

**Streamline Model**

**Membership Websites**

by Jordan Hunter Digital Marketing



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# Why We Love Membership Sites...

They Provide  
Reliable and Steady  
Monthly Income

They Are Easy to  
Set-Up and Get  
Started

One of the Best  
Ways to Make  
Money Using the  
Internet

You Can Put It On  
“Autopilot” and Still  
Generate Income

You Have A  
Captive Audience  
to Promote Future  
Products

Your Members Can  
Also Become  
Your Affiliates

Great Way to  
Leverage Your  
Expertise and  
Content

There is **No Question** that owning a membership site has a ton of value and can be very lucrative for entrepreneurs. However, not all membership sites are created equal. Let's explore some of the strengths and challenges that come with membership sites.



### ***Meet Kim.***

Kim is a small business consultant and coach who would like to earn more money without selling more of her personal time.

### ***Meet Gary.***

Gary is an online business specialist who wants to educate Kim about membership websites and how they can help her accomplish her goal



# What Is A Membership Website?

I've heard a lot of talk about **membership websites** and it sounds good but what are they really and how can it benefit my business?



**Membership websites** can be great way to generate income and at the same time leverage your skills, experience, and knowledge. Let me explain!



You are already familiar with the basic concept of owning a paid membership; whether it's monthly or yearly. Take a moment and think; **do you own any of these memberships?**

- AAA auto club membership
- Gym membership (even if you don't use it)
- Sam's club wholesale membership
- Netflix video membership

**Of course we all own at least one of these memberships or know someone who does!**

**Got it!**

# How do membership sites benefit my business?



Before we discuss the details of membership sites we should briefly talk about the

**“Traditional Membership site”** vs. **“Streamline Model Site™”**

...It's important to understand some of the differences.

## Traditional Membership Site Overview

- Members pay on-going monthly fees until they decide to cancel
- You are required to continuously create new content to try and keep members from cancelling
- In most cases you have a BIG investment of your time to keep members engaged
- Very high attrition rates (3 month industry average before cancellation)

If you take significant time off or have to step away due to illness the business typically dies.

## Streamline Model Membership Site™ Overview

- No pressure to create new content EVERY month
- Finite Period Of Time – 8 weeks, 12 weeks, 52 weeks, etc.
- Lower attrition rates because your members know there is an end date
- No big investment of time, once the site is set-up you will utilize automation to deliver the content

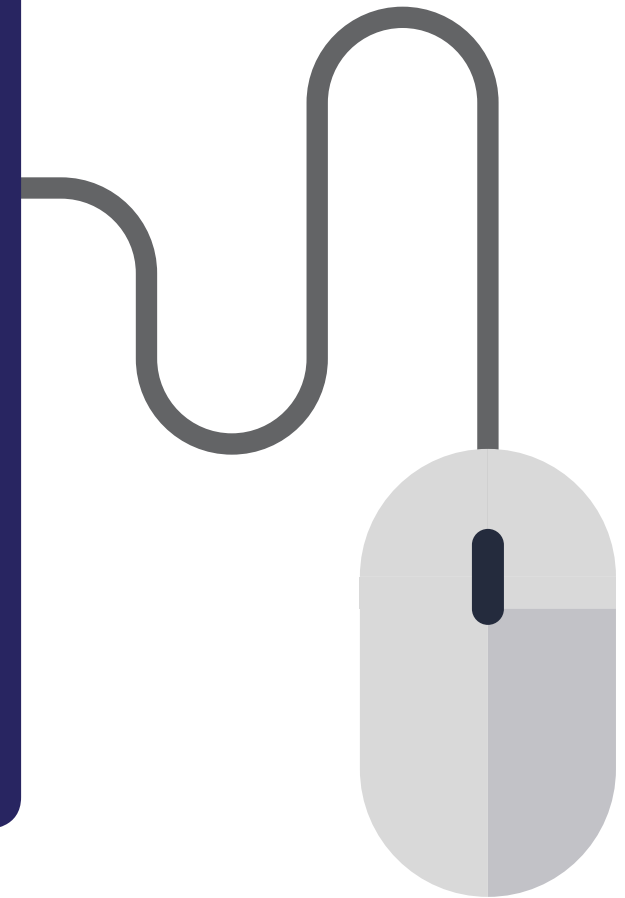
Offers members the feeling of accomplishment after completing the entire course; similar to a college class

