

SEASON THREE - EPISODE EIGHT

# BEHIND *the* MEMBERSHIP

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TIZZIT.CO



Callie: Welcome to Behind the Membership, Season 3, Episode 8. In this episode, I talk with Deborah Engelmajer about her membership site for makers and homemade businesses, Tizzit HQ. Deborah's membership is just eight months old, but already a six figure business.

In this episode, Deborah shares how she actually delayed creating her membership site in order to build her audience first, which she attributes as the key to her success. We also talk about how having a membership site has reduced stress, and provided more balance, enabling Deborah to do what she loves, like focus on her community. And we talk about the power of delegation as well. We also talk about how engaged the Tizzit community is, and what Deborah does to encourage this, including how she sent welcome packages to her first 250,000 members when she initially launched. And we talk about the challenges of content creation, as well as how aspects of the membership such as coaching calls, have evolved since the membership has been open. Plus, much more. So, let's get started.

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 Deborah Engelmajer from Tizzit HQ. Thank you so much for joining me today, Deborah.

Deborah: Hi Callie, thank you so much for having me.

Callie: It's great to have you on. I'm really looking forward to hearing more about your membership. So, actually first thing's first. Could you start off by telling us a little bit about the membership, what it offers, who it's for, that kind of thing.

Deborah: Yeah, of course. So, Tizzit HQ is a membership site for makers, hand made business owners, Etsy sellers, anyone really that's making something with their hands, and trying to sell it online, mostly. We do cover offline topics as well, like setting up markets or retails, but mostly I teach makers how to do business online. So, that's what the membership is. I think it launched maybe eight month ago, so it's rather new. But it's been a very exciting journey.

Callie: Awesome, so eight months is, yeah, not that long at all, but it's been going really well for you I think from what you've said in the forum. Do you run on an open or a closed model?

Deborah: So I've had the door closed until... Actually, it's still closed now that we're recording this, but I am working in going into an evergreen model. So this is... I keep on saying next week, or in two weeks, but hopefully when this airs, it will actually be open for... You know, I really want to go into the evergreen, but so far I've had the door closed, and I open every couple of month. Yeah, every two month roughly I've been opening. I've just been emailing my list, really. So I'm transitioning to evergreen now.

Callie: What's made you decide to make that transition?

Deborah: I think I've always wanted to have evergreen, but I just didn't have the system, or even my website wasn't really optimised for that. It's barely mentioned on my website actually. So that's what I'm doing at the moment. I'm just redesigning the whole thing so that it's everywhere, and it makes sense. So, it was just a bit of a

hot mess, that site. So I just started fresh thinking I want to evergreen, and redesign all this and optimise it for it.

But mostly it's because I am not a big fan of launches. It's a personal thing. I know they work really well for some people. They work well for me too, but it's not something that I necessarily enjoy doing. So, you know, that's kind of why you start your own business, to do things the way you like doing them. That's not... Yeah, so I kind of wanted to move away from that launch kind of I guess model, and also just offering people the ability to join when they want to join, and when they need it most. I hate the idea of having people that need help with something right now, and having to say, "Hey, we're closed for maybe 60 more days, so come back when you don't need us anymore."

So, I like that people can join whenever they want.

Callie: Awesome, and so do you offer other services and products as well, or is the membership a full time business for you?

Deborah: It's a full time... It's definitely full time. I do have a planner as well, a physical planner. It actually kind of is maybe what gave me not the idea, because I knew about membership site before that, but that definitely was what made me think, "Hey you know, I should use that and turn it into a membership." That planner is called the Maker's Roadmap. It's really my system for starting and growing a successful handmade shop. So it's a productivity journal that you know, kind of like you would have your weekly spreads, monthly spreads, and every three months there's an assessment that you take to understand where you're at on your journey, what you should be focusing on, what you should definitely not be focusing on, to help people focus and fight that sort of overwhelmed. So that's the physical planner that they can get It's all printed and pretty, and then the membership is more how to actually get those things done.

So the planner will let you know, this is what you should focus on. The membership is like, hey we've got a course for that specific issue.

