

S04 E11

# BEHIND THE MEMBERSHIP

**PAMELA MITCHELL**  
**REINVENTION LAUNCH CLUB**



**Callie:** On our penultimate episode of season four, I'm talking with Pamela Mitchell from the Reinvention Launch Club, a membership which very much has coaching at its heart. In this episode, Pamela discusses the process she went through to reach her current membership model and the mindset shifts that needed to happen for her to be able to move from a more traditional content focused and high volume membership to a smaller, more curated and intimate experience where the focus is on individual and group coaching.

We also talk about how Pamela makes use of associate coaches to provide a more one-to-one experience for her members without her needing to spend all of her time coaching, the challenge of finding your own path and being clear on what you enjoy and what's going to give your members the best results, and the quest to find the perfect community solution. Pamela has a lot of great things to share, so let's dive in.

**Announcer:** Welcome to Behind The Membership with Callie Willows. Real people, real stories, real memberships.

**Callie:** My guest today is Pamela Mitchell from the Reinvention Launch Club. Thank you for joining me, Pamela. I'm so excited to talk with you about your membership.

**Pamela:** Oh, thank you for having me, Callie. I'm thrilled to be here.

**Callie:** So to get us started, could you tell us a little bit about your membership itself, what is it, who's it for?

**Pamela:** Ah, yes. Well, the Reinvention Launch Club is a membership for, as I say, successful professionals that want a space to kind of reimagine their career and their life. My company, The Reinvention Institute, we help people reinvent their careers. But my

philosophy is that your career is a mechanism to create a life that you love. We work at the intersection of personal and professional, and our club is a container for people to do that work and to have a partner as they go on that journey of recreating their career and their life.

Callie: That sounds awesome. It sounds like something that's quite difficult to kind of almost niche. It is very niche, but it almost strikes me as it's difficult to find the people looking for what you're offering. Is that true?

Pamela: Yeah. I would say yes and no. My membership was created because I'm a coach, I'm a professional coach. I've been a coach since 2003. And I am considered a thought leader, a leading thought leader, in the space of reinvention. Because I tend to have a lot of press and a lot of word of mouth, people come to me for assistance and coaching. But I've never been a traditional coach. The first week that I went to coach school, the traditional coach is kind of the traditional therapeutic model where you have 30 clients and you're on the phone all day, or maybe now on Zoom all day, coaching five days a week.

And after my first week of coach school, I was like, "I can't be listening to people that much. That's too much for me. I don't want to be on the phone that much. I don't want to be doing that." So I've always had kind of this hybrid model in terms of how I've done my business. And I'll just take a little bit of a detour just to say where I came from so this makes sense. But I created my company, The Reinvention Institute, because it was something that I wished had existed when I was in my first career and I was miserable and I didn't know how to make a change.

And this was way before reinvention was ever a thing. I really wanted a coach or a place to help me navigate this career change that I knew I needed to make and there was nothing at the time. So I had to kind of figure it out by myself the hard way, which I did. I moved from Wall Street to the entertainment field, and I was there 10 years. When I became a coach, which is my calling, I decided that I would take all of the lessons and learnings that I learned from entertainment, because I negotiated overseas partnership deals for entertainment companies, so I was always familiar with content because all of entertainment is about content.

I always had this foundation in repurposing content, because in entertainment, you create it on one platform and then you put it on all the other things. So I always had this mindset of taking that model and putting it into sort of this coaching business. As I kind of went along and built this coaching business, what I started to find was that demand for having a coach and having assistance in this way outstripped my ability to coach. There were just more people than I had room for on my slate. I decided to create the club as a space for being able to scale and help more people.

And also, my rates, my one-on-one rates, are quite high. It was also another way of serving people that we could help at a more affordable price point.

Callie: Awesome. What made you decide on the membership route in particular as opposed to just offering courses or something like that? What was it about memberships that stood out for you?

Pamela: Okay. Well, I had a course. From the moment that I started this, the moment I became a coach, I created a course. It was called Career Reinvention Bootcamp. So I've always had a course, always had learning. But what I know from working with people is that reinvention is a journey and it's a partnership. It's not like a one and done learning. You need support as you're going through the process of starting at wherever you are and getting to where you want to be. A membership model made a lot more sense because it mirrors coaching.

When you come in for coaching, you don't come in for one month or two months. I mean, some people do, but that's not really the journey that it takes to get to that result. Basically membership was the framework that made sense for my clients who are members to get the result that they wanted.