# Online marketing expert Yaro Starak...


*“Most membership sites, including sites that have a permanent subscription (no predefined end date), do not keep members for very long.”*

*“In my case I gained the insight that having my membership site set up as an online course would actually result in a much greater profit than having it run as a traditional membership site with no end date.”*


Source: <http://www.entrepreneurs-journey.com/1062/the-truth-about-membership-sites/>



# Why Are More Entrepreneurs Turning to the Streamline Model?



The “**Streamline Model Membership Site™**” takes away many of the normal membership site **challenges** like members cancelling because of **information overload**. Sometimes having too much information at once can actually become a de-motivator.



You can say that again, too much information makes me sleepy...

The other reason people really like this model:

**Leverage! Leverage!  
Leverage!**



# Stream-line

noun \ 'strēm-, līn\

: to make (something)  
simpler, more effective, or  
more productive

# Don't All Membership Sites Give You Time Leverage?



Ok! It was a couple of years back and I joined a membership group set-up by "Lady Guru"; she really knew her stuff. There were **all sorts** of *training calls, webinars, social media stuff, eBooks*, and I'm sure I'm missing some more stuff.

Not Exactly, we'll discuss it shortly! You mentioned that you belonged to a membership site before, **tell me about that experience!**

**So Why Did You Cancel Your Membership?**



# The Problems with Traditional Standard Membership Sites



If I'm being honest I **cancelled** my membership subscription for a few reasons:

#1: The information was great but it was **overwhelming** at times and honestly I wasn't always interested in the topics!

I was active in the membership site for the first month and then I **got busy and forgot** about it. I *didn't log-in for two months* and then one day after checking my bank statement I decided that even though it was only \$50 a month I was too busy so I wanted to cancel.

It took me about **3 months to cancel!**



Why else did you decide to cancel?

**BINGO!**

*“Every market is different, of course, but most membership sites will keep members for an average of 3-4 months. Four months is actually on the high side. Some sites have an average of under 3 months.”*

Source: <http://kencinnus.com/>

*“When you start a membership site, your single greatest challenge will be providing the kind of fresh, interesting content that will keep your members coming back for more. For a standard membership site, this creates an unending demand that can turn into a maintenance nightmare.”*

Source: 10 Shocking Facts About Membership Sites



# The Time Loss Factor with Traditional Membership Sites

So let's take a deep dive on two major issues you pointed out with traditional membership sites. The lost of **TIME & MONEY!** Let start with time because it's more important than money.

How can you lose time with a membership site isn't that the reason you started it to gain more time? I'm confused!

YES, most people start a membership site **to gain more time** while increasing income but it just doesn't happen in most cases. *You spend so much time trying to create New Content, Conducting LIVE Webinars and Conference Calls that you become exhausted; quickly!!....* **and THEY STILL CANCEL!**






**True Entrepreneurs focus on building  
better systems to FREE up  
more TIME...  
The self employed  
and employees  
just sell more time!**


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# Potential Financial Loss of Traditional Membership Sites



Now let's look at the potential **loss of revenue** that can occur with the traditional site model

