



**BAY AREA**  
MASTERMIND

AND **MEMBERIUM** PRESENTS...



# Six Lessons From **amazon prime** and How You Can Do the Same Things With Your Course or Membership Program In 2021



# Who is this webinar for?



**Experts**



**Teachers**



**Coaches**



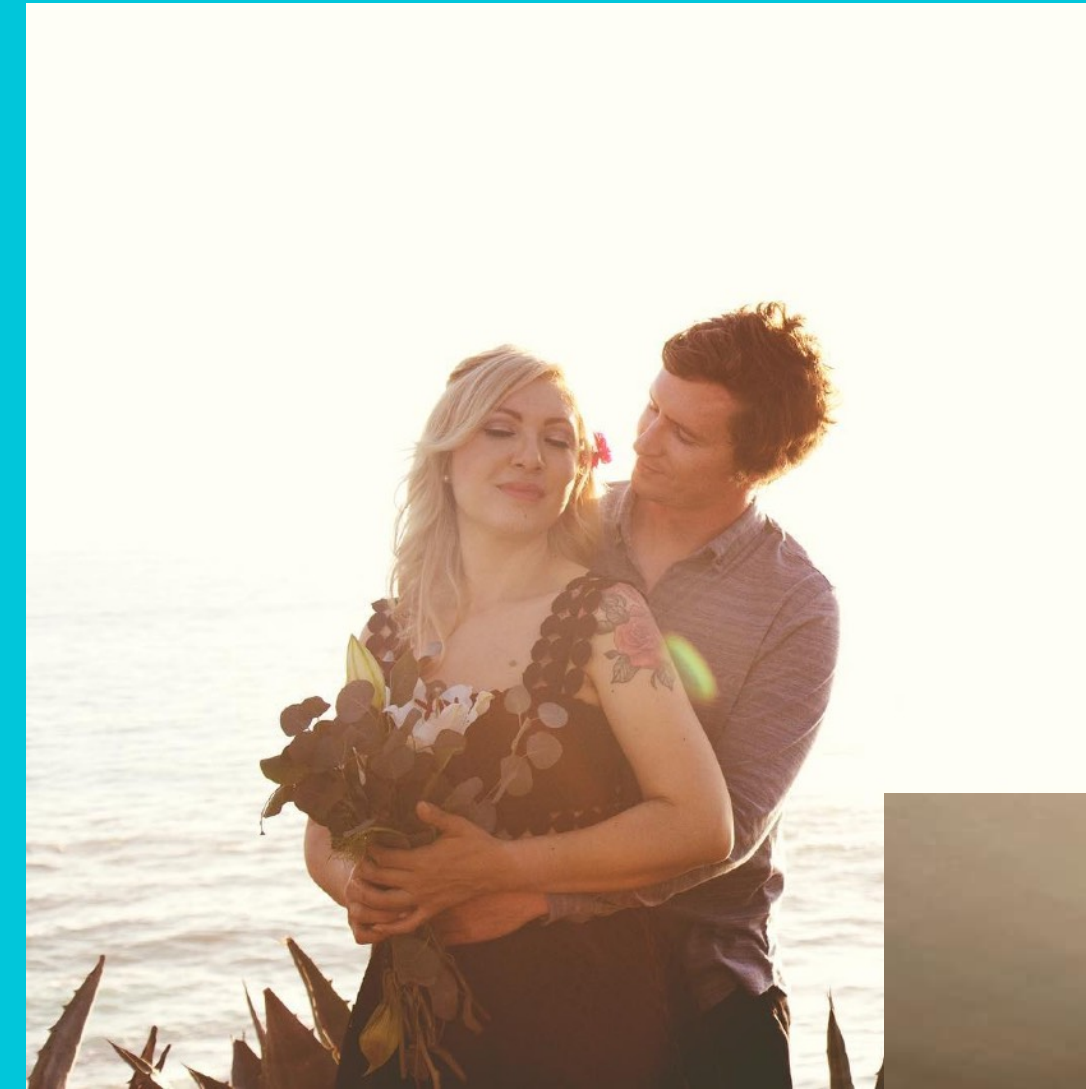
**Entrepreneurs**



# Intro



**Andrew Pfund**  
**Memberium CEO**







# \$19.21 Billion

**2019 Amazon Prime Revenue  
& All Amazon Subscription Revenue**  
**150 Million Members**



# \$200 Billion

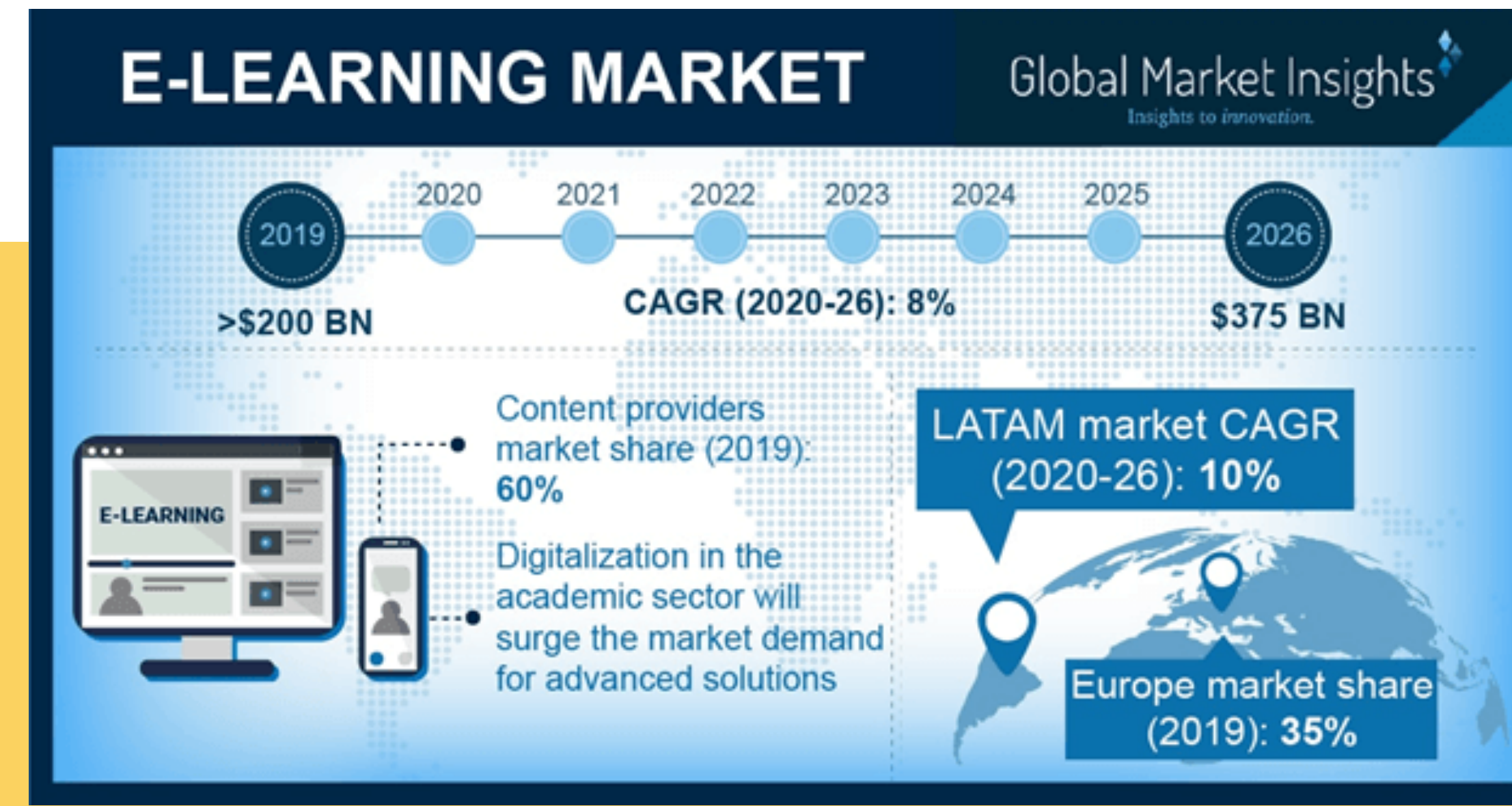
**2019 Market Size of the Online E-Learning Market**



