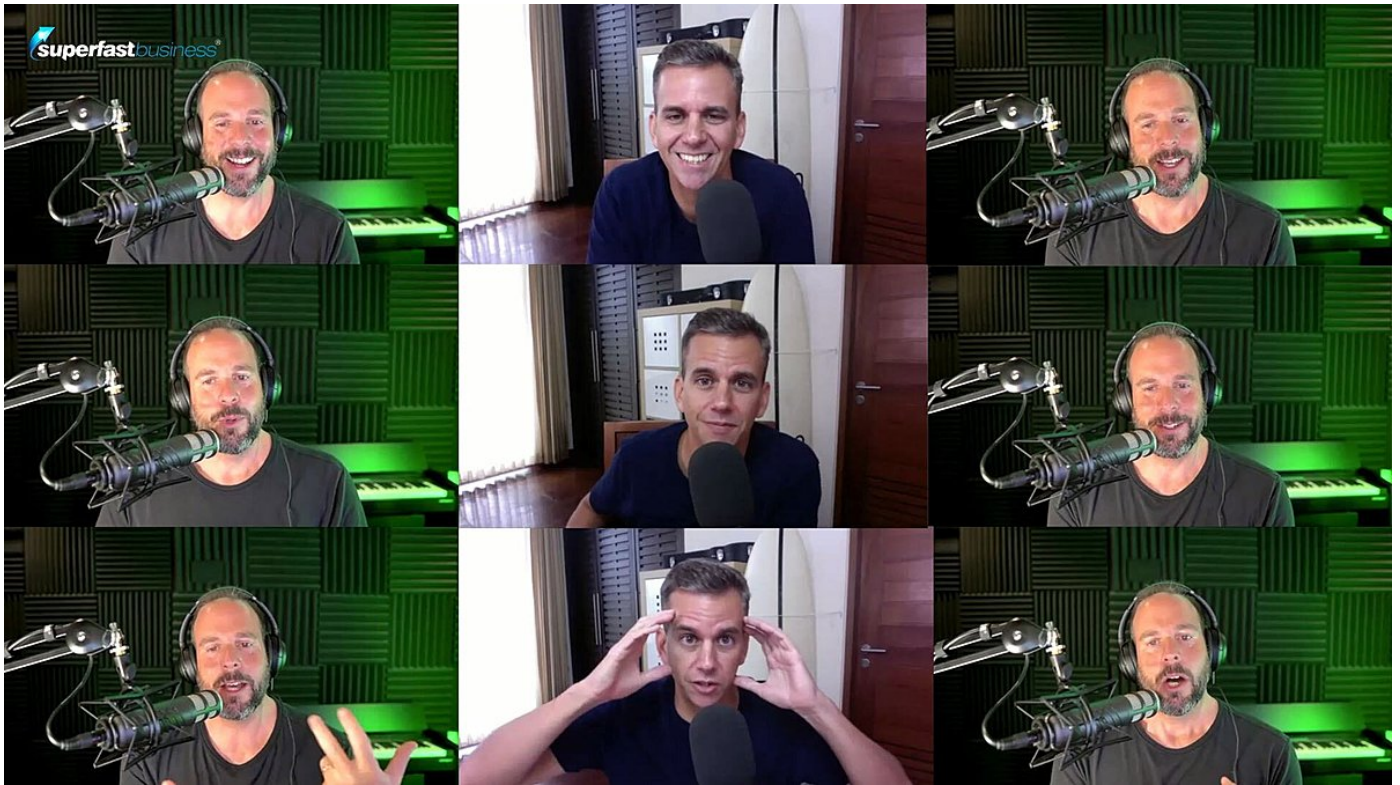




What You Need to Create for Your Membership

In the continuing membership series, James Schramko and 10XPRO's John Lint discuss what sort of product development is needed for a membership.





James Schramko and John Lint

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 847. Today, we're talking about figuring out what you need to create for your membership, as part of the [membership series](#) I'm doing with [John Lint](#) from [10XPRO](#). Welcome to the show, John.

John: Hey, James. Hello, hello, everybody. How are you?

James: Good to have you here, mate. I'm dangerous now, I've got sound effects.

John: Oh yeah, I know, it's cool.