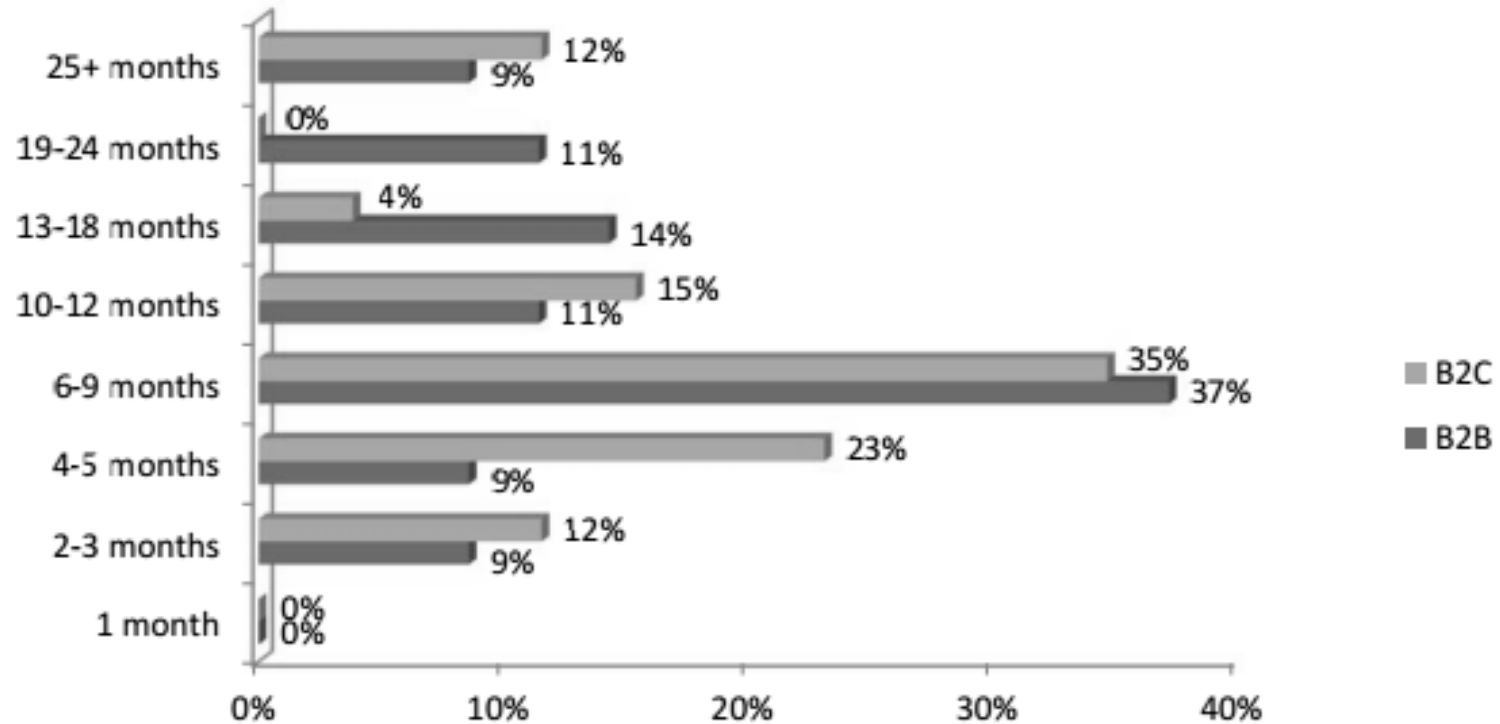
You cancelled your membership after just 3 months of paying **\$50** each month. This means the owner of that site generated **\$150** from your **Lifetime Membership Value**.



I could re-join in the future but I think I see your point. She is not going to make any more money off of me!

Chart 2.5.03: Average Monthly Account Lifetimes

# How many months do your month-to-month subscriber renew for?





# Maximizing Your Members Lifetime Value Is Important

So what's wrong with making **\$150**, I'd take it!

Go ahead and ask!

**YES!**  
**Absolutely**



There's nothing wrong with a site owner earning **\$150** from a membership, but let me asks you another question.

If the website owner would have offered you a single course similar to college that focused on improving **one skill set** you really cared about would you have been willing to pay **\$300** for that course?





