

SEASON THREE - EPISODE SIX

BEHIND *the* MEMBERSHIP

VARVARA LYALYAGINA
STARTBLOGUP.COM



Callie: Welcome to Behind the Membership, season three, episode six. And today I'm talking with Varvara Lyalyagina from Start Blog Up all about her membership for Russian entrepreneurs The Studio.

In this episode, Varvara's talking about how she is succeeding with her membership in a market not as familiar with the membership model, and why she has decided to test movement from an always open model to closing the doors and only letting new members in at certain times. We also talk about the emotional challenges of running a membership, and learning not to take cancellations personally. And the power of members promoting your membership for you, and how adding a personal touch with things like video and gifts is aiding her retention. And Varvara also shares her strategy for running online parties for her membership, something that I absolutely love. So let's dive in.

Speaker 2: Welcome to Behind the Membership with Callie Willows. Real people, real stories, real memberships.

Callie: On today's show I'm joined by Varvara Lyalyagina from the Start Blog Up. Thank you so much for joining me today, Varvara.

Varvara: Thank you for inviting me. It's like a great pleasure for me.

Callie: I'm really looking forward to talking with you about your membership, the Studio. To start things off, could you actually tell us a little about the membership, who it's for, what you offer in the membership. Things like that.

Varvara: I work with the Russian creative entrepreneurs. They are basically located all around the world. And what I teach them is, I teach them how to spread the word about themselves. How to talk about themselves. How to build a personal brand. How to use social media. And I'm a great believer of having that platform, your own platform, your own website, and a blog. That's why the name of my business is Start Blog Up, start blogging basically. I also talk a lot about having a platform and driving your business with your own assets, so this is basically what is my membership about.

Callie: Awesome. And the membership's entirely in Russian, isn't it?

Varvara: Yes, exactly.

Callie: I really like that you've gone down the route of creating something in your native language and kind of for Russians essentially as opposed to a lot of people might go for trying to do it in English and the wider approach. So, I really like that you kept that niche of the Russian audience, and presumably it's an underserved niche as well.

Varvara: Yeah. I think that we do not have so much membership sites. Now, this is true and I'm already being approached by other people who are asking, "How do you do this?" And, "We want to do the same." And what I find really good for me and why really I'm not looking now for changing the niche, is that those, I have lots of people who immigrated. Russian speaking people who are located in Europe, in the States, in Latin American, and they buy my services. And for them, with European, American, Australian prices, the price that I can offer is much cheaper. Is much better than they can get locally, but they have the very quality product. This is what I intend to make and for the lower price for them on their local language. And I provide the western, I say, approach,

but with the Russian specifics, you know? I think this is a very good and unique product for my people.

Callie: Yeah, it sounds great. How long have you actually the membership for now?

Varvara: It's complicated. I just announced that I had the anniversary of one year, but basically I opened it for the pilot group for a better group much earlier, so it's almost year and a half that I'm running it. It's two years and a half that, a little bit like two years that I'm really working on this. So, starting from the idea that I had, it's already at two years.

Callie: Awesome. And so, do you offer other services and products as well as the membership, or is the membership everything that you're offering?

Varvara: Membership is now in the centre of my business. I would say that, in terms of income, it's about 70%. 30% would be, or maybe like 25% would be coaching. I still do one-on-one coaching with clients. Most of them, basically they transferred to the new membership, and this is basically how the idea of the membership appeared because those people with whom I work they asked for the longer support.

I also have some small products, like I have the bloggers diary to write to track the content, content diary. I have some few webinars info products that I also sell. Basically, they are all in my membership. I was thinking about closing it and leave it only in membership, but currently there's a few online products that still exist and they bring me some money too, on a going basis, but I do not do anything for that.

Callie: Cool. So, a few different offerings, but predominately the membership's kind of the main thing that you're providing these days.

Varvara: Absolutely. Yes.

Callie: Awesome. Is the membership open all the time or do you close and run launches?