# \$375 Billion

## 2026 Estimated Market Size of Online E-Learning Market

Source: GM Insights  
May 2020



**!?** 🤔 **Group poll** **!?** 🤔

**How many people here currently have a membership site?**

**How many people here have an online course?**

**Who's in the process of starting a new course or membership program?**

## Lesson #1

# Think Subscriptions – With Your Customer's Experience Being the Center of Everything



**zuora**





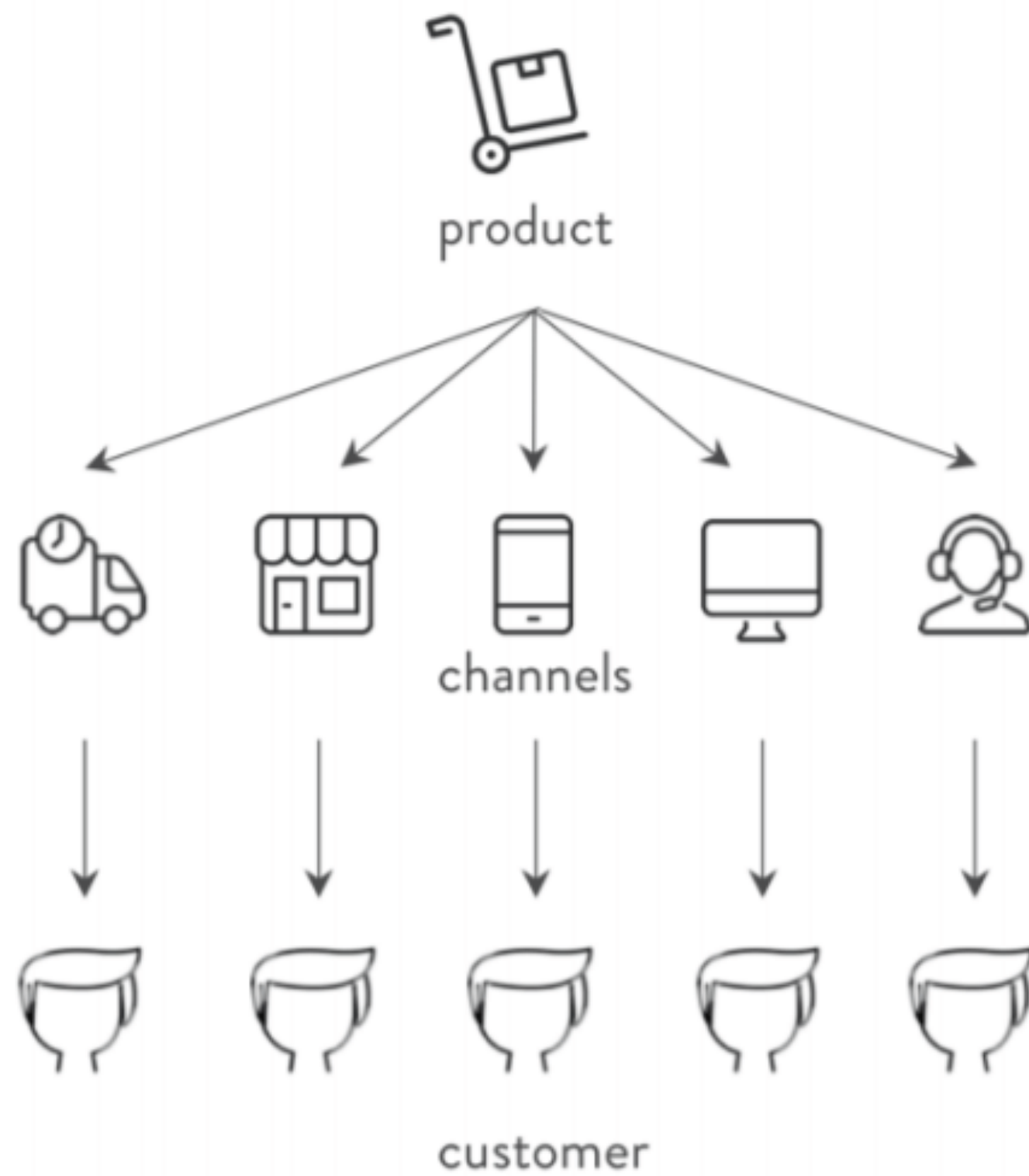
“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”

**Jeff Bezos**



# A NEW WAY OF THINKING

Old Business Model



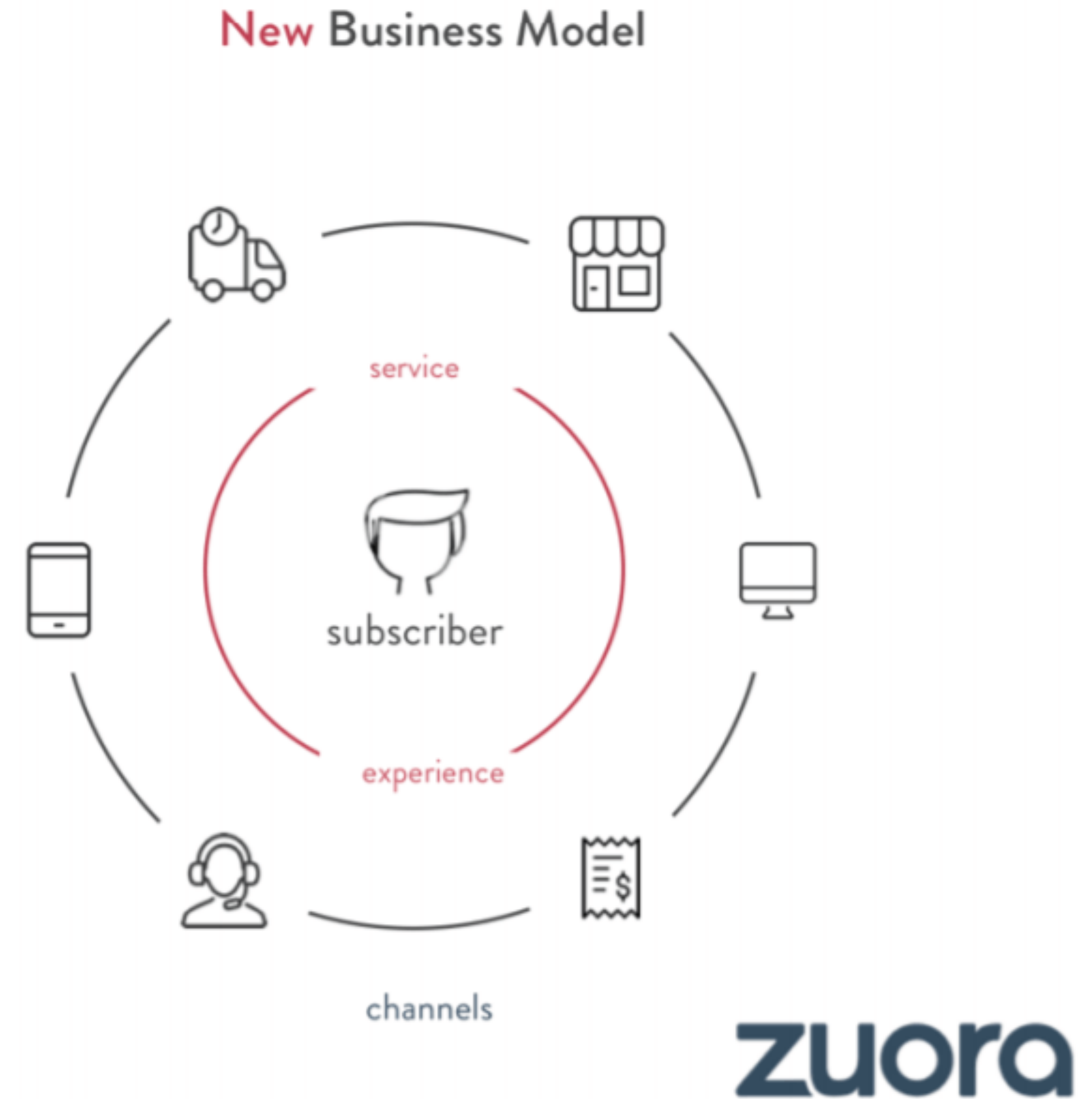
New Business Model



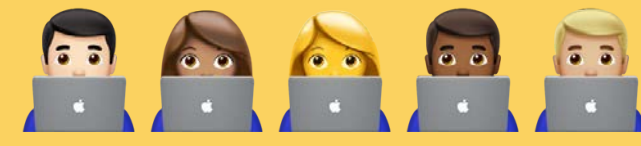
**zuora**

# Lessons on shifting to a membership mindset with your customers at the center...

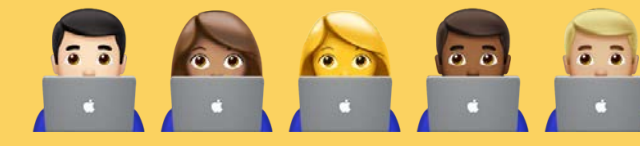
- Your customers' needs come first with them at the center.
- It's all about long term, relationship building with your customers.
- It's about consistent improvement and consistent updates to your product.
- Everything doesn't need to be perfect, it's about being responsive.







## Core Question



✅ How can you improve the outcomes your product delivers for your customers?

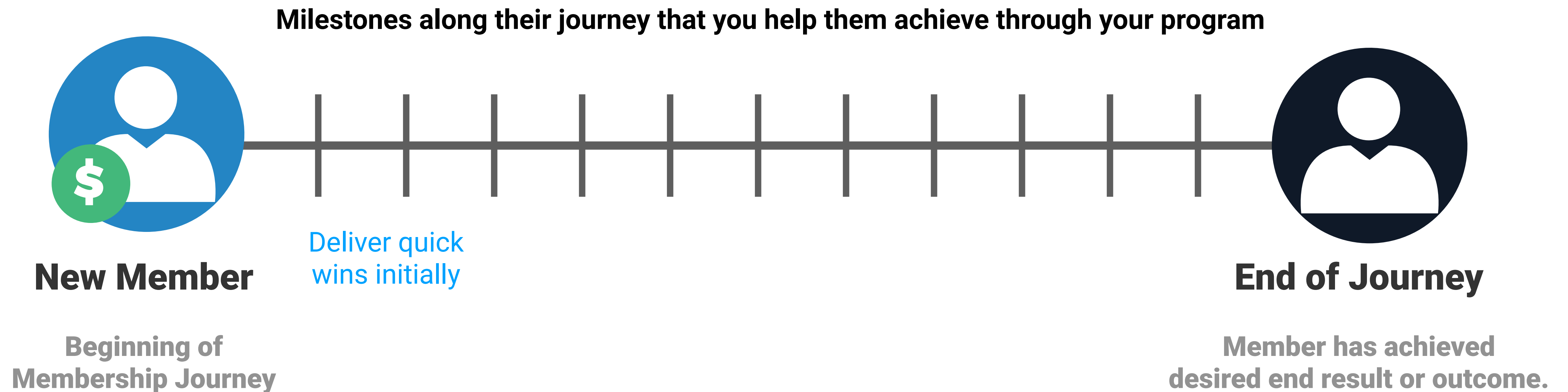
✅ How can you create a more customer focused business with them at the center?