Callie: And I would imagine as well, as you touched on that, if somebody is looking for coaching, then they are already aware of the fact that there is likely to be that ongoing element as you say.

Pamela: That's right. That's right. Well, yeah, because coaching... The whole point of coaching is you want a sounding board, you want a partner, you want a place to be able to ask the questions. Again, it's not like a moment. It's like, okay, oh, this came up today. Membership makes sense because when somebody has something that comes up, they have a place to go. People will pay for that ongoing relationship that is a resource to them as they're trying to figure it out.

Callie: These days, is your business very much the coaching and the membership? Is that kind of the two arms of the business? Or are you doing other products and services as well?

Pamela: Well, I have a book, and also the other thing that I do is I speak, I speak on reinvention, and I also do corporate partnerships. I've always had, again, a very hybrid model because I'm the kind of the person that likes to do a lot of different things. All of them are still a part of the business and that's what keeps it interesting for me.

Callie: Awesome. What exactly are members getting inside of the membership then? If somebody was to go away from this podcast and join your site, what would they get as part of that?

Pamela: Okay. What they get is they get in depth learning modules and those modules are dripped one every two weeks over the first six months. And there are a couple of bonus modules. They would also get content, like interviews that I've done with other thought leaders on different things. They would get access to a community, and then they get coaching, which is the big piece of our community. And this is V2 of our community. I had to learn how to structure it in a way, again, to get the results. The purpose of my community is for people to have a result.

So it took me some time to really figure out what's the optimal structure for them to have the result that they're coming in for.

Callie: I'd love to talk about that a little then. How did that structure and restructuring of the membership coaching community work for you?

Pamela: Well, V1 of my community, so when I first came into I guess at the time Member Site Academy, now it's Membership Academy... So when I first came in, I knew I always wanted to do this, and it had been a couple of years that I've been thinking about it. And then finally, the moment came and I was like, okay, I'm going to get this done. I came in and kind of the traditional membership model is to have this very large scalable membership priced I'd say anywhere between 19 and 97. It seems most of them fall within that ballpark. A lot of content creation, ongoing content creation.

What I would say is it's more built and structured to be kind of a mass offering. It doesn't matter if you have a hundred or a thousand. It operates the same. That was kind of what I sort of thought and I kind of set it up that way initially. I always had kind of a higher price point. But when I first started, coaching was optional. And we had something that fit into that typical learning, and the structure was every month I would do new content and followed that whole thing. But what I found is that it made me miserable because I... I don't want to say I hate content creation, but I do hate content creation.

I feel like I'm a slave to try to create content. After a few months of that, I just realised I didn't want to create content like that, because I just felt like I was on a treadmill. What I would do for the members is because I didn't want to create content, I would just coach them. I would just offer a half an hour coaching just get out of content creation. And then what I realised is that that is what they were getting the results from was the coaching. The content was important, but the coaching was really essential.

So I took a step back and I closed down the membership for at least six months to rethink and to get my mindset I would say out of that what I thought a membership should be, like, "Oh, this is what everybody else is doing," to say, "What makes sense for me and my business? What makes sense for my clients to have the results that I'm looking for?" And that means that I need to put coaching front and centre because the whole point of my creating this membership is because they can't coach with me one-on-one. I know that. I got to build this in a way that offers coaching, but not just a little bit of coaching.

Callie: Awesome. How much coaching are you actually providing in the membership now?

Pamela: Okay. In the membership when you first join, you get a 90 minute roadmap session.

Callie: Awesome.

Pamela: And that 90 minutes is actually something that I used to do one-on-one and we do a deep dive. When you get out of it, you get a sheet that gives you your roadmap to what I call fulfilment. It's just a map of words that if you get to express those qualities in whatever you're doing, that you will feel happy and fulfilled. It's a classic coaching exercise, and that's the foundation. Then every month you get a 45 minute coaching session. That's a real coaching session. And I actually took a look, there's another coaching club called Self Coaching Scholars.

Callie: Yeah.

Pamela: Yeah, Self Coaching Scholars. I just kind of surfed her site. I didn't belong to it. But when I surfed her site, I saw that she would offer 15 minute coaching sessions, and that you could

pay for more. That gave me this idea that yeah, I could build a coaching club, but then I was like, 15 minutes? Not enough for the result we're trying to accomplish. Let's just make it a real session, so 45 minutes is what they get every month so it's real. And then also there's a group coaching call. I don't do the coaching in my club. I have an associate coach. That's what she does.