So by using a traditional membership site model that isn't typically laser focused on a topic; the member site owner **lost at least 50% of your Lifetime Membership Value!**

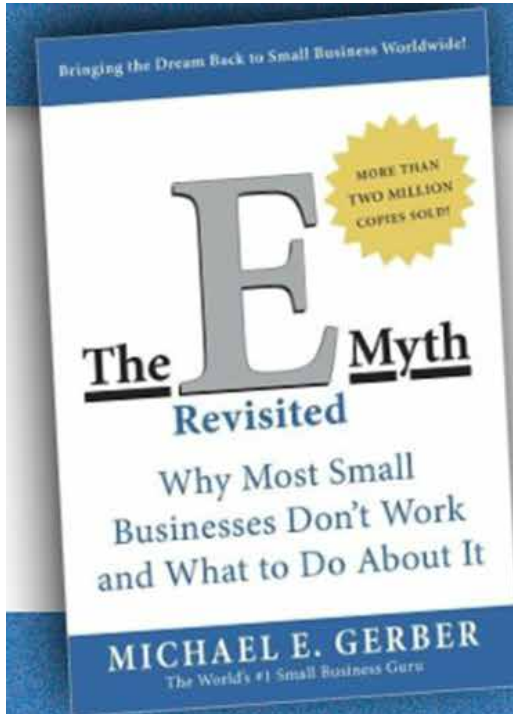
You're right I would have **paid double** to learn something more **step-by-step** for 3-4 months, like a semester in school! I've always done well with completing courses.

A major part of the leverage comes from the lifetime value of a member; if members are cancelling after 3 months then the leverage isn't that great. The "**Streamline Model Membership Site™**" allows you earn more and keep more members!



*“Prospects feel much more comfortable with the fixed time period and finite payments. They know they won’t be paying a monthly fee forever and they can quickly calculate how much the ‘course’ will cost them.”*

*“Micro-continuity (membership site) is a fancy way of saying you’re delivering a course over the internet. And, just like a course you might take at your local community college, there’s a fixed period of time for the training – like maybe 12 or 13 weeks, or 5 months.”*



**A successful business works  
without the owner.  
A real entrepreneur is not  
busy, busy, busy with his business.**

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Alright, I got it; traditional membership sites have some **Challenges**:

- They are time consuming to maintain for the owner of the site
- They don't have an end date so cancel rates tend to be higher
- Most aren't laser focused so members get overwhelmed with all the information

I understand you want a solution that can give you the **best of both worlds**, so let's take a closer look at the...  
**Streamline Model Membership™ Site!**

But I still want the great **Benefits**:

- Steady reoccurring monthly income without selling more of my time
- Ability to sell my professional expertise in a systematic way, hopefully on autopilot!
- Internal members who can become my affiliates and promote future products



# How the Streamline Model Membership Site™ Improves the Traditional Model



## The Traditional Membership Site Challenge #1:

### New Content Creation

You are required to create fresh new content on an on-going weekly or monthly basis. This can become very time consuming and frustrating because you are constantly required to provide new information that you hope members will see enough value in not to cancel.

## The Streamline Model Membership Site™ Improvement:

### Create Content Once!

In the Streamline Model™ you invest the time **once** to create a dynamic educational program that will be delivered to your members on a drip feed throughout the life of the membership. You will **NOT** be required to create new content once your course has been set-up the first time! This system allows you **more time freedom** to pursue other opportunities.



*“Attrition is reality and if you want to really succeed with your membership site, you need to learn how to both market your site and deal with attrition – and here is the kicker – you then need to learn how to automate the processes.”*

Source: <http://www.entrepreneurs-journey.com/1062/the-truth-about-membership-sites/>



## The Traditional Membership Site Challenge #2: Information Overload

Most traditional membership sites offer members a wide variety of information which can be beneficial if it's targeted to the members needs. Unfortunately this same abundance of information can often cause "information overload" which leads to members cancelling because they don't know how to process the information....Here is an example of a traditional membership site offerings!