### New Business Model



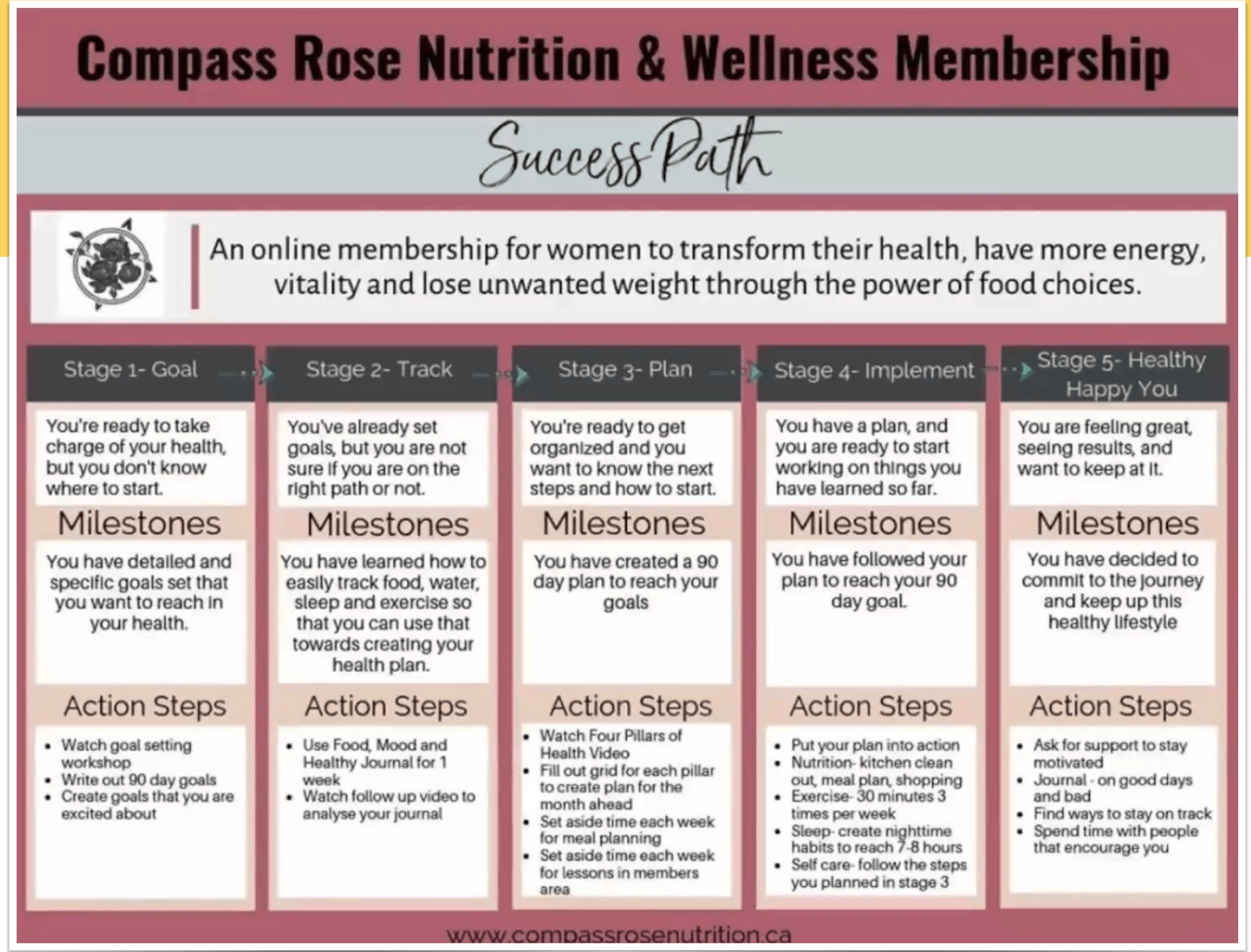
zuora

**Think about all the steps involved  
in helping your members  
achieve the outcome they want...**



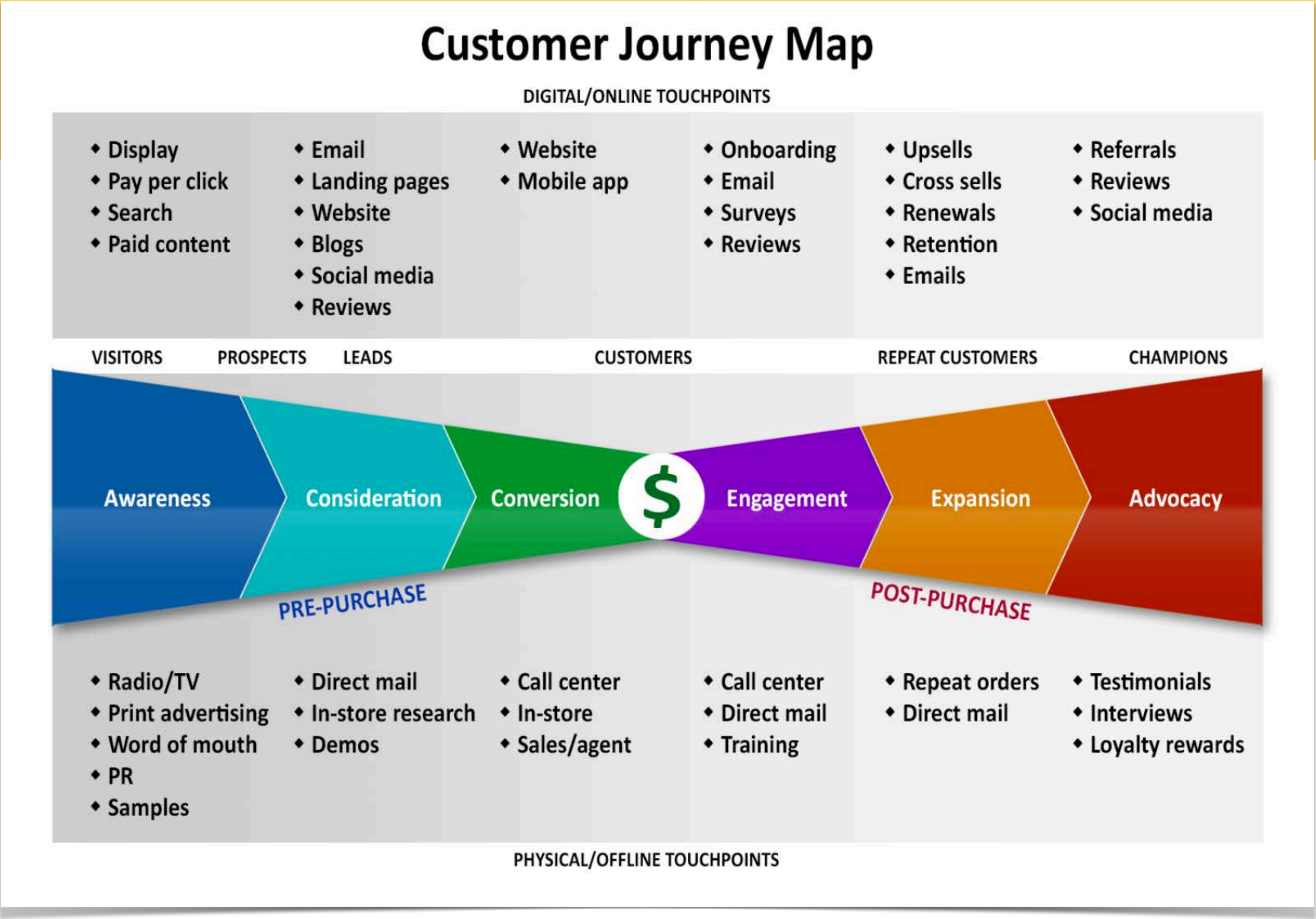


## 🗺️ Mapping Out Your Customer's Milestones as a Journey



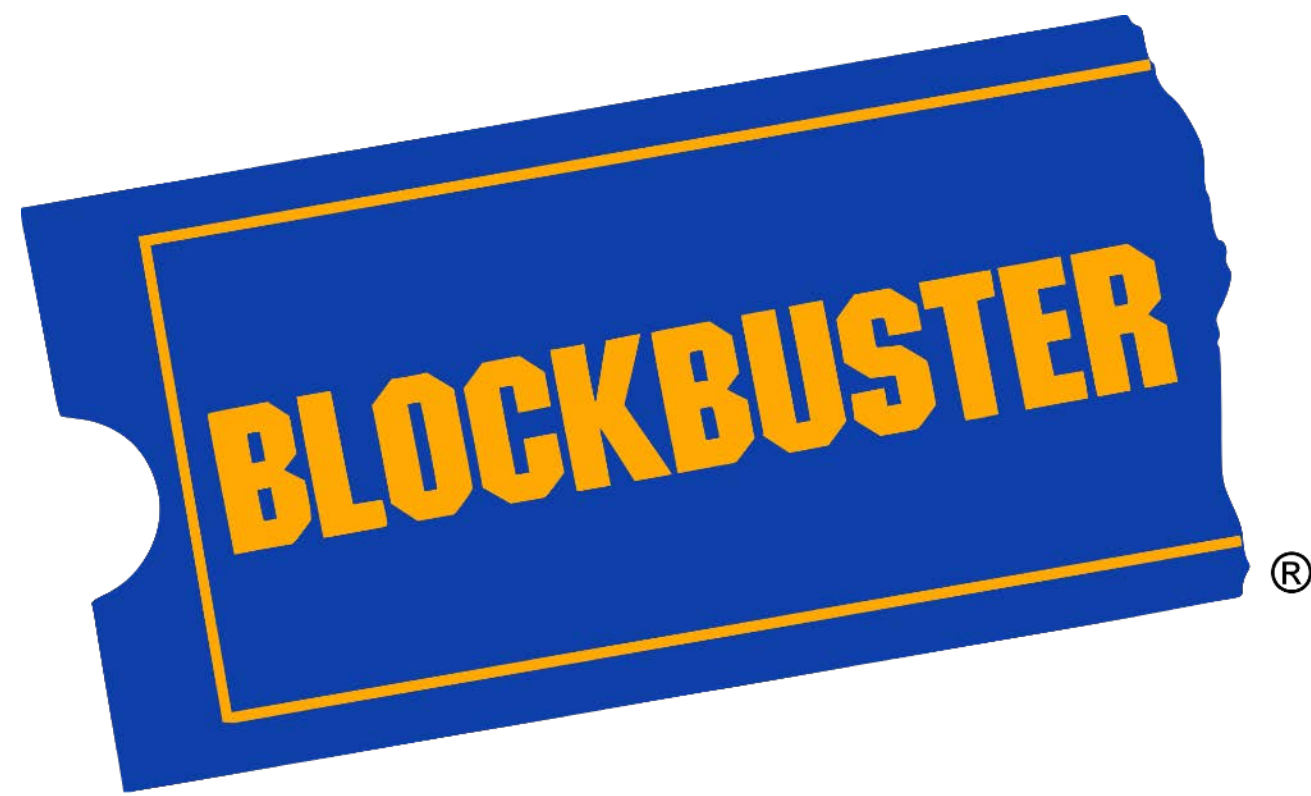


Most Customer Journey Maps Don't Focus on Customer Outcomes or Customer Experiences



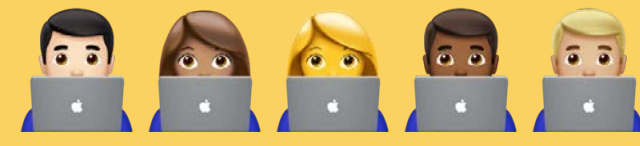


# What can happen when you don't take on a customer-centered approach in your business...

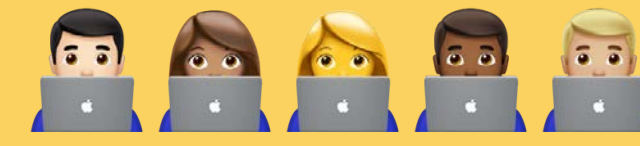


TAXIS





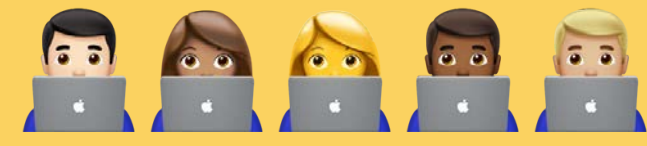
# Workshop Questions



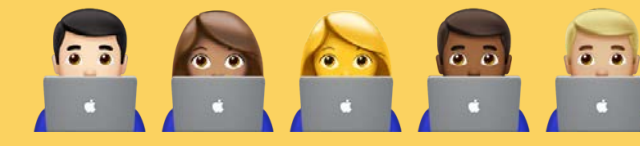
 **Download the worksheet to follow along and fill in your own answers...**

**Visit: <https://memberium.com/outcomes>**

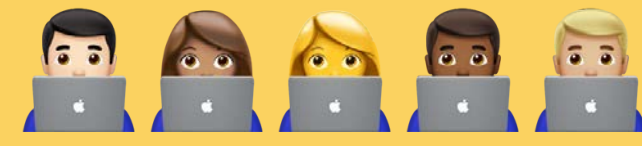




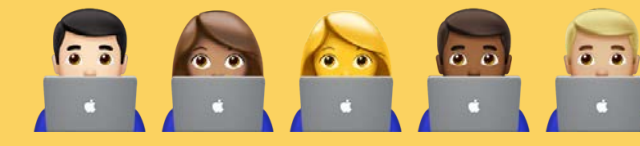
## Action Questions



- ✅ **What is the main outcome that your course or membership help your members achieve?**
- ✅ **What specific outcomes do your customers want to achieve that you could help them with?**