Varvara: I started the membership with an open model and I transferred to the closed model just recently when the membership became one year membership. And it was one of the biggest struggle for me to find the balance between the internal and external content to create quality internal content for closed membership for the members. And at the same time, to talk about this all the time and to create blog posts, Facebook lives, and all this kind of stuff.

I always felt that I'm torn between this side, and that's why it was very difficult and thoughtful. I would say I thought a lot about this decision, but I made the decision to experiment and to close the doors because I participated, for example, as a speaker at some events and people came to me and they keep coming to me and they were saying, "Oh, you know what? I know about your membership. I'm thinking about joining. I'm thinking about joining." And there were so many good people and I knew them and I knew that it would help them, but they really needed this incentive to join. They needed this push. I don't like to be pushy, but I know that they needed this. After closing the doors now I have people who thanked me for closing the doors and to making this decision for them basically. So I'm experimenting, I will see how it goes to the end of this year, but so far I'm glad how it is going.

Callie: Awesome. I think it's great that you're trying that and seeing what works for you in terms of both getting members in, but also that balance for yourself in terms of content creation and marketing and things as well. Yeah, it can definitely be a lot of different things to juggle at once. So final practical question then, how much is the membership? I'm guessing you price in Russian, I can't think off the top of my head what the currency is called.

Varvara: Ruble or rubble. I'm also not sure how exactly to call it in English, so yeah, it's Russian rubles and it's about \$38, American dollars. I have some members who joined me at the very beginning, I still

have some pilot members, they joined with a discount, they still have it, but the price now is \$38 per month.

Callie: Awesome. So going back to closing the doors then, do you know when you are going to open them again or are you going to play that by ear?

Varvara: To be honest, I have the plan, I do not announce it, when people ask me open it, like when are you going to have the open doors, I say that I'm not sure because this is experiment, we just test and I say that I am not going to open them until end of August, beginning of September. This is my plan according to the retention rate, and I also want to open the doors in December, maybe at the beginning of January, still leave myself some time for procrastination you know? I think that the beginning of the year is a really great way to attract members, and to be helpful for them in my nation, my topic. So if I open the membership somewhere at the age of the new year, whether December or January, then I cannot open it in November or even October, it will be too close. So the logical thing would be to open it once again in end of August, September, and then another time in December. So this my thinking process, but still I'm experimenting in them and looking, and this is not kind of like open, I'm not saying this it's just how I plan internally.

Callie: Yeah. I know you're going to do a big launch when you open the doors, so are you going to do kind of like a video series or something like that, or is it more going to be opening the doors to the wait list via email?

Varvara: I think it will be both. I tried two times to run the free challenge, which the logic I learned from you guys, so I just took the absolutely the same scheme, how you did this and how basically I joined the membership academy. I do the same and the only maybe conceptual difference is that my free challenge is mini course, this is how I call it because I hate challenges, like in the Russian version they call it marathons. Basically my whole positioning of the membership side is like membership side is against marathons. So it's not this you know, it's not this when

you are running and you do not understand the why, but other people are running and you are running. So this is what I see also in the market whether it's free marathon or paid marathon, it's like all these emotions around this, but people are buying and they do not understand what they are doing and they do not need this, but they just buy because of the push marketing.

I always say that my membership is against marathons because it's nobody's behind, everybody can go in his, her own space. So that's why my free mini course I call it, mini course, not challenge, not marathon, because it's applied the same logic there. You can watch whatever you watch in your own place, and the topic there is Pinterest. My logic is, and it looks like it's working, that Pinterest is very specific topic. This topic is very new for Russian market, so basically people, lots of people use Pinterest and creative people like my audience. Most of them they are registered there, they use Pinterest as a platform, as users, but they have no idea how to use this platform for promoting themselves.

