where you're taking someone on a journey from where they're at, to where they want to be in their mind. And the solution is for them to buy your product or service. Now, John has a great training on this, it's sales copy training, so you can actually get help coming up with that page.

You can go to any of his weekly calls that he does as well and ask him for some ideas. But that page is an important page. That's the one where I would suggest, if you're going to spend any money on anything, you might get help from a copywriter, a professional copywriter, to improve the conversion rate of that page, because that page is the 80:20 of the thing.



If I was only allowed one page on my website, it would be a sales page. And if I was only allowed one page, then I'd have to put the Add to Cart button on that page. But what a lot of us do is we put it on a separate page, its own cart page. And that allows us to do things like put a video on that page, put extra testimonials on that page, to track the number of people who click through to that, or in some cases, ask for an email address to get through to that page.

So you've got a few choices here, and I don't want to make it too confusing. But in short, what you absolutely need to have on your site will be a sales offer page, a cart page, and then a thank you page, which is where people go once they purchase. And that's the important page, where you get to say thank you, you might offer something else.

You might tell them what the instructions are on whatever they just purchased, how it works, what to expect, how to get support, all those things are important. So these are sort of the minimum things that you would expect. The good news is, platforms like 10XPRO have unlimited pages. And if you click on the campaign builder button, it will actually deploy these pages for you.

And literally, all you have to do is type the new words over the template that's there. And they're already connected and everything. And then you have to tell it where to send the money, like what Stripe or PayPal account do you want your money to go into. And then you have to organize for you to actually deliver on the thing they purchased once they purchase. So that's up to you as well, of course you should definitely deliver.

That might be via email, it might be sending them logins to their membership, which is all in the system. So you'll have to create the membership part. So let's talk about that for a sec. Since we are talking about memberships, and in this case, let's say that someone's purchased the membership, we're going to need to deliver them access to the membership portal, which is all built in.

The tech process behind a sale

John, do you want to just explain how that works from a technological perspective, just a light and glossy version, not a deep technological. I mean, just like, what happens when someone buys.

John: Yeah, so basically, when you are talking about a membership site or even setting an online course, we need to deliver that content or that coaching to the people who just bought. So it needs to be protected. So that means that they need to have a username and password to log into a protected member's area.

Inside that members area, now that it's protected, you can have premium content for your members only. We talked about this in previous episodes. You can have content pages, you can have private groups, you can have forum, you can have live Q&A calls, which is what I do every single week.

You can have private coaching, you can have gamification, all of these things that 10XPRO.io has that will allow you to improve your membership and create that premium experience for your members. So whether they're going through a course or they're going through your community, then that's basically, it's up to you how you want to create your membership site.

We talked about this, there are multiple ways of creating a membership site. You can keep it as simple as you want, just have a private group, which is what you do James in one of your websites, or you can have more complex membership sites where you offer a bunch of different things and they have access to that.

Now the good news is that in 10XPRO, you can do all of that, and it's really about how you put those pieces together, how you build that for yourself, what do you want to do. Do you want to create ongoing contents? Then sure, you can then create mini courses and deliver them in the member's area.



So without going into too many details, then the most important thing is for you to decide, okay, well what does my membership experience look like? What do I want people to get? Okay, I want to have a private group, great, then you can build that page. Yeah, I want to have some courses, great, you can build that. And now that becomes basically your member's area, right? Your membership site.

And when they buy in the order page that you talked about, then obviously the system takes care of registering them automatically. They're going to get an email with their username and password. They log in. So all of that is taken care of. All of that is linked. The money goes straight into your Stripe account or PayPal account. So there's no commission or anything like that.

And the whole process is seamless. From a user perspective, they went to a sales page, they clicked, they went to an order page, they put their details, they submit it, they go to a thank you page. Awesome. Thank you very much. Your login details are on the way, check your email. They go to their email, they click, they log in, and then that's it. They are part of the membership experience. They go through your content, your coaching, whatever it is. And that's it.

James: Okay, great. So once they got their logins to build their 10XPRO site, it's kind of all, what you see is what you get. You just deploy a campaign. You can use the James Schramko membership campaign, I think.

John: Yeah, we have a special training that we created. And that is specifically for membership sites, if you want to create a membership site, and I talk about the different things I just mentioned, like how to create the different types of pages. But yeah, as a user, everything is there. You have all the tools that you need. That's our goal. That's our mission, right?

It's one platform, one tool, so we can do everything we want. And that's the difference, I think, with other ones that I work with, people like you and many other people. And it's all about, hey, what else do we want, guys? Do we want to have that? You tell me a good feature, and we will add it in because I don't want someone to go and have to buy another tool or another system just to do one feature.

We don't need to do that. We should have as few tools as possible. And in our case, it's just one, one that allows us to do everything on top of, of course, our payment systems. You can have your own PayPal account, your own Stripe account, 10XPRO; that will allow you to do everything that we're talking about - creating pages, having your shopping cart, setting up your membership site, and delivering the content inside.