And then I run the group mastermind call and that's an hour long group coaching call. They'll have two coaching touch points in a month, and then of course, in the community, we also coach. They're getting coaching whenever they want.

Callie: So you really are providing a lot each month there in terms of one-on-one time and personal support.

Pamela: Yes.

Callie: I'd love to know with the... You mentioned that your associate coach who does the one-to-one calls rather than yourself.

Pamela: Mm-hmm (affirmative).

Callie: What was the idea behind having someone else come in and do those as opposed to you doing them yourself?

Pamela: Well, okay, two reasons. One, the whole point of building the membership was so that I could coach less, right? And to offer people who wouldn't normally be able to pay my one-on-one rate an opportunity to still get the kind of coaching that I do, that type of reinvention coaching. It made sense then to have to find a roster of coaches that could deliver that service so that the economics of it worked out. Because otherwise, it wasn't going to work.

Callie: Yeah, that makes perfect sense, and presumably as well that gives you the chance then as you do grow and scale to bring more coaches onboard as needed and to go that way. I should say, you're not then competing against your private coaching price as well.

Pamela: Yeah. Well, again, this was to slot in. There'd be no reason for me to have a membership if I were going to coach in it. That just doesn't make sense if I did anything other than group. It's predicated upon having a roster of coaches that can do that coaching so that the economics of it work.

Callie: And have you found that your members actually like that variety in terms of having essentially a couple of different perspectives there when it comes to the coaching?

Pamela: Absolutely. Absolutely, without a doubt. Because we do, we have different perspectives. I'm very tactical business. A great example is one of our members came in today and they've had this idea of creating their own business. And so they came in and they wanted to run some ideas by for the name of the business. And my associate coach was like, "Oh, that's really fabulous. You want to make sure that it speaks to your spirit and that you feel very excited when you're out there putting it in the world."

And I'm saying, "Okay. Did you check your URL? Did you Google the name? Did you check your trademarks? You could check your trademarks for free on the USPTO site. Did you know that?" That's kind of this yin and yang that we have that together makes it a really compelling experience because you're getting both perspectives.

Callie: I'd love to know then, was the coach that you have onboard helping you, was she somebody that you actually trained in your way of coaching and your way of looking at things, or was she an existing coach who you knew and bought onboard?

Pamela: Lovely question. It was kind of serendipitous. Actually she was a client.

Callie: Okay.

Pamela: Again, I help people reinvent their careers. Ultimately, her reinvention involved becoming a coach for part of what she does, because she's now living her best life, because she's also a chartered financial planner. She does financial trainings. She lives between London and the French Alps. This is her hybrid ideal life that she does all that, and she gets to coach wherever she's doing. And so she became a coach. That was her reinvention. That was the thing.

And then the timing sort of converged that I decided that I was going to start my membership and add a real coaching component. And so then it became a matter of seeing if she want in. I actually had two coaches come in, both of whom I knew, but she's the one that really was the right fit. Yeah, she's been with me now for a while.

Callie: Awesome. How long is the membership in its current form been going for now?

Pamela: In its current form, it's been maybe 18 months. Maybe 18 months. Somewhere in there. I don't know. It seems like forever. I don't know. In membership lives, it's been like years. No.

Callie: Yeah. There must be a membership equivalent to dog years I think or something. You did mention that you have a higher price point. Do you mind me asking what the price point is for the membership?

Pamela: Yeah, no problem. Okay. The membership is \$397 a month, and this was a big journey for me, because again, it's not where I started. I started at \$97 a month in V1. And so to land on \$397 a month was a big thing. But if you take your fast-action bonus, because I always offer a fast-action bonus, then that takes 10% off, so then it'll be like \$357 a month.

Callie: Awesome. With that fast-action bonus that you mentioned there, are you only opening the membership to new members at certain points, or how are you getting members in?

Pamela: No. It is an evergreen, because philosophically I believe that when you are ready is when you are ready. That moment I don't want to be like, "Oh, well, all then can be ready in September because that's when I want to open up." There's no cohorts. You come to it when it's the right moment for you. That said, usually what happens is we have a conversation and ensure that that's the right fit for the person, and then I'll send an email. And for that first 24 hours, they'll have that ability to enrol at a fast-action rate. And if they enrol after that, that's when it goes to the regular price.