James: I'm probably wreaking havoc with my editor. But what's interesting, as a business where a significant portion of sales come from the podcast, I've just noticed now as I start to put more attention to that, I'm getting better results. And what we want to talk about today is the membership, how can you put some attention into your membership to get better results?

This will apply whether you already have a membership, whether you're thinking about a membership. And of course, if you are going to have a membership, then we recommend 10XPRO.io as a platform where you can do all the things we're talking about here. I guess you're kind of like the show sponsor in a way.

But we have this great partnership where we're just introducing all these new people into the membership world, experiencing that recurring commission. I think it's a great business model. But one thing we have to do is we've got to have something that we actually sell as part of our membership. And this comes up a lot, what do we actually create?

Something anyone can do now

Now, in my background, I've had a few sort of iterations of this, but I was able to start my membership with about 65 people. I've talked about this a few times, where I was providing a bonus for people who bought someone else's product. It's almost an unconventional way to start a membership. It was creative, but it was great, because these people really needed help.

I was prepared to offer the help. They weren't going to get it anywhere else. I put them all in one place, and I looked after them. So it's a very simple concept.

John: It's a beautiful idea. It's a beautiful idea, because actually, it's something that anybody can do right now. So if you're starting out, anybody can do it. Imagine this, imagine this, because the way you were doing it, you were selling someone else's product as an affiliate, and you gave them access to your membership site where you basically were helping them out, you were answering their questions, you were coaching them using that specific software, I think it was, or that specific tool.

And that is actually something that anybody can do right now, by, for example, let's say that you promote someone else's product, maybe 10XPRO, maybe anybody else as an affiliate. And as a bonus, if they use your link as an affiliate, you can give them access to your membership site, your coaching, your support thing, for let's say, three months. Because I think that was something that maybe you want to talk about, I think yours was longer.

But let's say you do it, you buy this as a bonus, three months' access to my support, I will answer all your questions, I'll be, maybe live once per week, whatever. And you give them access for three months, six months. After that, they have the option. They either stop, or why not join and upgrade to the paid plan where they can continue to pay you now for that support? Maybe 10 bucks per month, 90 bucks, whatever fits your market, whatever matches what you're delivering.

But now instantly, without having a product, instantly, you can start building that community, that membership site. Because let's say you start with a three month, six month, and it works, right, people love what you do, then you can offer them that continuation by joining your membership site. So that's just an idea that I just wanted to share, because I know that that could work really well.

The best way to sell a membership

James: Yeah, look, there's a few things going on here. One thing I discovered by accident is, an easy way to sell a membership is off the back of something else. I've talked about this a lot. There'll be people who say yes, you can sell a membership directly. I'm one of those people. I do sell SuperFastBusiness directly; however, it depends.

Do I sell it directly off the back of hundreds of podcasts or off the back of [my book](#)? Yes. Do I sell it off when people see me posting in a Facebook post here or there, or they follow my podcast, or they read a book, or they buy a little information product and then they join because they got an email coupon? Yes. The best way I sold my membership for many years was off the back of a live workshop. It was a couple of thousand dollars at one stage.

I think in the end, it was \$600 or \$700 tickets to come to this workshop. And as a bonus I would give them 60 days' access to my membership. And if they liked it and wanted to stay, they could. They start paying from then. So they don't have to do anything. Because almost by accident, John, I gave people a coupon with 60 days' access where they put in their details to pay, if they stayed. Now this is a sensitive area. It's worth covering. This is called continuity.

A word of caution...

Now, if you trick people, right, if you sell them a \$1 product, and you don't tell them that they're going to get billed in the future, that's called forced continuity. And it is very dangerous. You will be shut down before you can blink. You might have the FTC on your backside, you will have your merchant doing chargebacks, your customers will be upset with you, you'll be sprayed all over the internet for being a crook.

So don't do that. What I do is optional forced continuity. So if someone buys a course, I don't automatically enroll them in the membership. This is very important. I say, John, thank you for buying a ticket to my event. I appreciate you very much. And I send you to a video. I'll say, I made a little video for you.

And in the video, I say, John, when you come to the event, you're going to see lots of great information and meet people. A lot of those people are inside our community. And I've also put recordings from our previous events inside the community. And after the event, that's where I'm going to put the recordings from the community. And I'm going to continue to support the material we teach at that event in the community. So I've gone ahead and given you a special coupon where you can join the community. It's X dollars per month, but you pay nothing for the first 60 days.