And then of course, if you want to deploy different campaigns, different funnels, there is a training in 10XPRO, and I can coach you as well. You want to do a launch, I'll show you how to do that.

James: Which is what I'm doing. I'm doing a [book](#) funnel, I'm doing a [challenge](#) funnel, I'm driving ads to them. They're generating me an email list, I'm sending emails. You do need your own email system to add to this, but it works with the top few providers, John can tell you which ones, and that's it.

So a part we skipped, and this is really the important thing, because I see this, I see this in the Facebook group that I've been reading and helping out occasionally because they look so lost, is they're trying to do cheap, they're trying to do complicated. So I get the extreme, I get people saying, I need to get a system built from the ground up. Do you know a developer? I mean, that's just going to be a train wreck right there.

John: Yeah, that's a nightmare.

James: It's going to be a six-figure train wreck.

Or they're like, what's the free or cheap thing? And we're going to talk about that in the next stage here about control. There are ways you can get going for free. But you'll run into limitations very quickly. And you can get cheap, there are cheap tools out there that do some of the things, but then when it just doesn't do that extra thing you want, you get stuck again. And it's like two steps forward, two steps backwards, now we have to do it all again.

So the sooner you can get to the punch line, the solution, the 10XPRO.io, the better, unless you've got a particular need that is not covered. You know, I get some really weird ones sometimes, like super weird, different languages, or they need it to be able to do some particular thing because of a government requirement unique to their specific industry, and there's like three customers in the world. Like, I get it, it doesn't do everything. But it does a lot.

Other pages you may want to have

So a couple of other pages that are probably important, but maybe get overlooked, I would consider having a terms of use and a privacy and a disclaimer, because you want to be legally compliant. And there are rules around this. And they're sort of getting stronger each year. And as you get more to risk, the more important they become.

A lot of people just don't have them in the beginning. And I'm definitely not giving advice. But if you're not making any money, and you're not selling much, you're probably at a very low risk threshold compared to the business making a million dollars a year, right? So as soon as you can afford it, and as soon as you feel like there's a risk, make sure that you just beef those up.

And a little more beyond just copy and paste, because copying and pasting someone else's terms and conditions can also mean that you could be quite at risk, because that may not protect you for your scenario, your country or your situation. There are template sites out there you can buy stuff from, and there are also lawyers you can hire, like I do, to do it for you, taking into account your own situation.

But again, set that as an objective. Wouldn't it be great, you're making a million dollars a year from your membership, and you don't mind spending \$1500 for a lawyer to get an amazing risk protection? I think it's a good deal. I think I'm a lawyer's friend on this show.

You might have a contact page or an about page. It's very, very important with a membership that you're easy to contact for support. The last thing you want is recurring billing and they lodge a chargeback, or they don't know what it's for, or they can't remember who you are, or they want to cancel, but they can't get ahold of you. It's bad for business. Make it easy for people to contact your support team. If that's you, in the beginning, that's fine. But I suggest as soon as you can afford it, get a support team.

Maybe an about page, but remember, it's not so much about you, because the customer doesn't really care so much. It's more about, how can you help the customer? How are you a relevant solution to their problem? So you might have to position yourself with a bit of about, you know, I did this, I did that. And that makes me uniquely qualified to be able to help you with this problem.

Other things, we've already talked about the private membership portal page. Opt-in landing pages, that's really the game. Once you've got your core, then get fancy. Go into a campaign for a book, go into a campaign for a challenge. That's where I'm at in my business. I'm just adding extra things.

Every podcast episode has a downloadable transcription. Sometimes there's a checklist, and I'm collecting emails that way. You can add blog posts or a podcast to a 10XPRO installation. Just before we get the support question, yes, the answer is yes, you can do it. I asked for it, it got done. If you want to blog, you can blog. It's fine.

So you can have blogs, you can have opt-in pages.

John: Webinars, launches.

James: You can have podcast pages. But you do not, and I want to stress it, you do not need all of this to go to market for your first rodeo. Okay? You just need a sales offer, and a cart and a thank you. That's it. You could literally just do that. And your membership portal page could be, Hey, welcome. We're just about to get started on x date, you know, one week from now. Keep an eye out, and we'll send you an email.

Some of the other options out there

It could be that simple. Done that. Super fancy stuff like bells and whistles, webinar pages. Now, in terms of the platform, I've already talked about that. There are other options, I want to talk about the main ones that are out there.

There's free, you can do this on Facebook. A big strategy for memberships is set up a free Facebook group, warm up your audience, and then sell the 0.00112 of them your membership when you go to market, and then put them in a Facebook group. You really have to check the terms and conditions. I don't know if it breaches Facebook's rules, but I don't think you're supposed to sell group memberships.

They will, and are, in fact already have, I think, put a subscription option for memberships. They're trying to make this play. But I will say I don't think Facebook is the most popular platform on the planet at this time. And it's certainly a place I would not trust with my core business. And I don't use Facebook groups in my membership matrix. And it's not important to my seven-figure business.