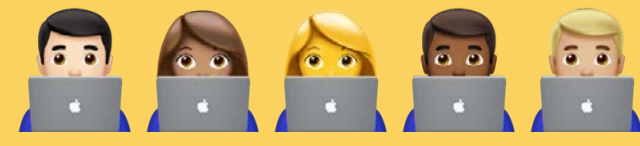
## Action Questions



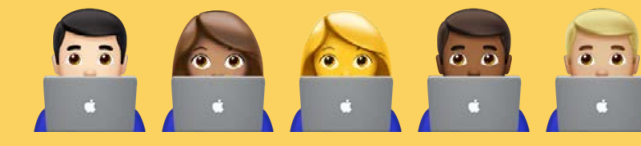
**✓ How does your program's content currently help them achieve these outcomes?**

**✓ How can you help your customers achieve these outcomes faster? What else could you give them to do this?**





## **Bonus Action Question**

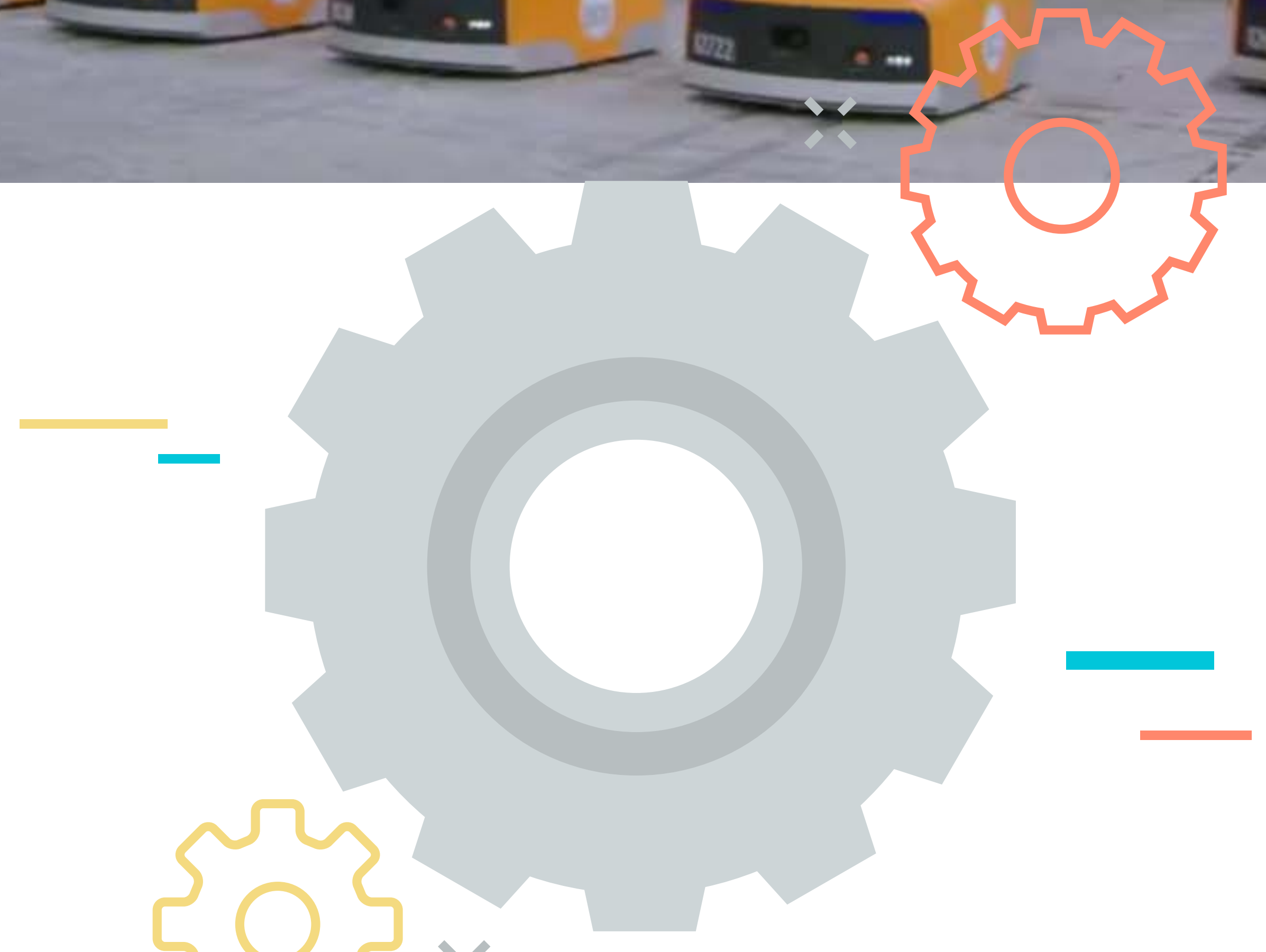


**✓ If you were working with a customer on a 1-to-1 basis to speed up them achieving the outcome they want, what would you do?**

**✍ List everything down no matter how time consuming it would be.**

**Lesson #2**

# **Automation is Essential to Your Growth**





All ▾

Hello, Andrew  
Account & Lists ▾

Deliver to Andrew  
Dana Point 92629

Whole Foods

Prime Video

Help

Andrew's Amazon.com

Best Sellers

Browsing History ▾

Find a Gift

Today's Deals

New Releases

Gift Cards

B

Andrew Pfund

Prime Plan  
Monthly \$12.99  
[See more plans ▾](#)

Renewal Date  
July 12, 2020  
[Update your payment method ▾](#)

Manage  
Memberships  
[Update, cancel a](#)

"Use technology to build low cost ways to add value and increase your margins."