And they have to activate it, they physically have to activate it. And this is a big difference, because now this is optional forced continuity that only people who are joining have been prepared. And you could say a frame has been set on what's being offered. And you absolutely, you must, please, send a reminder prior to that billing event, like 55 days in.

Hey, John, just a reminder that in a few days from now, your payment will be processed for membership to the such and such. I'm sure you're enjoying it. And if you are, then you don't need to do anything. Just stay and we'll automatically make that payment. If however, you're not having the best time ever, and you don't want that to happen, please reply to this email, get in touch with our support, right, make it very, very, very easy for people to stop that.

Because if you start billing people, and they weren't expecting it, or they don't want it and they ask for the money back, or they don't even bother, they just go straight to the merchant and do a chargeback, it really backfires on you. I've seen it happen before.

So, recap. If you've got your own products, information products, live workshops, books, whatever, then this is a great way you can invite people into your community. If you don't, then pick someone else's product or service and sell it as an affiliate, get paid by them, and give people a coupon they can claim from you and then join. That's how it started.

So in the beginning of 2009, when I started my membership to help support the people who are going through this other course, that's how what is now SuperFastBusiness started. So it's been very effective for a long time because of that. And since then, I've found other ways to sell it. And I do sell it directly now, and it works. But I've also built up that front door.

I've got lots of front doors coming to that membership. And still by far, the best way that I get members is via an email sequence, when they purchase something else, or they get a free challenge, or my free book. Both of those are on my [SuperFastResults site](https://SuperFastResults.com), SuperFastResults.com/book, or SuperFastResults.com/30. That's my book and my 30-day challenge.

They're built on 10XPRO, so you can see what we're talking about. That's a front door. They come in, they will be offered a coupon to join my membership, because they've already started participating in one of my programs. That is the most effective way. So if you already have a membership, or a product, put it to work. If you don't, then I'm just giving you the shortcut. Go straight for that.

Starting is simpler than you might imagine

Now, we're going to cover a couple of other things that you might want to do. But I think firstly, the most important message is you do not need to lock yourself away in a log cabin for the next 12 months and come up with your master plan compendium course/membership, and do endless business plans, and pay \$50,000 or \$150,000 for a business coach.

I saw a post the other day, someone spent over \$100,000 on a coach, and didn't get anything for it. You do not need to do that. You can start with the most minimum viable product of just support, just supporting something. You know, I still have a product on SuperFastResults called [Support Assist](#). It's currently \$10 a month. And there's no content in there other than the posts that the members have contributed, which get answered. That's the whole premise of that product. So that's how easy a membership could be.

So if you already have a course, or any kind of program or service, and you just want to support it, you can charge people a recurring support fee, and you can set that up in 10XPRO today. It'll be finished by the time you go to bed tonight. Your little head lies on the pillow, your entire membership is ready to roll. It's that easy.

John: Absolutely. I mean, you have everything you need. Like if we talk about the setup, it's one page, basically, it's one page, you create a course, one page basically that has that private group, that's exactly what you did. And then to give access to it, you have many options. You can give it manual access, free access, when they opt-in or when they buy, if you sell it, of course.

And to set up the campaign to sell it, you click one button, and you have an entire sale campaign set up in 10XPRO. You have a sales page, an order page, a thank you page. And now people can go through your offer, discover what it is about, which is exactly what you did with your Support Assist. They go through that page, they find out about it, they can buy.

Or of course, you can use that, that sales page as a back end, right. So maybe people will get to know you, like you said, maybe through your book or through an event or whatever. And you can refer them back to that sales page all the time, where they can then get access to that group. So a group assist is super awesome, very fast. You can have your own membership site set up in a day.

Because the reality is that the best membership site, the reason why someone's going to join an ongoing membership site, they're going to pay you every single month, for what? And usually the best one is, because they want, usually, answers to their own questions that are going to happen probably in a month.

They might not know what's going to happen. But they want to know that I have access to this coach or to this expert or these like-minded people who are going through the same thing. And this is a great way for me to learn from them and get answers from them. So you're doing this with your Support Assist, which is a private group.