Benefits	Basic	Pro	Pro +
Articles	✓	✓	✓
E-Lessons	✓	✓	✓
Forum Q&A	✓	✓	✓
Webinars		✓	✓
Apps		✓	✓
Slide Decks		✓	✓
Thought Leader Podcasts		✓	✓
1-on-1 Phone Consultation			✓
Live Trainings			✓
Strategy Sheet			✓

## The Streamline Model Membership Site™

### Improvement: Laser Focused Info!

The Streamline Model™ is topic specific and laser focused. Your members want to gain a real skillset or specialize knowledge in an area that will help them improve their business, career, or life. Although variety can be nice at times, most professionals are working with tight schedules and limited attention spans; this model keeps them focused until ***your next membership site!***







## The Traditional Membership Site Challenge #3:

### No End Date = High Attrition

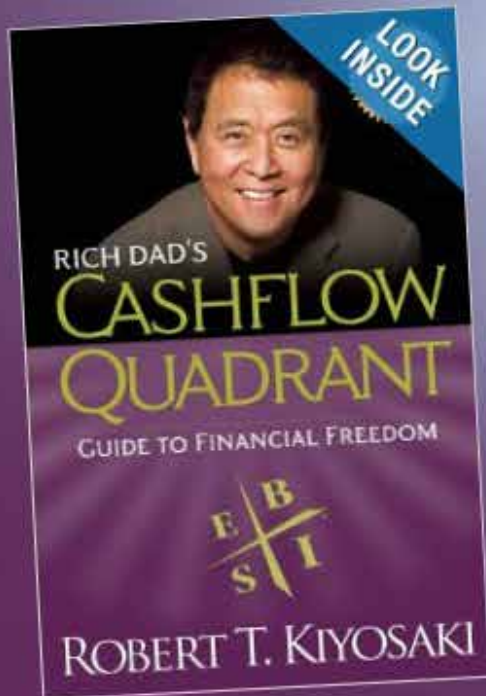
In most cases the traditional membership site doesn't have a *timeframe* to completion; it also **doesn't have a fixed total cost**. You are forced to come up with new content with the hopes of retaining your members for another month. This process can work for a period of time but as we discussed previously the average member lifespan with a membership site is about three months. The reality of retaining someone as a member for "life" or even years **without a date of completion or fixed cost** is extremely slim at best!

## The Streamline Model Membership Site™ Improvement:

### Specific Timeframe!

Let's be honest most people enjoy and find comfort in knowing the timeframe for completion of programs, courses, certifications, classes, etc. If you've ever attended college you knew that the average course takes about 4 months to complete; then you move on to the **next course**. You also knew the **exact cost of the course** and what you were expected to learn as a result of 4 months of learning. The Streamline Model membership site offers this same *since of comfort* and feeling of **accomplishment** once completed.





**If you can generate a decent lifestyle cashflow on autopilot rather than putting in the personal hours, then you can do more of what you want.**

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### The Traditional Membership Site Challenge #4:

#### Unable to Fully Automate

Traditional membership websites typically **require your time** daily, weekly, or at least monthly. This can be in the form of creating new material for members, conducting live webinars, teaching via conference calls, or a variety of other ways. In short, your personal time is permanently allocated to your membership site for as long as it's open. Not exactly the time leverage you were seeking.

### The Streamline Model Membership Site™ Improvement:

#### Potential to Fully Automate

As we discussed previously with the Streamline Model membership™ site you are going to create a dynamic course or program for your members **one-time** and then allow your software system to handle the rest. You will have a **fully automated process** to “drip feed” content to your members on a schedule you select. So for example, if you create a 12-week course on business management that's pretty intensive; you can set-up your membership site system to only display one course module each week for the entire 12-weeks! This allows your members to laser focus on a *single module* alone without distraction.





## The Traditional Membership Site Challenge #5:

### Relationship ends with cancellation

In most traditional membership site models members *don't have a step-by-step roadmap* to completion so they just decide at some point to cancel. When someone cancels they are typically ending the relationship because **they no longer see value in paying for the membership**. A cancelled member not only means a loss of income today; it often means a loss of future income as well. Members who cancelled previous memberships are less likely to join your future programs and may totally unplug from anything your business does in the future.

## The Streamline Model Membership Site Improvement:

### On-going relationships

Once one of your members successful completes the step-by-step program that you created they will have a sense of *accomplishment* from the achievement. In addition, they are now much more receptive and open to **future offerings** from your company. By effectively creating a "*light at the end of tunnel*" conclusion to your course or program, you actually create a demand for future products. Your members have completed their initial investment of time and money; and if the information you provided was high value they become loyal "**brand advocates**" for your company. A traditional site member that cancels after 3 months typically is gone forever; they never truly become a part of your member community!