- Callie: Awesome. You're having that introductory call with everybody before they join?
- Pamela: Yeah, that's how it has been. We very much just shifted to having it be an open enrollment where somebody comes in to enrol and they don't have to talk to me. There's no application. They just come in, and they still get that offer. But then if they don't, then they go. I just brought on a marketing consultant to pull together all of the elements of the funnel and all the other things, so to be continued on that.
- Callie: All of that fun stuff. And I would imagine because of the nature of the membership, the topic, that most of the people joining and coming to it are already familiar with you though, already are fans of you.
- Pamela: Yes, exactly. One of the things that we've always had, very, very strong word of mouth. By this point, because as I said, I became a coach in 2003. My book came out in 2010. I've had press all along, and I've had clients all along. So at this point, when people say, "Hey, I need something," somebody's like, "Oh, I read this book, or oh, I saw this coach, or oh my god, you need to talk my coach," and that's how people come. A lot of times they are familiar and they want this particular result.
- Callie: What would you say has been your biggest challenge with the membership then?
- Pamela: I'd say the biggest challenge was this coming to terms with the idea that I wasn't going to create a membership that had thousands of people. That was a big thing for both my ego and where I came from, my vision. Because coming from entertainment, coming from Wall Street, it was always about creating the big thing. And if you weren't going to create the big thing, well, then why are we going to do it? For me, trying to build this to scale, but really understanding that what I wanted was what I call a boutique membership.
- And that I always wanted to be able to know the client and know their story, and that that inherently had a cap on it, so that my membership really was going to be about what I call hundreds, not thousands. And that to me an ideal level of would be a hundred because that would be the amount that we could really still give that personal high touch experience too and that the structures of it I'm still able to maintain and manage, because all of it takes management, managing the coaches and all the other stuff. But that people felt like we were there for them.
- That energy was important. That I would say is the hardest thing because that ego piece of, I should be going for that \$97, \$57, thousands of members, kind of thing, there's just a lot of noise about that. I had to kind of dial it back and say, "That's just not my thing."
- Callie: Yeah. And I think quality is so much more important than quantity as well though when it comes to any membership really and especially, as you say, at the price point that you're charging, with the amount of coaching and the amount of thing that you're offering, then actually that's much better at that smaller size. And you'll likely still financially make the same amount as you would with thousands of members. It's quality over quantity and that's not a bad thing.
- Pamela: Yeah. Yeah. It just took a while, to be transparent, Callie, for me emotionally to get to that, to realise that yeah, a thousand people at \$39 is the same as a hundred people at \$397. It's

like the same. But from a quality perspective, it was just easier to deliver that for a hundred people than a thousand people. That thousand people really meant that my business would need to be that. And that was the other piece that I had to come to terms with is that for me, the membership is a part of the business. It's not my business.

Pamela: Because I always wanted to be a part and that it would remain to be a joy for me if it was like that, then I had to right size it in all ways. It had to be lucrative, but enough to be worth doing, but not so demanding that I couldn't do the other things that I love doing, like the corporate partnerships, like some one-on-one coaching, like going out and speaking, those kinds of things.

Callie: Yeah, it's a delicate balance there, but it sounds you've kind of hit on what works for you now.

Pamela: Yeah. After, what, three years of doing this? How long has it been? I don't know when I first joined Membership Academy.

Callie: Three years sounds about right. 2016 I want to say.

Pamela: Yeah, somewhere in there. I think it's been three years. Yeah, it's been three months, and my first time through. Like I said, I felt like a failure the first round. I was like, uh, this doesn't work. I don't want to keep creating, and that was the other piece too is that I just realised I don't want to keep creating content every month. I was like no, because my content is evergreen. My book was released 10 years ago and people still read the book. It's all evergreen because it's based in principles. That course that I had always taught, I realised that I just needed to not have that separate.

I needed to put that into the membership and then just drip it and build it as a truly evergreen structure. The coaching is what kept it unique. And that actually for my membership, the more information that people got, the more overwhelmed they got. It's very small pieces of interesting useful things in the community has allowed us to kind of do more titration is what I say, like the little bits that kind of keep it fresh, but that really it's the coaching. It's the coaching is the thing.

Callie: The coaching is the heart. With the content then, you mentioned that you... I think you said you drip that out every two weeks over six months. Is that right?

Pamela: Yup.

Callie: What made you decide to drip that out rather than just let somebody kind of have access to it all straight away?