I know that other members, I do that through a weekly Q&A call, where you can use Zoom if you want to. I'm using YouTube live events. You could use whatever streaming solution you want. You can be on Zoom, people can attend. And using 10XPRO, they can send you questions privately. You see all the questions, and now, this is what I just did like one hour ago.

I do that every single week for our members. And I know that we have members who are building membership sites with just one page, which is the only thing they do every single week. They're live answering the questions of their members, which is super valuable. You can do this in any market; health, maybe people are struggling to lose weight, they ask you questions about specifically what they're doing, you can do that.

Surfing, maybe they send you links and videos that they filmed about their surfing and you can watch it and criticize it during your weekly call or on the group, whatever. So it's all about that coaching, ongoing support. And you can easily set that up one page, which is your Support Assist, one page, which is a live Q&A call.

It can be one page, which you do as well in your higher-end program. One page, which is people sending you a private question, right, private chat. And that's it. They get to ask you a question. Obviously, you need to price it to be worth your time. That's up to everyone to decide. But you can now have members that say, Hey, you know, again, I'm struggling with this. What would you recommend? Whatever.

That's what they want. That's why they're going to pay and stay a member every single month, because they're going to go through the journey of trying to get that result. And they're going to stumble along the way, which is normal. And we are here to support them, to lift them back up and say, Okay, maybe do that. Try that. Yeah, good job.

Reinforce them, encourage them. All of that stuff that you can do. And all of these things are very easy things that you can do, whether you have your own product, like we said, to support them more, getting more results, or you can do that by supporting them using either someone else's product or trying to do something else.

Like for example, I know we have clients in the stock trading or even crypto trading. They don't have the product. I mean, people buy and sell their stocks using whatever system, but they are there as a support to maybe try to help people understand what's going on in the market, or answer questions about, Hey, what do you think about this stock? And then they answer during the live Q&A call, they give their opinions, people look up to them. And that's it. They get the answers that they want.

And that can be very valuable if they do a good trade, and they buy the right thing or whatever it is, right? So you're there as a support and coaching program. And that's extremely easy to set up and extremely beneficial. And something that, hopefully, if you continue to deliver, people will stay a long time. And now you just build your recurring revenue business.

Why copying doesn't pay

James: Yeah, and look, just a few points on that. It's really important at this point, we don't just go out there, see what's there, and then make our own version of it exactly the same. This is a very common thing. I had someone today, someone today is putting up a product. And they said, Oh, I'm putting up a product. I'm just using the same words as your page. Is that okay?

No, it's not, because you should have your own words. You know, I paid a copywriter to write words for me, you should pay someone to do that for you, where they will go and research your customer, understand the pains, and come up with a positioning message that shows you are different from everyone else.

You've got to have something, this is a really common mistake, just putting out a crappy offer that's not compelling. So we're talking about two things here. One is like, what are the logistics of what you're delivering? And I want to cover that in a sec. Like, are you coaching? Are you running a pod, little groups of customers? Are you doing a forum? Are you doing live calls? Are you doing pre-done information products? These are all logistical combinations.



Positioning wise, what's missing in your market? You want to understand that. How do you speak to it? My membership, again, was formed off the lack in the market, the things that annoyed me that were missing that no one else did, I made. And I spent a call yesterday morning with someone, I spent 30 minutes, this person is going quite well already, but has had no guidance.

And I spent 30 minutes getting her on track with the very best information. And she was super grateful about it. And I was just reflecting on that after the call. Do you think I could find a single person when I was starting out who would do that for me, that would spend 30 minutes, just giving me the 80:20 or the 64:4? If they could just tell me, these are the things to focus on.

None of the gurus would even reply to emails. They were just sending out these pushy letters, they had red headline sales letters, there was no interaction. This is pre social media. I was just alone. So I wanted to create a community, and that's what SuperFastBusiness is, where you are not alone, you get me, I will support you and guide you through your journey.

How big of an investment is it?

Now, a common question I get is, how much do I have to put in? Like, what's my commitment into the membership? Like, this is a big thing. They're like, Oh, my God. But I'd say this, two things. One is, it doesn't have to be you. You can get an expert, if you're not the expert. That's okay, and you can cut a deal.

You can do a [revenue share deal](#), I talk about that. I've got an [information product](#) about that at SuperFastResults. You can make that work. You could hire them or whatever to be a coach, a lot of people do that. I do get a lot of clients who have been in other programs, but could never get access to the person. If you are prepared to do this.

