



8 Lessons Learned From Building A Paid Membership

Know when your offer is not the one.

That idea that you believe should be a membership product may not be what people need and what they will pay for. Be realistic enough to recognize when this is the case and move on to an offer that does convert.

Community makes a difference.

When you're part of a business membership like SuperFastBusiness, you not only have access to the expertise of fellow entrepreneurs, but you also have the support and encouragement of other human beings trying, like you, to achieve and sustain success in their businesses.

The right tool can work wonders.

You might have all the right elements of a standout membership. However, if you can't realize your product in a shape that people can consume and that you can manage effectively, it all comes to naught. This is where tools come in. You can piece together your vision using several different tools, or you can try an all-in-one solution like 10XPRO.io.

You can get a lot done in a weekend.

Many business owners set a lengthy time frame for putting together a product. Everything has to be just right. The fact is, a less-than-perfect product that is already earning money will be more beneficial to you than one that is perfect on paper but has yet to appear in real life. Try setting aside a weekend of concentrated effort to make your membership a reality. You can always tweak it afterwards.

Are you afraid to help people?

You might have negative connotations attached to the idea of selling. It might be something ingrained in you from your younger years, or it may be something to do with your belief system. Remember, if your product helps people solve a problem, selling it is a good thing.

Keep members engaged.

A paid community thrives on the participation of its members. Create opportunities



for people to give input, like requesting inspirational shares upon onboarding and recognizing members' contributions via newsletter.

You don't need a huge list.

A couple of hundred quality contacts will do you more good than a list of thousands that have no interest in your product. And when you're starting out, a smaller number will let you maintain quality and deliver on your offer easier.

Aim for leverage.

You don't want a membership taking up every minute of your time, and if you want any sort of growth, you have to acknowledge you'll need help. Expect to reach a point where you will have to put together a team. This is what will make your paid community a bona fide business.

Access the all-in-one membership and course features of 10XPRO.io

Turn your list into recurring income with the resources inside [SuperFastBusiness membership](#)