*“Private member forums can be added to just about any membership site model to help create member loyalty.*

*As many membership site owners have observed, new members come for the content, but then stay because of the community.”*

**One last question:**  
Can I see what a ***Streamline  
Model Membership Site™***  
looks like from the inside?

**Of course  
you can!**



# Let's Explore A Real Streamline Model Membership Website...

The screenshot shows a website navigation menu with the following items: WELCOME, MINDSET, SYSTEMIZATION (underlined), COMMUNITY OUTREACH & REFERRAL STRATEGIES, HIGH END MEMBERSHIPS & SELLING SCRIPT. Below the menu, there are tabs for MODULE 5, FACEBOOK AD MARKETING, FACEBOOK AD MARKETING CONT, and MODULE 8. The main content area is titled 'Module 2 - Systemization' and features two lesson cards: 'LESSON 1 Systems' and 'LESSON 2 Quick Cash Fast'. To the left of the lessons is a cartoon illustration of a woman with a lightbulb above her head, and to the right is a cartoon illustration of a man in a suit pointing at the lesson cards.

This is the 2nd module which would typically indicate that your member has reached week two of your course.

Each module of your course can be broken down into individual lessons for your members to complete that week before the next module begins.

**Here is a working example of a real “Streamline Model Membership Site”**

This format allows for a systematic deliver of your content to members!

## MINDSET • LESSON 1

## Mindset Summary

In this lesson we want to focus on ensuring you are mentally ready to transform your business. We will examine things that could be holding you back and demonstrate ways that you can shift your attitude by developing your purpose and a vision for the future.

Let's explore the inner workings of the Streamline Model membership site. As you'll notice in the next two examples, the course content can be delivered to your member's different formats.

**Lesson #1** is being delivered to members in **audio** format!

Do I use audio or video to teach my course?

### Mindset Part I

In the first part of the mindset series we introduce the victory mindset and how your daily rituals impact your positivity. Ivan Barrera also shares his personal story and how he achieved a victory mindset.



### Mindset Part II

In part two of the mindset series we examine the common pitfalls that keep you from establishing a victory mindset and ultimately reaching your business goals. We ask you to examine the problems that are keeping you up at night and begin thinking about ways to solve them.





FACEBOOK AD MARKETING CONTINUES •  
LESSON 2

## Set Up Facebook Ads

And finally, we will show you step by step exactly how to create your ad on the Facebook Ads Platform live! This is where the magic happens. Finally we get to share the message of your badass program to thousands of potential customers who are ready to sign up with you.

Let's Do It!



As you can see from this example, **lesson #2** is delivered via **video** format.

Some information is shared best with audio and some works better video; it's your choice.

The important thing to keep in mind is you aren't limited in how you deliver the information to your members!



# Common Questions

## **What happens after the course has ended?**

You have a variety of options including offering members a new membership course you created covering a different topic.

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## **Are there additional ways to keep generating income even if the course has ended?**

Many site owners have created paid member forums to generate additional income. You also have the option of offering private coaching sessions for members.

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## **What are the best ways to market for new members?**

If you already have an established email list or online community you could simply offer them the opportunity to become members. Traditional advertising is always an option.

One of the very best ways you can increase your enrollments is to let your members do the marketing for you by offering them an affiliate program. Affiliate programs are a great way to promote your membership site without paying advertising costs.

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# 10 Final Reasons Why You Should Consider Starting a Streamline Membership Site

1. Provides steady recurring monthly income
2. You can be “hands off”; all the content has already been created
3. Automated product delivery system allows for leveraged growth
4. Sell your expertise as a digital product – no “hard” costs
5. Course information sent in a systematic fashion so your members don’t suffer from information overload
6. Ability to add an affiliate program so satisfied customers can promote the membership on your behalf and also earn a profit
7. Benefit from higher retention rates due to fixed completion date
8. New members can join at any point in time and still receive 100% of the information without feeling lost
9. You are never required to sit down and spend time thinking about creating new content for members
10. Maximize each members lifetime value by offering them a single focused course to complete; before inviting them to the next course

**SYE WELLS**

Co-Founder

Sye has mastered the art of human relationship and she has pages of clients who would agree. In addition to holding a degree in psychology, she spent many years learning and working in the hospitality industry with one of the most exclusive hotel chains in the world. Her prior teaching and real world experiences have set the base foundation for her own company today.