So if you do that, just have a backup plan, at least, please, promise me that you get a full database of everyone who's using it, and that you control the billing details if possible. So it's awkwardly manual, too. Someone joins, you've got to get someone to add them. Someone gets upset, they start harvesting everyone in your group. They start sending every single person a private message. You've got no control over that.

I've seen this. It gets very, very messy. I can tell you, I've seen dozens of groups where people start a random, like, because the bar is so low to start a Facebook group, if you upset your customer, which I'm sure you don't, but if you did, or the customer's a bad type of person, they might actually just round up everyone in your membership and start a clone membership on Facebook, and you can do very little about it.

So I would suggest, build a more valuable place away from Facebook. If you're worried about people accessing it with convenience, you can use the app on your phone. I've got an app on my phone here. It's called The Academy app. I can actually access my 10XPRO installation via the app. My customers can. They love it.

And you can do push notifications and stuff. So you can still make it sticky and all the good stuff. There is a small extra fee. But it's super easy to set up and it's worthwhile if you have a membership of any substance.

Other things, like the complex route, you could just go down the programming route or the plugin. WordPress is a very popular one. WordPress is a great blogging platform, but it's not necessarily great at everything else. And you absolutely will need to either be hands in there under the hood, or you'll have to hire a technical service on an ongoing subscription, or you'll need to hire a person in your business, or you'll have to find a freelancer who doesn't flake on you that can actually do it.

And when it blows up, because it doesn't talk to itself, or there's been an update push, or there's a security hack, or, or or or or or, I mean this list goes on. Like I said, we employ full-timers for this in our business. It's been a great solution, but it's not the end all be. I don't even use WordPress for the back end. I use a completely different platform for that. But I've had to glue together all these different things, I call it a Frankenstein in my book and my course.

If you're listening to this, and you like the idea of a membership, and you want to get started, by the way, head over to SuperFastResults.com, get the [Profitable Membership training](#) there, it's \$99 at the time of recording. It takes you through all these modules. And also, if you're a member of SuperFastBusiness, it's already included in your membership, which you can get started at SuperFastBusiness.com.

So we've talked about sort of ease and hard, we've talked about control versus not, we sort of end up with the Goldilocks solution of 10XPRO. For that, I'm thankful that I've met John. It's a great platform for my customers, for my audience, for the types of memberships we're building. We can list many of them. I've had plenty of them on this show, and we can link to them in the show notes of [case studies of 10XPRO users](#).

If you're using 10XPRO...

And I will say this, because I say it sometimes, if you listen to this show, and you start a membership on 10XPRO, and you're going well with it, and you want to come onto SuperFastBusiness and talk about it, then get in touch with me. I want to showcase 10XPRO members, 10XPRO users who are using it for memberships.

Also, if you're using it for a course or something else, and you're going well with it, and you want to talk about it or share it and inspire others, then let me know, because I want to make a platform where we can spread the word. The biggest concern I've ever heard about 10XPRO from some people is, Oh, but I'm not seeing ads for it, or it hasn't been promoted by big gurus.

Well, we're not building in big margins for huge launch affiliations, right? So that's why. It's a good tool that does the job. And it sort of reminds me of that hot sauce, the sriracha sauce. I don't know how to spell it, John, but they don't even own their trademark.

And they do no advertising. And they do hundreds of millions a year. And it's just because it's a great product. And people love it. And it has a cult following. Or they've done a great job of just making a great product. And they have a good market share without all the fancy stuff. That's what I like about the program.

John: Yeah, I mean, that's what we do. We focus on our customers who are building our thing. In my mind, we're the best out there. If you prefer the hype and something that's being promoted by some gurus because they're actually getting a commission, then sure, go for it. But if you want the top quality, something that the top guys are using, keep in mind that we built 10XPRO because we were working seven-figure, eight-figure clients, and we wanted to build a platform that those types of customers could use.

At the beginning, it wasn't ever meant to be sold to the public. It was just because it was a platform that our team could use to help our clients and basically grew from there. And we're doing our thing. You love it. A lot of people love it. And if you want to try it, there's going to be, obviously, I guess, a link somewhere. And yeah, you're welcome.

James: Yeah. Head over to 10XPRO.io and just get started on the platform. Hit a campaign builder, go through the training, the technical stuff, they've got chat support, they've got a weekly call. So it's very, very well-supported. That's something you will not see in the industry very often, super well-supported. If you get that platform, you can build your own membership site.

There is a list of service providers. If you get stuck or you just want to pay someone to do it, you just want to give them your stuff, they can get it done for you quickly. There's sitexbuild.com. I know that's one. I work closely with Peter there, he's been helping my customers with builds lately. There's a few others, they're great. They're on your marketplace. There's a marketplace of providers. So don't worry if you need some help, you can top up for some help, and you'll be up and running.

Alright, so we're basically going to wrap now. This is Episode 852. I've been chatting with John Lint, and we'll see you on the next one.

John: Thank you.



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off the ground with James's
help

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