And for creative businesses, it's great and even in the Russian speaking market I see myself amazing results from Pinterest. So I'm giving them this free course, and then I said look I have the whole membership and much more topics like this, courses like this and much more, so you can join. So I think when I open the doors I will do the same, the same course, I still have the wish list and the list so I will send these letters too of course, yeah.

Callie: Awesome, and so let's go right back to the start now then, what actually inspired you to create the Studio in the first place?

Varvara: This is an interesting story, I love to tell this. It was more than two years ago, I felt that that was the stage of my business where I really took a lot of general courses and it was good and I applied it, and I want to level up for myself. So I was thinking about having the mentor or like coach as I follow a lot of International leaders, I was thinking about having somebody English speaking from the English speaking world, International. I was so naïve that I really thought that I'm so great that some person would like

to coach me and mentor me for free. It was pretty quickly that I understood that it's naïve and nobody's going to do this. Those people whom I wanted to be coached by, they didn't offer the coaching or mentoring programme or the price was so high that at that point of time I couldn't afford it. So I was thinking okay, what can I do? And then I joined the membership side and it's April Bow's All In membership site and the name was Sunday Society. And I came there and I was blown away how great it is.

I think that, I don't remember exactly, but I think it was less than a week, maybe a few days that I spent on her website and I'm like I need to do the same for my clients. I just, I really think that this kind of thing is missing on the Russian speaking market, because I was amazed that you pay really small amount of money, but you still have an access to the expert. You have all your questions answered, and I do not care that other people can hear this, you have trainings, you have the community, you have it all and this is just less than the coaching session, and it's like peanuts comparing to the price of the coaching of this kind of leaders.

I was like okay, I need to do this. I called by friend and then I called my other friend whose a developer and I said like let's do this. And she said ah, do you think it's going to be difficult to make a website like this? She said, I don't think so. And it took a year. But the desire was so big that yeah, that I could go still through this whole year preparing the membership side.

Callie: Awesome, I love that. So you've been going for just over a year now, a year to 18 months, what would you say has actually been your biggest challenge over that time?

Varvara: I think that one of the biggest challenge is what I talked already, this navigating between internal and external communication, and working with members and at the same time talking about membership externally all the time. But I think that the other challenge which I didn't expect it, and it took me longer than I would assume, is the emotional challenge. For me it was extremely emotional for a long time when people were leaving, it still is, now I'm much better at this, but when I see this email of

that somebody cancels the membership, at the very beginning I took it really very personal. I didn't transfer it to the member, but myself like that day was ruined. And I was like oh my God, I do not understand, it's so wonderful here. The price is so low. There are so many amazing things and I'm working so hard. It was really difficult because I worked before the trainings, the group trainings, I do this one on one consulting all the time, and it didn't feel this hard and this emotional for me.

The other thing was when I see some of my competitors are launching the courses on the same topic that I have in my membership and just the price of this training is twice as bigger you know, then the price of my membership. Also I want to run to people and say hey, don't buy. Look I sell here the same, it's great quality. Same topic, but you will have a tonne more training of this kind and you will have this, this and that. Yeah so to get into this membership mindset as you guys call it, it was yeah it was very challenging for me to cope all this emotions explaining people what membership is, seeing people leave, seeing others are doing similar stuff and selling it for more. Yeah, so I think this was the biggest challenge for me.

Callie: Yeah and I think it's actually something that most membership owners can relate to, but that probably doesn't get talked about a huge amount compared to other things because all the practical stuff gets talked about a lot, but that internal things where yeah it is difficult when somebody cancels, even if you've got the best membership in the world, people are still going to cancel and you still always have that little bit of a well why kind of like why isn't it good enough for, what did we do wrong?

So I think as you say, that can be quite a struggle when people start the membership and even on an ongoing basis, but yeah I think that's definitely something people can relate to there. You mentioned something there that I wanted to touch on, because you mentioned about the kind of struggle of getting people to understand what a membership was and things. Actually you mentioned earlier as well, that memberships aren't necessarily a big thing in the Russian market at the moment. So have you found

that, are you struggling in terms of actually having to educate the Russian audience on what a membership, why it's beneficial over something like a course?