**MARCUS WELLS**

Co-Founder

Marcus is a former corporate analysis from the Mortgage banking industry, he is also a certified project manager who develops systems to streamline business operations. Using his prior job experience in addition to Lean Six Sigma business training his focus is on continuous business improvements and producing a greater customer experience.

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# In Their Own Words Clients Share Their Experience of Working with Sye Wells and Her Amazing Team!



*"I had the pleasure of getting to know Sye Wells through facebook several years ago and when she enrolled in my Brand Omnipresence course I knew I had met a true superstar, a one of a kind woman. That was 3 years ago and since that time Sye has become one of my master coaches in the Brand Omni Course and now is the director of coaching overseeing all of my students in my programs. She is also brilliant with online strategy and has helped not only me, but scores of my clients get properly set up on the web so they can maximize their brands and business. I highly recommend her, not only is she an amazing coach, she is an amazing woman with a huge heart!"*

**Kellie Kuecha, Founder of Kellie Kuecha, LLC.**

*"Sye is an insightful, thoughtful, and caring coach who does an incredible job of really listening, identifying what needs to be worked on, and then empowering you to find the solutions to move forward. She is subtle in her approach, never heavy-handed, yet has a highly intelligent way of communicating, pinpointing the truth, and illuminating it. Sye is genuine and truly cares about her clients. She guides me to see things in a different perspective and I greatly appreciate that."*

**Traci Trezona , Founder of ProfitsInAnySeason.com**





*"Sye, I love the site... I can't wait to tell the world announce it within my community! I'm so of what we have collaborated on to put together for my web presence. The last website I had, wasn't one that I was very proud of so I never felt comfortable sharing it. Tough times don't last forever. It's more important what happens in us, not to us. Thank you."*

**Adrienne Richardson, Founder of ARE Media and Vision University.**

*"It has been a complete blessing working with Sye!! I came to her with an outline of what I wanted to do and no real details. She walked me through everything step by step and has brought my vision to life right before my eyes!! She was able to interpret my needs and anticipate things before I even asked for them. I had no idea how this would turn out. She helped my weave the best pieces of me into a platform to share with the world! I look forward to "shining on line" because of Sye!!"*

**Cindy Rodriguez Kelley.**





*"Dear Sye, Even before I started working with you, people recommended you for being knowledgeable and successful in building and creating websites and bringing personal brands to life online.*

*Sye, the work that you did for me was amazing, encompassing all the details necessary for a good web, creating the pages with professionalism, that earned me many "likes" even before I started customizing the web. I am very grateful to you for your artistic insights and for making my web so attractive.*

*Your job did not end just there, I often called you for support on how to work within my website, how to have a better web presence, how to create meaningful conversations, how to display my jewelry on a new page and more. You created for me the opportunity to advance myself through the widest market in the world - the internet!! Thanks a million."*

**Orit Rehany. Author of A River of Tears.**

*"It has been an absolute pleasure working with Sye. Very excited to put our new membership site in our clients hands. Very beautiful looking site! Would not hesitate to hire Sye again for our future projects. Thank you!"*

**Ivan & Robby Co-Founders of Faster Fitness Solutions.**





*"Sye Wells, using this information was so easy, thanks for your expert instruction on the call today"*

**Alicia Couri, AC Beauty, Owner.**



*"I made it to the welcome page! ALL ON MY OWN!! Thanks to your expert and patient guidance. Love you."*

**Lori Tolson, The Soul Synergist.**

*"It was an Ex-Sye-Ting" time indeed working with you Sye Wells. Thank You for being an amazing Coach and Friend."*

**Avie Uniglicht.**