# Prime Video

Enjoy thousands of movies and TV shows,  
[Discover ▸](#)

## Prime Membership Benefits

SHIP

STREAM

SHOP

FAST, FREE DELIVERY

Fast, FREE delivery on

prime video [Home](#) [Free to me](#) [Store](#) [Channels](#) [Categories ▾](#) [My Stuff](#) [Kids](#) [Settings](#) [Getting Started](#) [Help](#)

prime Blockbuster movies [See more](#)

prime Amazon Original series

Amplifying Black stories [See more](#)





**+ Amazon Prime Membership**







Overview of This Site and What You'll Learn

[Start Course](#)

Types of Sites You Can Build with Memberium

[Start Course](#)

Building Blocks To Help Build Your Membership Site Faster

[Start Course](#)

## Building Blocks To Help Build Your Membership Site Faster

Insert a brief description of what one of your students can expect to learn from taking this section of your membership site. Feel free to include a few benefits that they can get from completing this specific course to motivate them to get started and complete it!



### Lessons

- ▶ [Intro](#)
- ▶ [Picking a Page Builder Plugin and Why You Should Use One](#)
- ▶ [How Does Memberium Bridge the Gap Between Infusionsoft and WordPress?](#)
- ▶ [Should you use an "LMS plugin" like LearnDash or LifterLMS?](#)

### About Your Teacher

Andrew Pfund

Andrew is the marketing lead and one of the founding team members of Memberium. A seasoned WordPress user and Infusionsoft veteran who enjoys helping small business owners generate more recurring revenue and share their knowledge with the world.

[← Previous Lesson](#)[Next Lesson →](#)

## Intro

Andrew Pfund

I'm a quick description of this lesson. Click edit button to add your own description or completely

### Lesson Files

- [How to Create a Lesson Guide](#)
- [Lesson Audio File](#)

### Edit Video

Content

Style

Advanced

Video

Source

Vimeo

Link

https://vimeo.com/235215203

Start Time

Specify a start time (in seconds)

Video Options

Autoplay

NO

Mute

NO

Loop

NO

Controls Color

Blue

Intro Title

HIDE

Intro Portrait

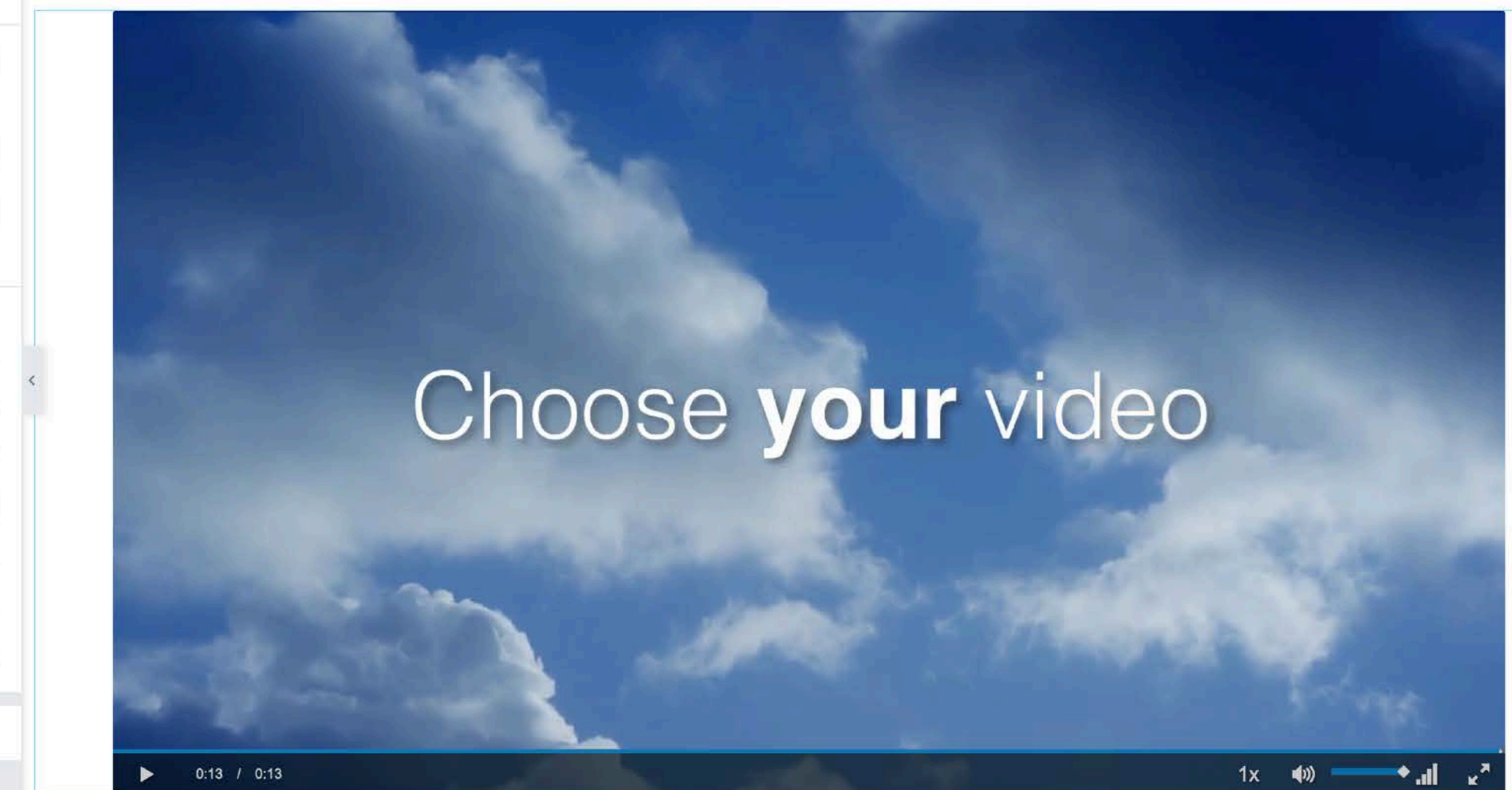
HIDE

Intro Byline

HIDE

Image Overlay

Need Help ?

[+](#)[← Previous Lesson](#)[Next Lesson →](#)



Switch to draft

Preview

Update



Featured image



Excerpt



Page Attributes



Content Protection



- ☐ Any Membership Level
- ☒ Amazon Prime Membership
- ☐ Silver Membership (0)

- 
- ☐ Any Logged In User
  - ☐ Logged Out Only



Your Channels





CHANNEL GUIDE



HBO

Featured movies




[See more](#)



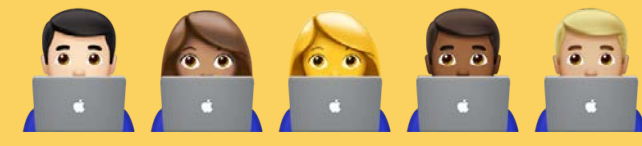
prime

Blockbuster movies

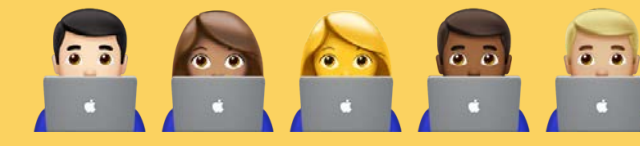
[See more](#)







## Action Questions



**✓ Does your business currently have a CRM that allows you to sufficiently automate parts of the three main areas inside your business?  
(Marketing, Sales, Fulfillment)**

**✓ Do you have campaigns or automations set up to help automate these three areas?**

**✓ Bonus Question: What percentage of customer's complete all of the milestones in your program? Can you track this?**

Using tags allows you to measure how far your customers get through your program, follow up automatically based on where they are, while collecting valuable feedback.