Callie: That sounds great. Yeah. I love the idea of that planner. That sounds really kind of in depth. As you say, if you can tie that into the membership with the, here's more detail on how to actually do that, then that seems like a perfect combination really.

Deborah: Yeah well that Maker's Roadmap is really the base of everything I do now. So it's kind of like my core concept if you want. So you'll find it in the planner. And that help you figure out when you need to do what, and then you'll find it back again with the exact same set, the exact same stages inside of the membership as well too. So that you start where you should start, and then slowly grow. I think that's why I love membership so much, and what got me... What decided me was that it was the idea that some people simply are not working on the right things at the right time. I wanted to have the ability to have all sorts of trainings, but also to tell them, "Hey, this one is not for you right now. Focus on this instead."

Callie: Awesome. So that actually leads me into my next question. So, what did actually inspire you to create the membership in the first place?

Deborah: Yeah, it's funny because I knew about membership site when I was just getting started in the online, you know online business thing. And I think I signed up for your membership site years and years ago. You guys probably just launched, or not far. I wasn't a member for long because I quickly realised that I didn't have enough of an audience to sort of do that. So I was like, "Okay I need to build an audience, define more what I'm about before I can dive into something like a membership site."

Then I joined few membership sites myself which I always thought were great because of the community aspect. So I've always loved membership sites. Then somehow along the way, I sort of forgot about them a little bit. I think we hear so much

about, build a signature course, and launch, and do your webinar, and all of these things, and I think I was sort of getting caught up in that. For awhile there I was sort of not sure exactly what my core offering was. So I have run online events, which I put on pause this year to launch a membership, but I will start again next year.

I've then try to sell workshops. So what I was doing is that I was doing a different workshop every month. It was free if you attended live. Then I would sell the replay after that. So what I came to realise is that this was really the beginning of the membership site because every month I was doing a new workshop that I was selling, and so the only difference was that people had to buy the workshops individually. But I liked that because of the way I like to work myself. I love to teach different things. I can't even like see myself teaching the same course, signature course, as they say, again and again and again. I would just get so bored.

I like learning new things, experimenting new things. So this, you know, it just sort of suddenly... I remembered about membership site and thought, hey, how about we do this, and incorporate that Maker's Roadmap in the middle. So it all kind of made sense. But it took me a while to figure out hey, what's right for me as a person? What do I like to do? And also for my audience, what do they actually need from me, and what's the best way to deliver that for them. That was my conclusion.

Callie: I love that. Presumably, given your topic and your audience, you were originally a maker yourself and kind of you went through that journey of running that handmade business and things. That's now what's led you to teach other people that.

Deborah: No, well funnily I had a different background story. So my background is in marketing and design. So I did, you know, a Master in Business and Marketing, and worked corporate for a half second, hated it. I was in Paris back then. For those of you who haven't noticed, I have a French accent because I am French. So I was freelancing for years doing website design and

marketing strategy, SEO. I mean I've done it all. I was always working for small businesses. That sort of needed that person that was going to be able to help in different areas because they couldn't afford having that many different roles.

So I worked as a marketing consultant and a designer for years before I started getting clients that were handmade shops, and realising that, hey, this is what I really like to do. All my clients were nice. I don't know if anyone was listening. I didn't hate you guys, but it just wasn't necessarily what was bringing me joy. More and more people were coming to me from word of mouth, being handmade shops. So I just dove in and decided that I was going to focus exclusively on that.

I'm a maker myself as in, I make a lot of stuff. I just don't sell them because honestly they're not quite as good as that. But yeah, so different story definitely, more coming from the consulting sort of background.

Callie: Oh wow. I didn't actually realise that. So, you've been running for eight months now you've said. What would you say has actually been your biggest challenge over that time?

Deborah: Oh, I don't know, that's a good question. I thought the challenge was going to be keeping active in the community. That's actually turned out to be just the easiest thing to do. I was a bit scared, I was like, "How much time is this going to take? Will I be able, you know is it going to be overwhelming?" I just love, like I love every day checking in with my members and getting to see the progress that they're making. So that's been actually really enjoyable.