Pamela: A couple of reasons. One is that when I used to teach it as a course and I would take people through it, it was called bootcamp, right, in the beginning, we would go through it one every week, and people would just be overwhelmed. I mean, they want it. That's how people want it. But having done this long enough, it's not what people need. You need time actually to integrate it and to have it layer on itself. One is that it needed to match the actual journey, and two, quite frankly, as a stick strategy.



Because if they came in and they're like, "Okay, this one module that I wanted, that's like module 9, I can just get right now, I'm done." And I would know that they weren't done because I know the journey, but they wouldn't know they're not done. So basically it's like, no, you got to stick around. Even though you don't think you're going to want all this other stuff, in fact, as you start going through it, you're going to realise, oh, my god, how did I think I was going to do that unless I dealt with other things first? And on being coached?

And by the time I get there, it actually makes sense, and I can do something with it.

Callie: Do you actually let people know before they join that this is the timescale of the content, this is how long we recommend this process takes, and how long we recommend you stay a member for?

Pamela: Yes. We say upfront, "You will get 12 modules over six months." One of the things that I had to learn as a coach, when I would talk to people... And again, I was a new coach then, so when you come in, you tell... In coach school, you learned to let people... Tell them it has to be three months. But I knew, again, this is a journey that takes time. So I would always tell people, "Oh, it's going to take six months. Plan on being in six months, but my minimum is three," because that's what you're taught.

What I would find is invariably, even though I had said upfront, "Oh, it's going to be six months," because they heard minimum three, in their head they thought it was going to take three months. In three months, you're still in the messy middle. You're just in the mess still, and they'd be like, "I'm in the middle. It's three months, and I'm not done, and I thought I'd be done," and they just never heard me. They just never heard me. So finally, I just stopped even allowing three months.

I was like, "Forget it. If you're going to come in, you're going to come in for six months. And if you think you can do it sooner, then have at it somewhere else." That membership kind of mirrors that philosophy. It's six months. You need to be around six months. And in six months, if you're showing up and you're doing the work, I can pretty much guarantee that you will be in momentum towards some kind of goal. I can't guarantee that in three months because you're still going to be trying to figure it out.

Callie: Let's talk about retention then actually because you have the course that's dripped out. You obviously have the one-to-one coaching sessions and the group coaching sessions. What else are you doing to help members make progress and come back month after month?

Pamela: Well, we do do the progress logs. We borrowed it from Membership Academy. We do do the progress logs, that they come in, they report out what's going on, and that's a chance for me to actually coach in on details too. Because obviously my associate coach is hearing the details in those sessions, but I'm not hearing them. And also, to get some coaching in between. The stick strategy is really that piece, those progress logs, so we're focusing on that. And then also, as I said, the coaching is the thing. It's really very much of a relationship.

I was talking to someone this morning and I said, "It's a partnership. Coaching is a partnership." Retention really comes from them feeling like they're in partnership, and that partnership comes from the one-on-one sessions that they're having, the group where they can come in and I can give insights, and doing those progress log reports where we're actually sharing really useful advice. Those three things just keep people coming back for a series of time. The modules I find, the learning modules, they'll do them in the beginning and then after that it's just like they stopped doing them.

In the beginning, it's like, "Oh, and this and this," and then after that it's like, "Oh, this came over my session, and oh, this is what I'm..."

Callie: I'd love to know then, and this might be a tricky one to answer, but obviously with a lot of membership sites, you're not going to necessarily have everybody logging in and using it every month and things. With the one-to-one coaching each month that somebody is effectively getting for their membership, do you find then that most members are actually making use of that every month?

Pamela: Yeah. In fact, that's the thing. We, in the beginning, we used to not send out reminders because we're like, "Look, you're adults. Use it." But we realised that people do need reminders, so we now send out a reminder like, "Hey, have you booked your coaching session?" And then halfway through the month, we'll be like, "Hey, if you haven't booked your coaching session, do that." And that's really just so that our coach can manage her schedule. We don't coach every day, right? So we have certain days that are available.

And if they miss that window, they've missed it. And one thing we're very clear about is that there's no... You don't bank your sessions. It's one and done. If you don't get it this month, it's not like you get two next months. So you really got to get in. We find that people don't miss out. I mean, occasionally. And if they start missing their sessions, then we know that they're probably going to be leaving pretty soon. But for the most part, they don't miss their sessions because that's what they're paying for.