**Lesson #3**

# **Automate Handling Failed Payments**

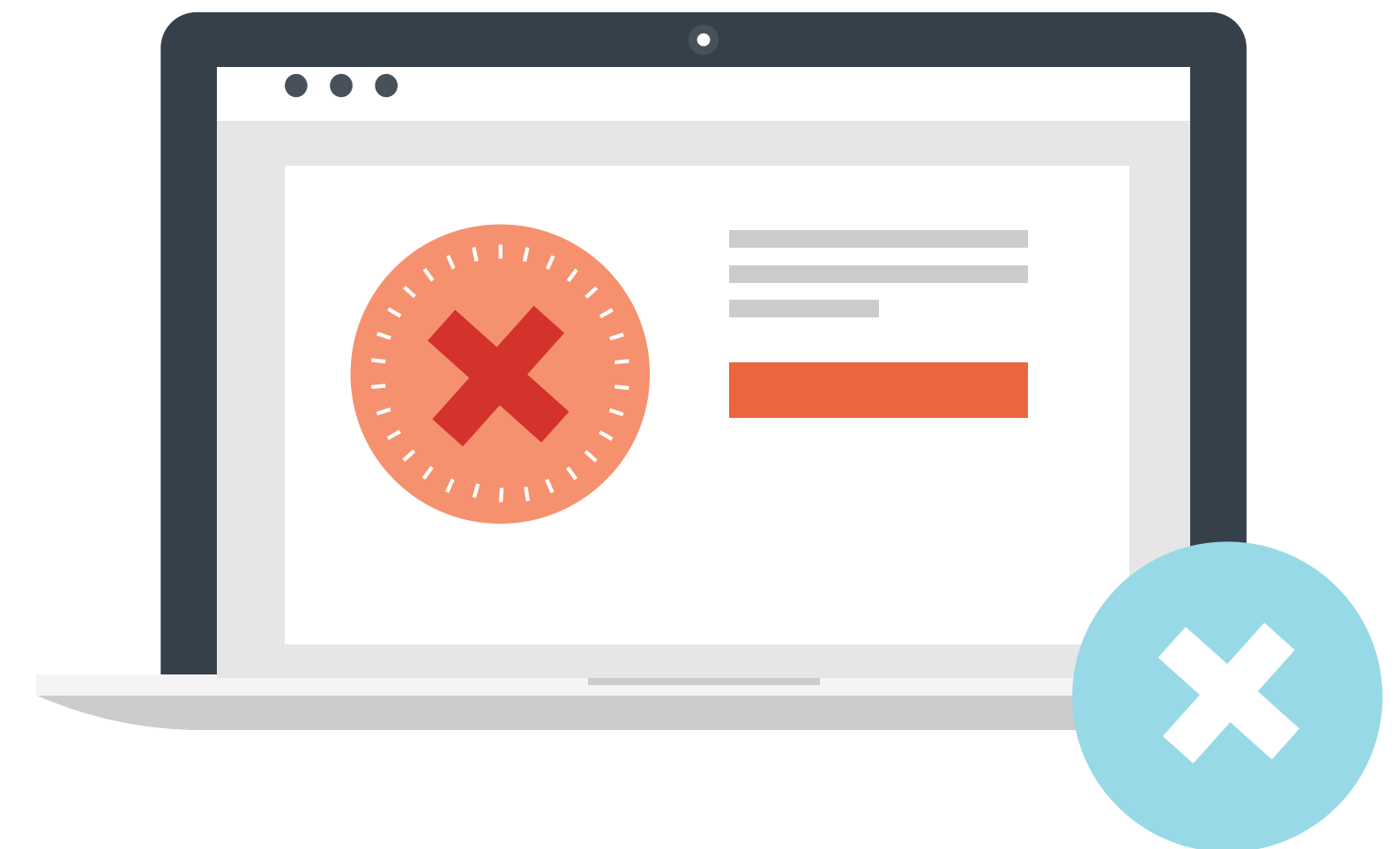
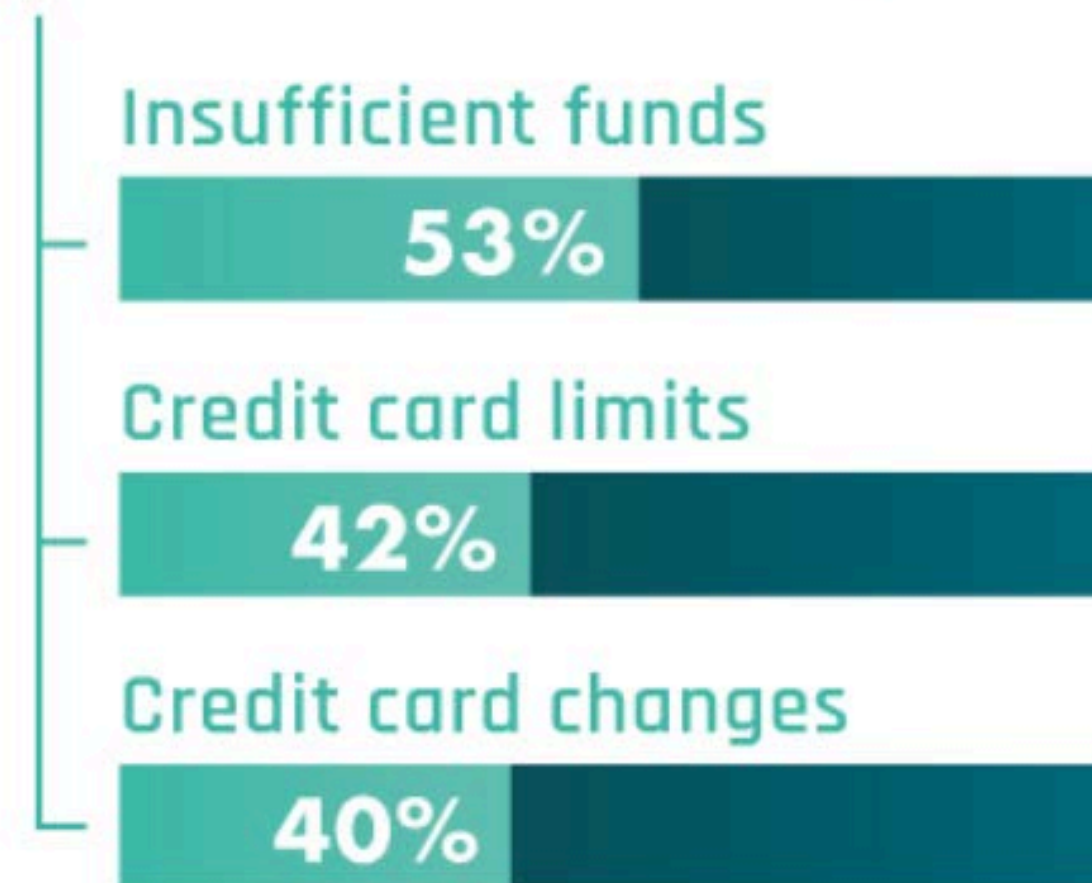


**“Subscription businesses risk losing 7.2% of subscribers each month due to involuntary churn, a form of subscriber loss caused by credit card declines and failed payments...”**

Recurly Research –  
2017 Subscriber Retention Study

## PAYMENT FAILURE

#1 cause of involuntary churn





**Amazon Prime MembershipPAYF****YOUR  
LOGO**

Your membership is currently  
inactive due to a billing issue.

To restore your access, please add a new credit card or payment method by clicking the button below to restore your membership. If you're seeing this message in error, or need any help restoring your access, please contact support for assistance.

[Update Your Payment Method to Continue](#)

Manage Trigger

moldingbox.infusionsoft.com/Action/manageTrigger.jsp?type=com.infusion.crm.modules.contact.actionsequence.TriggerAutoCharg...

# Manage Trigger

Set Trigger Criteria ?

When an auto charge

Fails

and the order contains any of these Products:  
(leave blank to fire for any Product)

And this is:

☐ the LAST failure (Max Retry reached)

☒ the FIRST failure for the invoice

☐ Failure #2

☐ Failure #3

☐ Failure #4

☐ Failure #5

☐ Failure #6

☐ Failure #7

☐ Failure #8

☐ Failure #9

☐ Memberium - 2016 C&C Conference

☐ MMMastery Consultation Pre-Screen

☐ 2-Tone Adjustable Hi-Tech Halter

☐ 2017 Membership Implementation Su

☐ 2017 Membership Implementation Su

☐ 2017 Membership Summit VIP Upgra

☐ 2017 T&C Bundle: Memberium 3 Mor

☐ 2018 Membership Summit - VIP Upgr

☐ Accountability Partner

☐ Accountability Partner

☐ Accountability Partner - Every mo

## Actions

Apply 1 tag

Approaches - Master InterviewsPAYF

Edit

×

Send an *Email* using the "Memberium Failed Payment Notice 1 (Email) " template

Edit

×

Add New Action

▼

Save Trigger

Delete Trigger

13





Your membership  
inactive due to a b

To restore your access, please add a new credit card or payment method by clicking the button below to restore your membership. If you're seeing this message in error, or need any help restoring your access, please contact support for assistance.

Update Your Payment Method to Continue

- Comments
- LifterLMS
- Courses
- Memberships
- Engagements
- Orders
- Appearance
- Plugins
- Users
- Tools
- Settings
- Custom Fields
- Elementor
- LearnDash LMS

WordPress Roles

Select WordPress roles to apply on login

## Special Pages

Home Page Priority

0

First Login Page

( Default / Homepage )

Membership Home Page

( Default / Homepage )

Membership Logout Page

( Default / Homepage )

PAYF Home Page

Membership Deactivated Due to Billing Issu...

SUSP Home Page

( Default / Homepage )

CANC Home Page

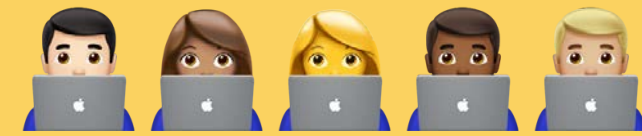
Membership Cancelled Members Only [M4I...