I think it's more being a matter of keeping up with the content. The reason being I actually... I launched with a lot of content already, but I have a list of things that I want to have in the membership that I don't yet. After that I probably will chill out a bit more, but I really want to push those out, because I know they're really important for my members.

I sort of wish now looking back that I had like a three month, I don't know, maybe three months of sort of like content scheduled and planned and recorded like ahead of time, which I didn't. So now I'm kind of every month going, "Crap, I've got to do this new course." It's not like me. I'm this organised person that does everything in advance. So I kind of wish that I'd organised myself a bit better for that. Something I'm definitely working on.

Callie: So how much content are you actually delivering in the membership at the moment?

Deborah: There's a lot. There's probably over 20 courses already in there. Not all of them are necessarily in depth. Some of them are workshops. But there's definitely a good 10 that could be signature courses, just on their own. So I've got in depth courses, and we've got workshops, which are with experts for areas that I'm not necessarily an expert at. So, selling to retail stores for example, is not something that I'm after. So I just kind of bring someone on board, and we cover that together.

Then we've got what I call tutorials. These are like the techie little things. So I have a course let's say on email marketing. Then tutorials on how to do this in MailChimp, how to do this in MailerLite so that you can actually sort of get stuff done, because I know a lot of makers get super overwhelmed by those softwares and techs and things that they have to do. These are shorter kind of mini courses to help them move forward with that.

Callie: Cool, and so do you have a set amount of content that you're putting out every month? You mentioned before that you kind of have a list of things that you want to add, and after that you'll chill out. So do you kind of have a say, this is how much I'll deliver each month, or do you work on the basis of what you manage to get done.

Deborah: I try to add new content every month at the moment still, but there's no sort of clear definition of, this is going to be a course, or you know... It just really depends, like last month, I think, yeah

last month I came with a big sort of Tailwind automation course which was a big in depth course. So this month was only short tutorials that I added, so it really just depends. I don't want to overwhelm... Like the goal isn't to put new content out so that the members are overwhelmed, I feel.

So the list is just there because there's some courses that I know I want in there because they're important building blocks for their businesses. But as soon as those sort of like core courses are going to be in there, I'm more comfortable doing less, and just sort of like updating. There's a lot of that as well, you know, like I have a big Pinterest course in there. When changes are made, I'd rather make sure that I go and update that course so that people get up to date information, rather than just constantly building new content, then you're all stressed out, not being valuable anymore.

I try to come up with one new piece of content every month. Then there's of course the coaching as well, because I've got live coaching session every month. So there's at least that.

Callie: And that coaching session, is that a Q&A? Is it a group call? How do you work that coaching session?

Deborah: Yeah, so that's funny. I'm sort of changing that a little bit at the moment because I'm trying to listen following your advice. You know, I'm just trying to do whatever my members need me to do. So when I started a live call, it was Q&A, so send me your question in advance if you can't make it live. Most people in Europe can't make it live because I'm in Australia, and it's just an awkward time. Then I would also answer the questions that were being asked live.

Then slowly but surely, this has moved more into a critique, or a feedback, or a shop feedback kind of thing where I'll share my screen, and we go in depth into someone's website, or someone's Etsy shop, or someone's strategy. We're able to sort of look together at, hey, this is what you should change in terms of your

SEO strategy, or your pictures, or your conversion, like how to optimise your site.

So, yeah, this is turning more into like a hot seat kind of thing, which I really enjoy because I think it's made me more valuable, because the thing is I'm in the forums every day. So I think people were like, "Well, I don't really know what to ask you because I'm just going to ask in a forum, and someone will reply, and if not then you will reply." So it was kind of like, why do I need to wait a month for you to answer a question on a video when I can ask you tomorrow in the forum.

So I like that this is turning maybe into something a bit more of a, yeah, in depth strategy session.

Callie: Yeah, those hot seats sound like a great idea, and I should say it differentiates a little bit from being able to just ask questions in the community as well if members are using that. So you've mentioned the community a couple of times. Is your community a forum, a Facebook group? How do you run the community side of things?