Varvara: Yes this is the thing, I just do not take it as a big trouble for my business. I just like okay, this is another challenge, let's work on it. So yeah, it takes a lot for me to show that behind the scenes and I'm the big believer of not looking what other people are doing. I look at what catches me, and I reapply these tactics. For example, I've seen that when I have been taught what is inside of membership, works much worse for me than the easiest, stupid maybe not super quality Facebook Live where the leader of the membership site is going and showing like we can click here, we can click there, and then like oh my God I want inside, I want to get this. So I started to make more of this showing what is inside. I found out that I do along with the video courses, video calls and community reach are big pillars of my membership, I usually do very beautiful workbooks that come along with the courses.

I can show the markup of this workbook in Facebook for example, in the social media. People love this because they are beautiful and people ask me can I buy it separately, and I say like no. So I started to use this showing more of the workbooks because it catches people. Yeah, explaining more and more and I think that also works amazing, which is difficult for me to understand because like I think I'm brilliant, I can talk brilliantly about what's in my membership, but what works the best is when not me is talking about membership, but somebody else like my members are talking about my membership. And even on some events where I met people, those who told me yeah, yeah I'm going to join what is there. I still usually have people who were or who are the members and I'm like hey talk to her, she's a member, she will tell you. I invite the person and I say like can you tell me please about what is the membership is for you and this works brilliantly I think too.

Callie: Awesome I love that. And so what's actually been your favourite thing about having the membership would you say?

Varvara: I think it's productability, predictability, and stability that I'm having with this business model. It's hard to make it work every day basically, but I love that I do not need to worry every month now, will I have this money coming or not. I know that I will this money and I can plan according to this, and I really love this feeling of being in the Russian speaking industry of this. I feel myself like I'm leading this, I really believe in the membership model. I think that more and more businesses will come to this community and this is what I see is really happening and I'm already there. I think it's good for me, it's I think also beneficial for my members to be with the leader. So it's nice and flattering.

Callie: Excellent. So you've already touched on this a little bit previously, but what are you finding is working really well for you when it comes to attracting new members?

Varvara: I think that my thing with the membership and basically launching the membership side helped me to find this thing is online parties that I have. I have online parties in Facebook, in the format of Facebook Live. I adapted this idea from Chris Ducker who made the online party for, I think that he made the one when he opened his membership. But then he made the one with launching his new book. I was like oh it's a good idea. I need to try this, and I did the online party like opening the membership and I did it in a really funny way. I was with the balloons, I was dancing happy dances because this is what I do in my membership, only I dance happy dances for members at the beginning of every video call. So this is the exclusive content that you are getting if you join the membership because I dance, dance happy dances anywhere else except for this online parties. And online parties because they are on Facebook, the Facebook dance, the music, so you have the pleasure to watch me dancing the happy dance in silence, which is absolutely weird and awkward and yeah.

So I did this happy dances, balloons, I had the champagne, I had the cake, and I had guests. I had guests and at the launch it was my guests were members, those who were like in beta and the pilot members. Then I had the online party like a New Year, and I said like it will be a corporate party and if you are in corporate or

if you were in corporate you probably hate you need to dress up, so it will be a corporate New Year party for entrepreneurs like in pyjamas. I also had guests there like the members and I had another online party and it was now like just recently when I had the one year anniversary of the membership and again I invite guests and basically they talk themselves and my members are so wonderful because they came themselves like in their heads they have balloons, they have confetti that they are throwing. You know? So they are doing all this creative crazy stuff and I do not ask them for doing this.