## Theme

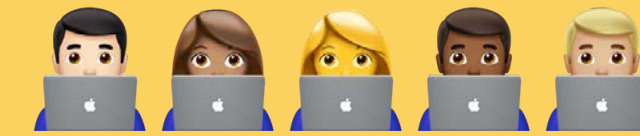
Theme

( Default )

Update Membership Level



## Action Questions



✅ **Do you know how much failed payments are costing your business each month?**

👉 **Action Step:** Run a report in your CRM or Ecommerce Platform to find out how many failed payments you had the last month and over the past year.

✅ **Does everyone with a failed payment get an automated followup to let them know their payment failed and how to fix it? Is it just one? What else could you add to improve this?**

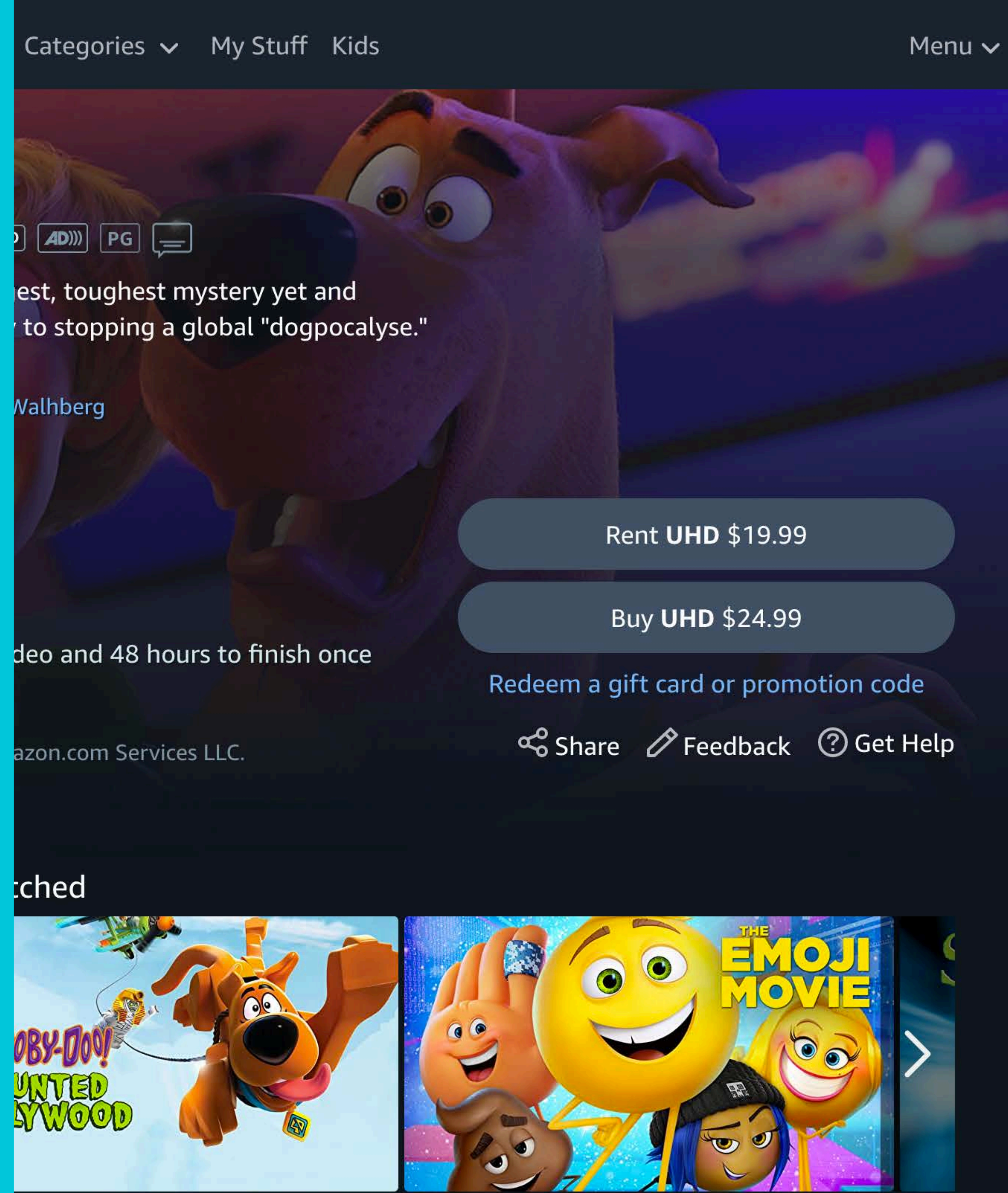
Consider other ways you could let them know there's been failed payment. A text message, additional emails, automated voicemail, in product notifications, manual followup via phone call after automated attempts fail.



## Lesson #4

# Upsells and Ability to Automatically Sell Other One Off Products is Automated

*Audible, HBO, Showtime, Cinemax, etc*





Your Channels





CHANNEL GUIDE



HBO

Featured movies




[See more](#)



prime

Blockbuster movies

[See more](#)







STRIKE

FIRST MAN

STRIKE  
BACK

Prime Video Channels is the Prime benefit that **lets you choose your channels**. Only members can add Cinemax and 100+ more channels — no cable required. Cancel anytime.

7-day free trial  
\$9.99/month after trial

Start your 7-day free trial

THE CHRONICLES OF  
RIDDICK

CINEMAX

WIDOWS

OUTCAST

THE  
RUNDOWN

JETT

CINEMAX

[memb\_place\_order button\_text='Start Your 7-day Free Trial' order\_title='Cinemax Trial'  
subscription\_ids=44 success\_url='/congratulations/' failure\_url='/credit-card-failed/']



# SCOOB! (4K UHD)

★★★★☆ (2,872) IMDb 5.7 1h 33min 2020 HDR UHD AD PG

Scooby-Doo, Shaggy and Mystery Inc. face their biggest, toughest mystery yet and discover that Scooby's secret legacy could be the key to stopping a global "dogpocalyse."

DirectorTony Cervone

StarringTracy Morgan, Amanda Seyfried, Mark Wahlberg

GenresAnimation, Kids

SubtitlesEnglish [CC]

Audio languagesEnglish, English [Audio Description]

▶ Trailer

+ Watchlist

ⓘ Rentals include 30 days to start watching this video and 48 hours to finish once started

[Redeem a gift card or promotion code](#)

[memb\_place\_order button\_text='Rent UHD \$19.99' order\_title='Scoob!' subscription\_ids=46 success\_url='/congratulations/' failure\_url='/credit-card-failed/']



## Lesson #5

**Allow members to self manage their accounts. View past purchase history, self cancel subscriptions, or pause their subscription for a certain period of time.**





Ron Burgundy

★ 2510 Points | Member Since November 28th, 2018

Billing Settings

- Update or Add a New Credit Card
- View Your Past Invoices & Billing History
- Manage Your Subscription

Your Achievements

- View Your Achievements & Badges

Invite / Add Members

- Invite and Add New Members
- Manage Your Added Members



Manage Your Subscription

View your current subscription status or cancel your existing plan...

MMMastery Infusionsoft Training

Member Since: Aug 13, 2018

Next Bill Date: Sep 13, 2018

Subscription Status: Active

Cancel



Update or Add a New Credit Card

Fill out the form to add a new card that you'd like to use for your membership...

Card Number:

Credit Card Number

Card Type:



Expiration Month:

01 - January



Expiration Year:

2018



CVV Code:



PAID



YOUR  
LOGO

Your Site Name

Invoice ID: 111304

Order Date: August 13, 2018

Billing Address

Azhar Saiyed

24 10th St  
Naples, FL 34110

Shipping Address

Azhar Test

, MT 59901

Item

Price

Quantity

Subtotal



## Thanks for your feedback.

We'd love to make Audible work for you. Would you be interested in any of the offers below?

### MOST POPULAR



#### Keep Listening for Less!

Switch to Silver for half price. You'll get 1 credit every other month, 30% off all other titles and unlimited Channels listening.

**\$14.98** billed every other month

[Switch Membership](#)



#### Keep your credits

For just \$9.95 per year, keep your current credits and access to exclusive offers.





**\$9.95** per year

[Take Offer](#)

[Cancel Membership](#)



# Your Account

 <b>Add a New Card / Payment Method</b>
 <b>Update Your Card / Payment Method</b>
 <b>Change Your Email/Password</b>
 <b>View Your Past Invoices</b>
 <b>Check Your Current Memberium License Status</b>
 <b>Cancel Your Memberium for Infusionsoft License</b>
 <b>Become a Referral Partner</b>

Step 1





## Oh no! We are sad to see you go!

To continue, please quickly tell us why you are cancelling Memberium:



### Step 2

**What is the main reason you have decided to cancel Memberium? \***

- ☐ I'm no longer using Infusionsoft
- ☐ I had technical issues I couldn't figure out on my own (or one of your employees had issues)
- ☐ I found a different plug in to use
- ☐ Other reason

**Submit Your Feedback To Continue...**



## The last thing we want is for you to have a bad experience with Memberium.

Would you want to schedule a 45-60 minute, 1-on-1 meeting with a senior Memberium support rep to see if we can help fix and solve any of the issues that you're currently having with Memberium?