Deborah: It's a forum. I did not want it to be a Facebook group. I have a Facebook group which is part of sort of like my marketing and my traffic generation. That's a big Facebook group. I love it, but it's different than a forum. I really wanted this forum to be integrated in the website. So, I've made sure actually, I've done some custom work there to make sure that people don't even notice that they are changing, effectively they're even changing URL and server and all of that, but they don't see it, so that when they log into the HQ, they enter the zone, and everything is there, and they're not going to be distracted and go on Facebook, because honestly Facebook is just so good at that. Like that's just what they do for a living is making sure that you're going to stay on the platform. You go and you want to check a group. Twenty minutes later, you're like, "What am I doing on this page?"

So, I really wanted to keep it separate, and really offer a different experience for my members than what's already offered in my free Facebook group.

Callie: Awesome. So, what's been your absolute favourite thing about having Tizzit HQ over the last eight months would you say?

Deborah: It's just changed so much. I mean, for my business, just, as I said, I don't really like launches. I've tried them. They've always done well too, so it's not a matter of, I don't know how to launch, or I have systems for them. I just don't like it. It drains my energy. It stresses me out, and it just makes me anxious. It's just not good for me honestly.

So, I love that I don't have to do that. I love that I'm going evergreen. I love that I know I can predict my revenue. It feels so much less stressful than having those big peak in cash flow, then having to deal with all that type of cash flow management, and all of that. Not that you don't do that with a membership site, but you know it's a bit more... You can see trends happening, and if your retention rate isn't as good as it was last month, what's happening? Like you can predict and react accordingly. So, yeah, I've really liked that. So that has an effect on my personal life I guess as well. I just feel so much less stressed.

I love that I found what I'm doing. I feel like I have my core offering now. For a couple of years here, I was selling different things, and I wasn't really sure what is it that I'm really focused on. Right now it's so clear that I make decisions so much more easily because I'm like, "Does this help my membership or not?" Yeah.

Callie: Awesome. I love that. Yeah, I think, as you say, having that core that you've found and that you love doing, and that also brings in that kind of predictable revenue, just takes so much stress off, I think. There's still stress and work involved in running it, but it's a brilliant business model. You could say I'm biased, but you know what I mean.

Deborah: Just a little.

Callie: So let's deep dive a little bit now then. What are you finding is actually working well for you when it comes to attracting new members? So you mentioned you've been kind of working on an open/close model at the minute. How have you been bringing those new members in when you open the doors?

Deborah: So this is a funny one, because as I was saying, I didn't really have a page on my website. It was a [inaudible 00:19:13], so anything like that I mostly used the audience that I built before that. So I think I came in with that advantage of having an audience already, which is definitely something I would recommend people focus on doing first, and then build your membership site, because it makes it so much easier. Because really my launches, or what you would say launches, when I was opening the cart the last few months, I was just sending an email to my list to announce it's open now, and then maybe three, four more emails over that week. So I guess that scarcity kind of helped a bit as well, saying, "Hey, we're closing the door Sunday or Monday or whatever."

But that's really it. I mean I haven't really... I have run ads, but just on retargeting people that have been on the sales page, so really tiny little budgets, like it wasn't necessarily to cold traffic or even look like audiences, or anything crazy like that. It was just really targeting that traffic people saying, "Hey, you visited the page. We're closing tonight. Are you sure... You don't want to miss out." That's worked pretty well. But that's really it.

Then I guess the most important part of my strategy has always been building my list to start with, and then selling to that list. So I've done that with... Pinterest works really well for me, always has. Facebook group is a big one. Then YouTube as well. So I have a weekly video show, and that's working better and better, which I really am happy about, because I love doing those videos. It really helps in search as well. So people find me through my YouTube videos.

Callie: So you mentioned you're using Pinterest though as well, so are you linking Pinterest to the YouTube videos, or are you linking them to blogs on your site? How are you using Pinterest in that way?

Deborah: I'm linking them to the blog on my site. Right at this minute, I'm actually experimenting with videos now, because you can do videos on Pinterest now, which is a new thing, kind of new.

Callie: Oh really

Deborah: Yeah, you can now upload video directly on Pinterest. I do think there's a limit of time, so I sort of have different little snippets from my video that I put there. So I'm not able to tell you right now if it's performing really well, because we've just started, but I am running them to my blog, and not to my YouTube. As much as I can, everything back to the website to get that traffic to me, is better in my mind, than sending it to YouTube.