My other thing is if you have a membership business model, would you rather spend 30 minutes or an hour a day talking to customers who you've been dealing with for five, six, seven, 10 years? Or do you just want to keep chasing the hamster wheel of Facebook ads, and creating TikTok dancing videos or whatever, to try and generate a next customer because you're selling one-time things, because all your focus is in that front part of the business?

All of my focus is on the back part of my business. And I do a couple of podcasts a week to support that. But I'm there just to serve customers. And [effective hourly rate](#) is very high, it works out fantastically well. I can still surf every day and spend plenty of time with my family. And I only really schedule calls three days a week now. And I've been doing that for years. And I run three memberships. So could you just look after 10 or 20 people at a reasonable fee, and that's all you did? Would that be a happy life? I think probably it is.

In terms of product development, you know, what you can offer, if you already have any products, services, list or audience, at least put your feelers out. The best thing is when they're asking you for things, like I do with you, John. I say, John, in the social wall, is it possible if we could do this? And you think about it, and you say, Yes, I think we can do that.

And then the next day I get an email, I heard it's in the next update, you know, and then it happens. I'm part of your R&D product development team, and I'm a customer. And my customers are part of mine. They say, Oh, could we meet up locally? Other people want to meet up. And I'm like, Yeah, why not? Let's make a local meetup section.

Other ones are like, Can we pair off with a couple of other members in a private room? I'm like, Yes, let's make pods. I've got 10 pods now in SuperFastBusiness of two or three people who meet regularly and help each other at a high level of support, no matter what level of membership they're on. And they're really strong. These pods are just crushing. They're not going anywhere.

And I'm there to help them, and guide them, and give them formats and frameworks. It's just fantastic. I even got a document from another member of ours, Nigel Moore, who's a brilliant guy, and he's sent me what he's doing with his pods. And we use that as a base as well. And it's terrific. It's working so well with my clients as well, my service agencies. And I've always talked about it. I think Nigel was aware of it from when I was doing it with my team. I've had team pods for over a decade.

What your members can actually tell you

So ask your current members for advice. If they're not coming to you, you go to them, and ask them for advice. What advice would you have for me to make changes? You know, I ran a [Cialdini change campaign](#) after my friend [Greg Merrilees](#) saw a presentation from Cialdini at Traffic and Conversion. We were both there at the time, but he was in the room, and I wasn't.

And I ran this campaign, and that resulted in the changes that happened about two years ago in SuperFastBusiness that were member-driven. They said, We like this, we like that. And these are paying customers, mind you. This isn't mom or dad, or your riding friend, or your surfing mate, or the man down the corner, or the other guy on the block. You know, this is an actual paying, living, breathing customer saying, this will be cool. So do that.

Maybe you've got all the assets you need sitting under your nose, but you're just not communicating it well, or you haven't formatted it in a way that makes sense. Could you repackage what you have into a membership, if you don't already have a membership? Or if you have a membership, can you reconfigure it?

One of the biggest changes I ever made was I wanted to really help people. So I had an Ask James discussion, and they would ask me questions, and I'd answer them questions. Then I started having private conversations with people via message in there. And those people are getting better results. So then I made a private message section. And then I called it personal private coaching. And boy, do people really open up when no one else is looking.

It's like, you get the truth. They're like, Okay, well, things haven't been going so well. I was running this campaign. I can no longer do that, for whatever reason, or it stopped converting or whatever, like, I really need to turn things around, or things are not looking great. That sort of stuff. That wasn't coming up before.

Some people do it, but not everyone's the heart-on-the-sleeve type of person. That just took off. So that was a big innovation, and it led to the format it is now where people are getting specific, personalized coaching just for them. Nobody else, just them getting my personal attention. And I've built my business around being able to do that.

And that is just because, you know, the technology was already there. I'm still using the same platform, I'm still using the same customers in that mix, and I'm still the same person. But by rearranging things, it made a much higher value. That feature is \$500 more valuable than the standard one. But I don't have that thing.

And also those people come to a weekly call with me. And I can tell you, if you have 50 calls a year with me, I'm not going to let you off the hook. Right? And that's a small group, and they get the hybrid vigor of the small group. They share ideas. And I had someone come to the call the other day and said she made an extra \$80,000 because of a conversation she overheard me have with someone else. I like that.