I usually at these parties, there are guests, there are some fun things and I keep talking about the membership within the breaks, and I do the giveaway. Within those who buy who join the membership during this live session I will do the giveaway. The giveaway is like some nice things that whether it's my calendar, it's the package, it's my calendar, my things that I produced and it's also some nice stuff like tripods or some colourful keyboard covers, something like this which I do have and which I love. The first time we do was so, so scary because I was thinking like I will be so embarrassed because nobody will join while I'm live. I do not have such an audience that I have 100 people who are joining live videos. Like nobody will buy. Should I change the rules right now and say it will be the giveaway within those who buy to the end of the week maybe? And then I was like okay, no I will stick to the plan and even if nobody buys, I will be embarrassed but I will stick to the plan.

And can you imagine like people buy while I'm live. It blows my mind til now and it happened over and over again. So people really like this somehow, and they join live and they have this giveaway at the end of the one and a half hour session and send them the gift then, they posted online, we chose to help the promoting. So yeah, these online parties is like my jam.

Callie: Yeah I love that, and I remember you sharing some pictures I think of your launch and your one year birthday party where you've got the cake and the balloons and the hat and just looked

like such good fun. So really a little bit unique I think compared to what most people do, so I love the idea and how you do those.

And so if that's how your kind of working to get members then it sounds like you already kind of have that fun environment and things. So what are you doing to encourage ongoing engagement and retention and keep those members around for longer?

Varvara: I think a lot of what I do is personal thing, so even the member is engaged. I cannot do this if the member doesn't appear in the community, and this also happens and I respect this because some people they come in several months for example, and just grab all the content or they need the content only, they do not need the community piece. I totally respect this, but if they reveal themselves on the video calls, on the Facebook group, in the community, then I really try to get to know them as much as I can. I use this Crowdcast service for video calls, this is how I call all the video connections that we have inside the membership. I love it so much because for example, I know that lots of people they use Zoom for this right, but when you have Zoom chat, like the chat in the Zoom, there are just names there. But in Crowdcast close to the name there is a user pic of the person and they ask when people join the membership, I really like encourage them to go and to make this user pic, not just a picture that is by default there, but to make their photo.

And this is like such a tiny thing, but it helps really to know people in the chat, they know each other better, they see the faces, I know them better. It's not just Natalia and of course you can imagine that we have a lot of Natalia's, Olga's, and all of these kind of things. But I really know who exactly this is. So I think that it's a lot about this personal thing. I love use Loom, Loom service for video messages. So from time to time I do not just answer the message in the Facebook group, but when the question from the member is really deep or I want to go deep into answering them, I do the recording in the video format. In the video it could be like five minutes something plus minus five minutes, and I do this video message. You never know when you get this answer from me, this video answer. So it's a bit of a surprise when you are

getting it. Yeah so this kind of very personal things, I also like small personalised gifts. For example, for the one year anniversary we send a small package for everybody who stayed with us a year, for a year or longer.

If they were pilot members we also sent everybody who left us the address when they joined the membership, we ask if they want to leave their address and somebody once, somebody not, but those who left us the post address we send reason cards. Like one year of Studio, thank you so much for being with us. Yeah people really appreciate this kind of personal things I think.

Callie: Awesome, I love that. You mentioned you have a Facebook group for the membership, is that right?

Varvara: Right.

Callie: Do you do anything in there particularly to encourage kind of conversation and engagement or have you found that that's been quite natural in the group already?

Varvara: I have this weekly topics there, so it's five days a week. It's usually on Sunday like what are your plans for the week? On Tuesday it's, Tuesday is the day where we get to know each other more, so some quirky question or maybe we introduce one of the members of the membership. And we have a whole section on the website with the interviews and it's like get to know each other better and there are interviews with some members. So we also do this on Tuesday, remind that there are these interviews there on website. On Wednesday we remind about the content that was released on Monday. It's weekly content in the membership. So on Wednesday, did you watch whatever was released on Monday? And some question around this topic. On Thursday it's they promote each other. There is one topic where they can say like my blog posts or share my stuff, or join my course. On Friday is how was your week? Did you accomplish?