Callie: You've mentioned the community side of things as well and that being somewhere you obviously can coach and provide feedback. Now, I know from the academy community that you've tried a lot of different community options for your site.

Pamela: Okay. On the side, I'm a software geek, and that's a both a benefit and a downfall. I love software, so I'm always looking. Finish your question.

Callie: It was literally just going to be what's led that, for want of a better way of putting it, goldilocks attempt to find the best community software and what have you landed on?

Pamela: Okay. Yes. Goldilocks is a great way to term that because, again, as I said, I come in learning, and I'm a big learner. We built the IP Board, which is the same as Membership Academy. It's very successful there. It's very successful, and I love it. I love it there. What I found for our community is that people would come in and they would post their progress logs. It was very successful from a progress log standpoint and from that thread, but nothing else. Nothing else. So they would introduce themselves. They would start their progress log.

Pamela: They come in, and they report out on their progress log, and then that would be it. And we would come in and we'd answer and that would be it. But there is no other engagement at all. It didn't matter. Occasionally, they might ask a question for the mastermind. What it made me realise is that it was kind of like homework. It was like homework for them. I'm going to come in. I'm going to sit at a computer, and I'm going to update everybody. And it didn't matter how much my associate coach would say, "Come in and talk to us." It didn't matter how much I said in the mastermind, "Oh, come in." It felt like homework.

Again, building the community that fits both what our clients want and the philosophy of our business. What is compelling about our business, what people love, is the sense of being in conversation. Coaching is a conversation and it's an ongoing conversation. And what I realised is that the structure of the community did not foster that kind of ongoing conversation. For my one-on-one clients, I use a software called Voxer, because they can come in and they can leave me voice messages, and it's asynchronous.

So I can just leave a voice message, and again, very compelling, very fast for me, and they get to hear my voice. The community didn't mirror this, let me pop in and ask a question. Let me see what people are talking about. Let me just go in on my phone and do this. I wanted something that felt very conversational, very engaging. And I'm a visual person, so I wanted something that felt visually interesting. So that's what kind of put me on the software journey that I have been on, that maybe is not quite done yet.

I wanted something that felt very conversational, that had a news feed element to it, that people could use on their phone, and that they scroll and then just pop in and make a comment and leave. I've got a software solution now, Tribe, but the other thing that's important for me, again, philosophy of business, I like partnerships, right? We are partners to our clients. I like when I'm a client to be a partner. It's important to me to have vendors that listen to their clients and that care and that are responsive, because that's what we do.

We may still make a change on that software side to end up with a solution that not only deals with it technically, but also has a matching philosophy in terms of how they interact with their clients.

Callie: That makes sense. When you've made that community change, have you actually done that live for your members each time, or are these just things that you've tested yourself?

Pamela: Well, I'll test far more than ever goes live to our community. I'll test it in the back end. In fact, it's a little bit stressful for my team because they're not as tech savvy and they're like, "What? Another software?" I had to learn to just dial it back a little bit. This next one, we literally just rolled out the software solution, and then I found this other software solution that from a company perspective is more I would say simpatico. But we're going to let what we just rolled out sit for maybe three months. I'll test the other one in the back end for a while.

See. Let it get to where it needs to get to. And then if that fits, then I'll make that switch. Because my big thing is that I want to get the structures in place that fit with how we work and then it's all just rolling.