John: Yeah, sure.



Be clear what you can and can't do

James: Also, it's important to have some filters. When you're figuring out what to sell, you can't be everything to everyone. So say, well, this isn't the place if you want this, this or this. But if you want that, that or that, this is the place. Don't be afraid to be selective about that. I'm straight up about what I don't do.

And I even tell people, like if they come to me for some specific things, I say I am not that person, but I know who is and I'm going to refer you to them if that's okay with you. And they're like, Fantastic.

Other things - be clear about what you can and can't do, like, what's included and what's not, and communicate that as clearly as possible and have Frequently Asked Questions available, have the ability for them to contact you for support prior to purchase, so they don't get in there and say, Oh crap, what is this? This is not what I expected.

You can do demo walkthroughs. You can do screen videos, etc. I often send people a little Loom. If they ask me something specific, I'll make them a Loom and say, Here is a discussion going on right now inside SuperFastBusiness on the exact topic you just asked me about, so I know for a fact this is exactly the right fit for you.

And they can see it. Now this is called a demonstration, and back when I was at Mercedes-Benz, it wasn't uncommon for us to go for a drive in a vehicle before someone wanted to purchase it. And you apply this to online, it works. And you do this too with [10XPRO](#), John, you let people take it for a test drive. Was it a dollar?

John: Yeah, exactly.

James: They can test drive it, and see if they like it, and if they don't like it, for whatever reason, no big deal. If they do love it, then they stay on. So in terms of making sure you can get a result, I think this is really the key for a membership.

If you let a copywriter go wild, they'll make all the promises to the moon, right? But you have to be able to deliver it. And this is where you might be able to make sales. But if you can't deliver it, then it's going to come back on you.

So I strongly encourage you to put together an offer that is something you can actually deliver. So for example, if you say you're going to turn up and give personal attention, then turn up and give personal attention.

If you sell, you know, a new training each month, then deliver a new training each month. And I do see people fall off the face of the earth and then burn everyone. And then that's it. It's very hard to just reinvent yourself.

John: Yeah, it's just about showing up really, I mean, the basics.

James: It's just good manners.

John: It's crazy how there's a lot of them who don't do that, and that's an advantage for us. Just show up, just do those extra steps, which is the good news. When you started doing that, you knew a long time ago, about showing up and actually helping people out on a personal basis.

That still works, and that's still extremely valuable, especially these days, you know? And that's something that everybody can do in any niche. So it's a great framework, for sure.

Getting the experts when you need them

James: And just on that topic of being the expert or getting an expert, I realized early on, I'm not an expert at coding, or design or whatever. And I get experts to help me with that. And if some of the things we're talking about, they seem like, you know, if your brain cogs just start melting, because you're now just off on this whirlwind of which plugin do I need for that, or which software do I do or whatever, 10XPRO.io, that's all you need.

Let the experts take care of it. They'll do all the security, they'll do all the hosting, they'll do all the gluing together. All you need to do is turn up, get access. If you can type in a Word document, then you can do enough to make your pages, because you can't go in there and code it, right? It's very customizable. You can change the color and the font and stuff.

And the pages and the campaigns, it's all one click. And you plug in whatever email system you're using, you tell it where to send the money, PayPal or Stripe, and you're away. And I'm predominantly, I sort of point this out, and John might laugh at this, I'm predominantly talking about the English-speaking market and mainstream markets like North America, Australia, UK, like all of that. I can speak to that market.



If you're talking about anything outside of that, then get in touch with John directly. Ask him about it if it works in your application. I know there's other foreign language versions, but I'm not going to get into that. But for the most part, the tech should be the least of your concerns. The most important thing is, who is your audience? What's missing from the market? How can you package that up? The tech will be able to be done if you're within the wheelhouse.

And I'll give you a hot tip. If what you're trying to deliver is too hard to be done technically, it's probably too complicated and you're wasting your time. And everyone I know who I've been coaching at a say, \$5 million plus level has had to hire Chief Technical Officers to rescue them from the incredible dramas and stress of trying to make Frankenstein machines that do that one little extra thing that just tips it over the edge of the abyss and makes it a pain in the backside.

Crafting your offer that sells

So the final thing is just getting your offer right. So a couple of bullet points on this, and then I'm going to ask John for his sort of summary from his perspective.