We also just recently started whatever people say that will be their plan for the week, my virtual assistant she's doing like hey

Natalia, did you do this? Did you write your blog post that you were planning to? She also punch people a little bit, like hey are you working on this? But we just started it, but though there is this very structural communication in the Facebook group, people ask a lot of questions and communication is still goin gon there. So it doesn't look like it's only me who is posting this post in the community. People really like ask questions and I'm very happy when they answer to themselves and sometimes I'm like okay, what can I add to this because they said everything already, and they're right. Yeah so it's going good.

Callie: Awesome. So you mentioned in there that you've got an assistant. How big a team do you actually have helping you with the membership site?

Varvara: Basically it's me and my assistant. She's part-time. She's working approximately 12 hours per week, maybe 12, 13 hours per week. And this is like what constant we have. I also have this year the videographer, she helps me with shooting the videos. I have the girl who can help if I'm on time, which is not always the case, but she can help me with editing videos. Yeah, I think this is it.

Callie: Awesome. So how does the membership actually fit into your life and business then? Do you have a particular routine or set hours that you're working on it?

Varvara: Basically the membership is my full-time job. I am fitting and squeezing into the membership by one on one clients. Monday is full day for the membership because Monday is the day when we release the content in the membership. Whether I shoot the video or I edit the video or I do the workbook or I do all during Monday. Happens sometimes. I'm a real human being. Then so this whatever is happening in the Facebook group is scheduled in SmarterQueue, this is what we use for scheduling Facebook messages. Amazing tool. Love it. But I need to be there daily to answer some questions, to see how is it all going, so I'm daily in the community. We have video pretty much of the video calls. This conversation like live. It's one, sometimes some weeks it's two in the week. So during the week. So somewhere during the

week it will be a video call or maybe even two video calls. End of the week it will be a weekly digest. In the email where we put everything that happened in membership in the community and send it out.

Along this right, so it's also the external work to make this scrolling so it's like speaking engagements, it's Facebook Lives that I'm doing, writing blog posts, so everything that is still connected to getting people into my audience, getting people into my newsletter. So it's also basically part of the working on the membership more longterm.

Callie: Great. And so overall then, what impact do you think having a membership site has actually had on your life and business so far?

Varvara: It was interesting that when I was planning this 2019 year, I looked at my planning of 2018 and on my wishes that I want to have in 2018 when I just launched the pilot version of my membership. And I wrote there that I want more to be able to have more spontaneous travelling. And I was sitting in 2000, at the beginning of 2019 and I was like yeah it's like not such a big deal ready for me you know? One year ago it was the wish, and now it's like okay if I want to go somewhere I can go somewhere. I can do this travelling. I can afford some nice more comfortable stuff for myself. For example, not thinking about using the public transportation, I do not drive my car but to use the taxi and not to think like if I need to cut my costs somewhere.

Just more nice more comfortable life, not thinking about every penny where I'm spending and being able to travel to meet my friends, to go to the good restaurants, again not to look at the menu what to chose there. In the grocery store, not to look only at the red price tags, but just to buy and to do whatever I feel that I want to do. This I because I have this constant income that I really can rely on.

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

Varvara: I think that the only thing is I would probably join the membership site that came to me earlier. Truly. Because I believe that whatever I do, like yeah it took me a pretty long time to, one year basically to launch the membership. It took a long time for us with a developer to find out the technical solution, it was really difficult with the Russian systems to marry everything, like all the systems, the websites, and the membership plugins, and still to make it work for and be legally compliant for the Russian market. It took, I was procrastinating somewhere you know, like who would make something quicker, earlier, better. I still, there are lots of things that I want to do better, but not yet. But I understand that this is a process and this is why I really love membership sites right? So you can grow. And I love that members understand like when you have this members, they basically they give you a credit. They understand how much work it takes and their like okay go on your vacation, don't worry so much, we will survive one week without you, go.