**Yes, I would like to schedule an appointment to get help**

**No thanks, I don't want any help and would like to cancel**

## Step 3





**Once your Memberium license is cancelled, any sites still using Memberium will stop working at the end of your current billing period.**

If you're sure you want to cancel your subscription, click the cancel button for the subscription you want to cancel to stop any future billing. Once cancelled, your license will stay active until the end of your current billing period.

Subscription Name: Memberium ICC License

Licensed Domain or App Name: testing

**Cancel Your Subscription**

Step 4



## **Lesson #6**

**Own the platform that  
you're building your  
membership or course on.**

**"Ownership is the ultimate  
route to wealth."**









**Helpful Resources For you**



**[memberium.com/9ways](https://memberium.com/9ways)**

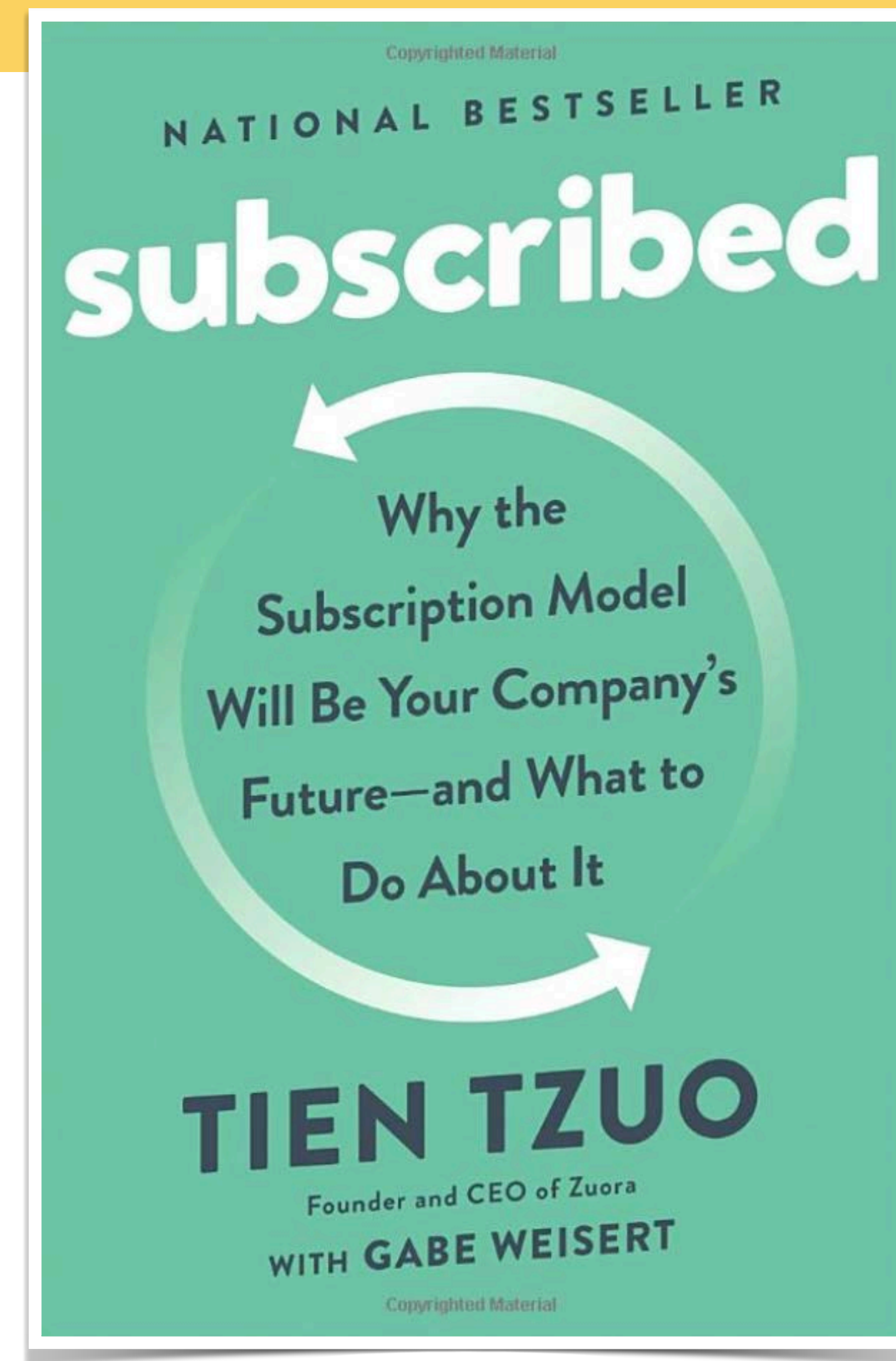
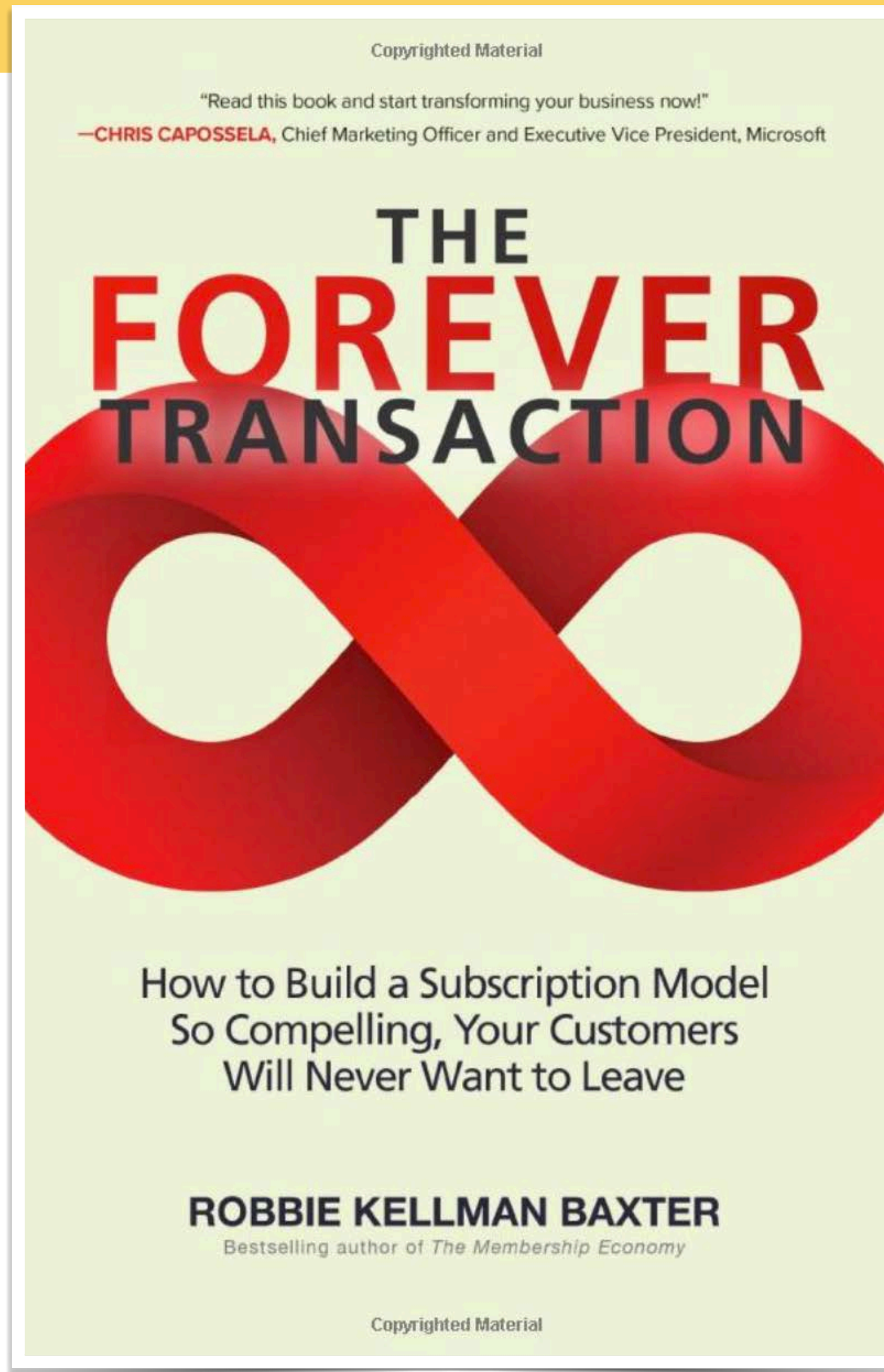


**[memberium.com/6mistakes](https://memberium.com/6mistakes)**






# Deeper Reading






# Helpful Resources For you






[Courses](#)[Pricing](#)[Your Account](#)[Log Out](#)




Overview of This Site and What You'll Learn

Start Course



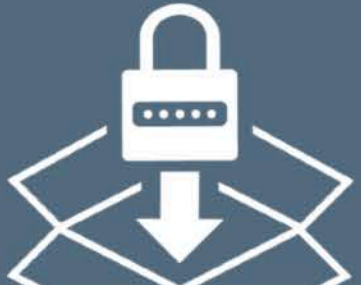
Types of Sites You Can Build with Memberium


Start Course




Building Blocks To Help Build Your Membership Site Faster

Start Course







[memberium.com/demo](https://memberium.com/demo)



 ? ? **Questions?** ? ? 

**Feel free to email [support@memberium.com](mailto:support@memberium.com)  
with any other questions**