- Callie: You mentioned your team there. Apart from your associate coach, who do you have helping you with the membership site?
- Pamela: We have my associate coach and then we have my admin. She's kind of a hybrid role. She's my executive admin, because I work with corporate clients. At the level of client that I work with, you have your admin talk to their admin. That's how all that gets arranged. I realised I cannot be communicating with their admins because that's just not how it works, so I have an admin. She talks to them. But what she also does is she's our community manager because she loves that. She with my associate coach, they create what the month's theme is going to be.
- They create the content. They pull all the stuff together. I have a content VA, and that content VA takes all our call recordings and does the editing. When we say, "This is what we want to do," she'll pull it out of the archives and do all that. She's the one that will actually put some of the posting things, but my community manager is the one who actually will post both as me and as herself in the community and kind of keeping all that running. Those are the three that really kind of work on that, and then I do have an online business manager.
- She's the one that makes sure that all the software pieces fit together. And when I decide that I want to make a switch, she's the one that will oversee the whole switch. And then I work with MemberFix, which is a big part of the Membership Academy. But Vic Dorfman and his team are like our Swiss Army knife of whatever we need to do on a tech backend and any other kind of structures that we need, they're the ones that we go to to actually do the detailed execution of.
- They're the ones that did our migration from IP Board to Tribe and built out all the SSO and the API, dealt with all that. Now that I'm saying this, I guess pretty much all of our teams somehow touches the membership in some way, shape, or form. Is there anybody on our team that doesn't... I guess my marketing person, but she handles all the funnel stuff that kind of goes into all of it. So pretty much everybody touches it in some way and that's my team.
- Callie: Talking about funnels there, what is the process of somebody finding out about you to joining the membership?
- Pamela: Well, we have the sales page. What we're doing now is we're doing what I call visibility strategies, which I've always... I've never really done a lot of outreach, so it's always been people coming to me through word of mouth and my network. Now we're actually doing more outreach, intentional outreach, for podcast interviews. What we're doing is we're setting that up and then testing the traffic that comes from podcast interviews into the lead magnet that we have, which is a personality quiz. And then we've got from there the offers that go.
- I do have a course, a smaller course, Career Reinvention 101, that's the "tripwire." They get offered that at 50% off, which 50% off is \$147 because normally it's \$297. We price it so that we're attracting the people who can pay \$397 a month. And then once they've

done that, then we will offer them, hey, if you need ongoing support with this, you can move into the club.

Callie: What would you say is your involvement in the membership? Is it something that you're working on every day, or is it something that you're very structured in how you work on it in terms of having your other coaching and services alongside?

Pamela: I'd say at this point, right now I'm doing some things in terms of finishing content and stuff like that, because, again, it's evergreen. But I'd say at this point, my team is big enough that I don't have to be in it on a day-by-day basis. I go into it to answer and to do engagement. And now that it's on my phone, like a social network, I... Again, I have to set it up so that I like to do it. That was the other reason I made the switch because I was like, I don't like this. I don't like having to do it this way. I want to be able to go in my phone, and I want it to look pretty.

And I want to be able to like, and I want to do all the stuff. And that's where I will go in. So like this morning, I was just in after my morning meditation, like commenting on things and doing coaching of the members and stuff like that. But I don't do the monthly content anymore. I don't do any of that stuff. That's all my team now. It's really mostly showing up for the mastermind call, the engagement piece, and then making the decisions on the back end and deciding with what we're going to do around that. And then ultimately, my job is visibility.

My job is to do these types of interviews and do all the stuff and make sure all that's happening. That's my job. My job is to go out and be like, "Hey, did you know there's this fabulous club if you want to reinvent your career? Join us."

Callie: Overall then, what impact would you say having the membership has had for your life and business so far?

Pamela: I mean, it's been such a journey for me. It's very much of a... I guess what I would say is it allows me to fulfil my purpose, because my purpose is to help people and to help them create a career and a life that they love. And as long as I was just trying to do one-on-one or my book, there was a gap in my ability to serve that purpose. There were people that needed help that I was not able to help. The membership, first and foremost, allows me to be authentic to my purpose, which is to help as many people as possible.

It also gives me monthly recurring revenue, which when we get to our 100 members, which will be awesome, will be a significant chunk that balances the big chunks that I get from all the other things. The idea of having that evergreen monthly recurring engine is really a key piece of why I spend so much time building this, because what I do is lucrative, but I have been... But my business... I had corporate partnerships. I did all the things, and I always had this idea at the back of my head, I wanted to do a membership.

And I say that my COVID happened in 2015 because that's when all of my corporate partnerships ended all within six months of one another just because of political things that happened. Both departments got shut down and that just happens in companies. All of a sudden, I was left with just my one-on-one coaching. And I realised that I didn't have

any kind of engine in my business for recurring revenue. What a membership allows me to do is to future proof, right?

It allows me to have an engine that delivers revenue that is not dependent upon my day-to-day efforts and especially because I have other coaches coaching in there. There's a margin. I pay my coach, and so I don't get 100% of that, but I get enough of it that it makes it profitable for me to do that and to scale it. That's what a membership does for me.

Callie: Awesome. Is there anything you actually wish you'd known earlier or that you would do differently if you were starting again now?

Pamela: The only thing I wish is that to talk to me now back then, to really know that I could just build it to fit what I needed in my life. It just didn't have to look like anybody else's membership. It didn't have to be a big thing. It didn't have to be anything other than exactly what worked for me. I think I really wished I had known that I could just tailor it. If I could just tailor it right upfront, that would have been the biggest thing. Just tailor it for what I know works for me. I already had a business, a successful business.