So I think that like yeah, it's always you can do something better, but I do not blame myself on anything. I just think that maybe joining the membership site academy earlier would help me and would answer lots of the questions that I had better. Because like I procrastinated on this, I didn't understand why there is the podcast is so useful, why should I join, like what else can I get? They are so useful everything that they give for free, but now I understand that it's so much value that yeah, I had to make it earlier.

Callie: Oh well thank you. Finally, then I'd love to know what your goals are? What's next for the studio and where would you like the membership to be in another 12 months?

Varvara: I think this year, 2019 for me is the year when I want to delegate as much as I can, and I really want to come by the end of the year. So it's not 12 months I planning like you know the year, so I'm thinking about December, and when I think about this I really want to see how this opening, closing the doors really goes to make the final decision for me on this experiment. And to have all the content creation rolling, because looking at whatever I do

now, I understand that lots of things that I'm doing could be done not by myself. This workbook creations for example, editing videos that I still do, and sometimes I am afraid to delegate, I do not have a person to whom I can delegate this, to whom I can really trust. I'm a little bit control freak. On the other hand, I am sometimes I do it such last minute, I film the video, I record the video and I need it to be done by the end of the day.

So I cannot delegate this because like nobody will be able to do it instantly right? So to make this processes work, and this is what I'm working on, this is why I have this videographer, this is why recently I delegated more processes to my VA. So I'm coming to this but this is like internal stuff, this is where I want to be, more relaxing life for myself. And some features, new features for the members as well I really want to introduce the feature of finding their accountability partner for example, or online masterminding. So not only me I talking, but they can talk in the online room, so I really want to introduce it too. But this will be possible when I free up some of my time. So it's kind of interlinked it all.

Callie: Yeah I'm really looking forward to seeing how things look for you in another 12 months then, it'll be exciting to see your progress. I've loved watching your journey through the academy kind of thing. You shared quite a lot of it in there, and yeah it's been really great seeing how the memberships evolved just over the last year. So yeah, really looking forward to seeing what the next 12 months hold for you.

Varvara: Thank you.

Callie: And so if someone wants to connect with you, where's the best place for them to do that?

Varvara: I think my website is startblogup.com. In the menu it's easy to find the membership there and if you like Facebook or Instagram, or Twitter maybe, I am even there. So on Facebook, on Instagram, in Twitter, in Pinterest also I can be found by start blog up and

you will be able to find me there, the strange girl with the Russian name Varvara.

Callie: Awesome, and thank you so much for joining me today Varvara. It's been wonderful to chat with you about your membership.

Varvara: Thank you so much. It was on my goal list for 2019 to be on this podcast.

Callie: There you go then, another one you can tick off.

Varvara: Yeah.

Callie: That's it for another week folks. Thank you once again to Varvara for sharing her journey with me, and thank you for listening. I'd love to hear any of your takeaways from this episode, so let me know on Twitter, our membership guys or in our membership mastermind Facebook group which you'll find by going to talkmemberships.com. And if you want to check out more of what you'll find by going to talkmemberships.com. And if you want to check out more of what Varvara is doing, then be sure to head over to startblogup.com or head over to themembershipguys.com/btm28 to find all Varvara's details and links, as well as the episodes, show notes, and transcript.

And that's me done for another week. Tune in next week to hear from another awesome membership site owner.

Speaker 2: If you've enjoyed today's episode of Behind the Membership, we invite you to check out the membersiteacademy.com. The Member Site Academy is the essential resource for anyone at any stage of starting, growing, and running a membership website. So whether you're still figuring out what your idea is going to be, or whether your website is already up and running and you're just looking for ways to grow it and attract new members, then the member site academy can help you to get to the next level. With our extensive course library, monthly training, exclusive member only discount perks and tools, and a supportive, active community to help you along the way with feedback,

encouragement, and advice, the Member Site Academy is the perfect place to be for anyone looking to start, manage, and grow a successful membership website. So check it out at membersiteacademy.com.