John: Sure, let's do it.

James: Keep your offer very clear and focused. If you don't know who you're offering it to, or you don't know what you're offering, then how could you expect anyone else to? This might sound too simple, but I do look at pages some time and I think, what am I looking at? Who would be interested in this? What is actually being offered here?

Sometimes I can't tell, and that's serious. Make it very, very easy to understand, plain English, not tricky words. Get rid of bingo buzzwords, like synergistic and all that stuff, right? Just keep it in plain English. Spell it out. Spell it out.

Create your filter. You can't let everyone buy this thing. You get the wrong people, and they're going to be your worst nightmare. I've had the wrong people in before where my filters were too broad, and they create carnage. We have an ad in Australia about a fish company called John West, and the ad's about, they're throwing away the ones that aren't good enough for them to keep. You know, that's like, John West rejects all the bad ones and everyone else gets them.

Be John West. Just keep the good customers and throw away the bad ones, because if you let them in the door, it's a headache for all of you.

John: They do, like, tuna stuff, no? Tuna cans.

James: Yeah, tuna. That's it. Hopefully it's responsibly line-caught and all that good stuff. But in other words, you want to have a specific, like who this is not for. If you find you're getting the wrong customers, add that, and that will change your life.



John: Absolutely. I mean, you can't be everything to everybody. You have to be very specific. You're solving specific problems, you have a specific solution, and you're also trying to attract specific people. So one of the easiest things is to be yourself, just be yourself. And maybe some people are not going to like it. That's okay.

James: Yeah, that's it. And then know what's your offer, like, are you dripping it? Or is it an all-you-can-eat buffet like Netflix, you know? Is it going to annoy people? Or is it going to help them get a result? I'm going through a training at the moment. There's actually a nag screen on my computer here from them. They do a desktop nag, login and do today's training.

They send me one new training each day. I cannot watch the whole thing at once. I would have liked to. I think I've been going for 45 days now. And they're just dripping it out to me. However, every day I take notes and I start implementing on the thing they teach me. So it's okay. I haven't yet contacted the support saying, Could you please unlock the whole thing?

Because the minute they do that, I probably won't do it. I probably won't go through the rest of it. And then I won't get the nag, and then it's finished. I'll stop learning. So think about how you want to deliver. The technology can do it all. That's the most important thing you need to know, is what do you want to choose to deliver?

Starting out with the minimum

And then the next step is, just identify what's the minimum you need to start. And I've just registered domains, set up the thing and started a Q&A box. That's how minimum I've started. My first forum in 2009, what is now, today, SuperFastBusiness, started with a Hey, introduce yourself. Tell me about why you're here.

And then as the training was going through together happened, I would mirror the training with a support thread. That was it. So the product created itself. I also, I think I've told this story before, but I got contacted by an events company who had sold a start-from-scratch online training. And then they realized their teacher had just bought a private label rights thing and had no experience, and they were horrified about that.

And they said, Could you please deliver the training for us? Because you actually know how to do this? And I said, Sure, when does it start? And they said tonight. So I pulled out a keynote slide. I mapped out the modules. And I did the introduction module, which was an overview of what we're going to be covering in the next 12 weeks.

And like an hour and a half after this call, I delivered training number one, which was an overview of what's coming. And I had a whole week then to do the next module. And then I had another week to do the next. I built the course over three months. But I turned up, and I delivered. Thousands of people went through that training. It was called SuperFastStart. And that was a pillar foundation. It was teaching people to collect and opt in and send emails, you know, basic stuff now. This is 2010, 2011, like 10 years ago, and it was really just by accident.

So you can start with a small amount and then add to it. And then you get to the point with some of my memberships where I got way too much stuff, so much stuff that I have to remove and delete and purge. That's a big part of what I do now is like, redo, clean up, get rid of stuff.

So, action steps from today and a little summary from John. Map out your minimum viable product for who you want to serve. Create words that explain what you're delivering, and then figure out how to make that reflect that in your 10XPRO installation, hopefully. Now, if you're using some other platform, I mean, everything we've talked about is going to work, but your nightmare is your own responsibility in that regard. I'm not going to take responsibility.

