

# Tips for Building Your First Membership Site



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# Our backstory with memberships

- Brian started and continues to run PostStatus.com since 2015
- Brian started and continues to run LedgerStatus.com since 2017
- Cory started and ran iThemes.com from 2008-2018
- Cory and partner started DigitalMarketingKitchen.com Jan. 2020
- Cory and partner started BusinessValueAcademy.com March 2020

# Quick Tips ...

- Recurring Revenue aka Mailbox Money is the holy grail of business
- Start small, tiny, really tiny and grow - don't try to eat the elephant whole - launch an MVP (skateboard)
- Don't offer every feature you can dream of up front
- Champion their cause - and build your cult
- “Come for content. Stay for community.” — Start with information but transition to belonging in a community

# When is my audience big enough?

# What should I promise them?

**Are you the subject matter expert,  
or do you need to recruit others?**

How will I deliver promised benefits?



Do I charge monthly,  
yearly, one time fees?

**Look for ways to earn  
more money without a ton of extra effort  
(Team and Bulk Memberships; Sponsorships)**

# Make it giftable

# The Flywheel Effects

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