I know what I like and what I don't like. It doesn't need to be like, well, you should do it like this, or you need this stack, or whatever. Build it so that it makes me happy and it delivers what I want it to deliver in the context of my business, and then just keep it moving.

Callie: I think that's such an important point and tip for anybody listening as well whose in that process of starting a membership, that it can be very easy to think, well, a membership's got to be this, this, and this, or to look at somebody else's membership and think, okay, well, I need to create that. But actually if you're not creating it based on what works for you and what works for your members, that's what's more important than kind of what anybody else is doing.

Pamela: That's right. That's exactly right. Looking at everybody else's memberships is only to see is there anything that would help my members have the result that I want them to have? And that's just it, or is there anything that I see that works better for me so that my membership is a pleasure to run? And that's the other thing too that I wish I had known upfront is how important it is to build it in a way that it remains fun and pleasurable for me to do, that it is not a chore or a burden.

Because as I said, I went through this, oh, I should be dripping content, and I should be creating it all. That was like a recipe for pain as far as I was concerned.

Callie: Yeah, you've got to enjoy doing it month after month I think.

Pamela: That's right. That's right. To ask that question upfront, do I really enjoy doing this month after month? I knew going into it, I hated creating content every month. I'm not even regular about my newsletter. It was crazy for me to think that I was going to enjoy monthly content creation in the club. I wasn't, but I had to go through it to figure out, no, no, that's still not me.

Callie: Last question as we wrap up then, I'd love to know what your goals are, where would you like the Reinvention Launch Club to be in 12 months time?

Pamela: As I said, 100 members. Right now we're small. But what's actually been very interesting is... Kind of an interesting angle in it, is that my corporate clients have been sending people to...

Callie: Oh, awesome.

Pamela: Yeah. I had one corporate client that when her team got furloughed, she actually gifted the club. I had another client that is going to maybe furlough some people and then they'll come in. It's just been this interesting container, but my goal is to get to 100. We'll see how long it takes because my goal is to do that in a way that is evergreen. So I've got two parallel goals, which is this visibility, setting all those structures and getting it that way, so that that engine works and it's not always me going through my connections to enrol. I guess it's two things.

Callie: That sounds great though. If someone wants to check out the membership, where's the best place for them to do that?

Pamela: You can go to [ReinventionLaunchClub.com](https://ReinventionLaunchClub.com) and it will take you straight to the sales page. Like I said, if you watch the video, you'll see my cat coming in. You'll notice the cat came in.

Callie: I really appreciate you talking to me today, Pamela. It's been great talking to you, hearing more about your story. And I do love that you've been able to find the way that a membership works for you and that is something that sounds like it's going to be sustainable for you as you grow as well, which is great.

Pamela: Yes, thank you so much, and thank you to you and Mike for having this amazing community that we're able to be a part of. And if anybody is listening to this and you don't already belong and you're thinking that you want to have a membership, really it is worth every penny to belong. I'm continually grateful for that, because anything that I need to know, anybody to commiserate with what's going on, just like the wisdom and the wisdom that both Mike and Callie share.

You guys have just have been amazing in this journey in terms of what you've built, and you've been incredible mentors. So thank you.

Callie: Oh, well, thank you. It's been a pleasure having you in the community. I always love seeing your posts in there. It's been wonderful being a part of your journey.

Pamela: Thank you. Thank you. Thank you.

Callie: That's all for this episode, folks. Thank you for listening and a big thank you to Pamela for joining me. I really love how honest Pamela is about the struggle she had with finding the right membership format for her and needing to let go of the more typical vision of having thousands of members being the marker of success. There is no one size fits all approach to membership sites, either in format or in size or goals. And it's great to see how Pamela has adopted what she loves to do and what she knows will get members result into a sustainable and scalable model for her.

Callie: And even though that means her goal is now 100 members, not a thousand, at \$397 per month price point, the end result financially is not so different. To see more from Pamela, head to [ReinventionLaunchClub.com](https://ReinventionLaunchClub.com), and to pick up the transcript and show notes for this episode, head to [themembershipguys.com/btm43](https://themembershipguys.com/btm43). And as always, if you want to discuss this episode or let me know your takeaways, head to [talkmemberships.com](https://talkmemberships.com). That's it for me for this week. We have our final episode coming out next week, same time, same bat channel. I'll see you then.