If you spend the next nine months trying to figure out how to do PHP coding, then that's your own burden to bear. But that's optional, right? So with that, that's really what I wanted to cover today. What kind of things can you offer. And I've given a big window into the formation and the foundation, and the way that I feel about my membership.

And you can tell that I'm passionate about it, because this thing has been a life-changing thing for me. It's been the core of what I do now. And the members in my community are what makes me tick. Seeing them get results is the most exciting thing of all. And there's lots of variations we can go around it, but that's really where we start with this.

In our next episode, we're going to be talking about how to price your membership. But in the meantime, if you go to the market quickly, just start with something, all right? I've got more information about pricing coming up in the next episode.

John, just give us a final sort of summary wrap from your perspective.

John's take on the topic

John: Yeah, absolutely. I mean, in short, everybody can do this, you can do this. It's all about identifying some problems that we've talked about before. And really, it's about, if you want to do it quickly, setting up that support and coaching area where you can help your members. If you want to create some new, quick, ongoing content to let them know about something specific, you can do that.

Yes, 10XPRO will help you set all of that up. And absolutely, this is the ultimate goal. Setting up a membership business is the ultimate goal, because what we're doing is that we're setting up a business, a business that is working for us. It doesn't require us to be always there. So it's something that's going to allow you to have predictable, consistent income every single month.

Now you can absolutely have one-time offers as well in your products. But all roads, ideally, should lead to that membership site. You talked about the live events, the books, these are one-time purchases, but leading to that membership site. Why? Because that's recurring revenue, it's peace of mind, it's freedom. And these are really the important things. And that's why you want to build that membership site business.

It's not difficult. We gave a ton of examples today, and you can get started super-fast. And keep it super simple. And as you get more members, as you identify more things, you can add more - you can add more content, more support, more ways of support, just like you did, James. You got this idea, maybe let's add some private stuff, let's do some weekly stuff, whatever it is, but anyone can get started very fast. That will be the message today.

Get to know your customers. Like you said, set up your offer, let them know what it is, what it will do for them, what they need to do next, how can they get access to it, click on the button below. Keep it super simple. Yes, you can go more fancy later with a copywriter, as long as you can control him, like you said,

James: Or her.

John: Because otherwise he's going to go wild and promise the moon. Or her, of course.

But at the beginning, people want to know that you're a real human person. And you are, just talk to a friend. So whenever you're crafting that offer, and in 10XPRO we help you with that, we give you templates, we show you, we guide you in how to create sales pages and sales offers.

James: That's where I sent someone, by the way, I screenshotted the Academy. I said, Inside the Academy is the training that will let you craft your own sales offer for your sales page so that you don't have to cut and paste mine.

John: Yeah, and I was going to say, you can copy paste my template, that's okay. Because it's a generic template, and it's a very simple template, in purpose, because you said something very crucial, to keep it simple and talk like a real human person. You don't have to use fancy words, because the people who are going to go through that, they want to get to know you, like you, trust you.

They want to know that you know that they're suffering from a specific problem. They want to know that you know the solution to that specific problem, and you just need to communicate that. And if they don't like the words that you're using, okay, if they don't buy, fine. This is again, a way of separating people.

If they don't like the fact that maybe you're not perfect, like this is something that I can talk from a personal experience, if someone has an issue with the fact that I make mistakes by using the wrong English word, then that's fine. Don't buy 10XPRO. It's okay with me. No problem. But now I know that anyone who is in, they are the right fit, because this is a long-term relationship, and they don't have an issue with that.

They go through the thing, they see the value, and we can help them. And if everybody's happy with that, great. The guys who are not, that's okay. Go and buy something else. And that's how you build your own tribe of people. And then your job is to identify those guys, and discover how you can find more people like them. That's how you will grow your business.

Get more people in, help more people. They're happy, they tell other people. And then organically, it's going to grow. If you keep on doing everything that we talked about, then you keep on growing, and your base grows, and your revenue grows, and your peace of mind grows, and your freedom grows. It's a beautiful thing.

James: John, that's great, mate. I'll give you an applause for that.

John: Very cool.

James: Thank you. All right. That is Episode 847 SuperFastBusiness. We've been talking about what to create for your membership, and we're going to be coming back in the next episode talking about how to price your membership. Thank you so much, John.

John: Thank you.

James: John there from 10XPRO.io. See you next time.

John: See yah.



Get your membership
business off and running
with help from James

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