Callie: Yeah, and then being able to capture their email address there, and get them signed up. Awesome. So, how are you actually keeping your members happy then? What do you do to encourage engagement and retention in the membership?

Deborah: Okay, how do you say that without making it sound like your website is the best in the planet?

Callie: It's all right, you're allowed to say it's the best on the planet.

Deborah: The quality of the content, I really focus on that. I work really hard on my courses. I think a lot of membership site out there just think that because it's a low price every month, they can just sort of do the equivalent of a webinar and applaud that as a recording, then that's that. My courses are like, I know they're very valuable and I could sell them for, my god, much more than what people are getting it for. So I really focus on making sure that my courses are top notch, so that people think, "This is amazing, I'm making progress."

Like my goal is always, you know, I go into a building, of course with that outcome in mind, and I make sure that they reach that by the end of the course. The Roadmap is very big. As I was saying, that's the most important part of everything I teach. That's really helped people figure out, okay I don't need to do this now, and I need to work on this instead. So that really helps them sort of navigate the content inside of the membership. I made the Roadmap pretty fun too.

I just try to add a bit of personality to the site. I've been adding custom coded elements, and make fun little animations and things when they take stuff off the list, and... just so that they feel a little bit special, and it's not boring because you're working on your marketing. You know, make it fun, as much as possible. Then I'm really engaged in the community as well. So I make sure... I think since I launched, I don't think I've missed a single post that's been posted in this thing. I don't reply to everything, not as much as when I started, but I definitely read everything, and if I see something that I can add in the conversation, I'll definitely go in and comment. I still mostly reply to almost everything.

It maybe won't be possible when... It's already getting a little bit too sort of like chatty in there for me to do that, but I'm very engaged and very present, and I'll do surprise videos or you know sometimes instead of replying by typing, I'll record a video for something that I think is going to be helpful for more than one person, and post it instead of just a text.

Yeah, and what was the last thing I was thinking about? Yes, when I launched, my founder members, I really wanted... I was scared that no one was going to be chatty in the community. I think everyone is. So I really wanted to sort of encourage them to feel like they were part of something. So I sent little special welcome package through the mail, like physical things. I don't think this is why those people are awesome, but I think all of this added up to an experience that made them feel like they were part of something bigger than just the regular membership site. The community is very important.

The people, if any one of them is listening right now, I love you guys so much. They are... Some of them I feel have been friends forever. They've never met in person, but they show up for each other in ways that just makes me really happy that I've been able to create a place where they can connect with each other and help and support each other in business and mindset, and everything that you need to actually make sales online. So yeah, it's been great. The community is my favourite part.

Callie: That's awesome. So a couple of follow up questions on that then. So, you mentioned the community's really engaged now, and you've got those connections going and things. Did it take you a while to get that engagement going in the first place, or did you find that that kind of happened quite organically right from the start?

Deborah: It happened quite organically. I was waiting for those crickets, like this is going to be empty and horrible, and will people like the forums. It's not a Facebook group. But it actually worked quite well. I've added a lot in my courses as well of to-do items, or kind of, well they're never forced to do anything, but to encourage them to, hey, at this stage, come and upload this to this part of the forum so that we can take a look so that people would sort of like engage and create conversations in there.

So, quite rapidly, people were chatting, and introducing each other to... Yeah, it was pretty much from the beginning.

Callie: Awesome. And so you also mentioned that you sent welcome packages out. What kinds of things did you put in those?

Deborah: Yeah, so I stopped. I did it only for the very first launch, which still ended up being... I think we had almost 250 people join that very, very first open door, which I was not ready for when I was thinking about my little welcome packages. Because it was also I had sourced elements from members, or people who I knew were going to be part of my founder members.

So, I printed cards, but the designs were made by someone from my community. I had hand crafted envelopes from Etsy and those little... I had wax seals, you know those one, kind of like back in-

Callie: I love them.

Deborah: No one uses them. So I had those made with the logo on it, and that's what was closing the envelope. I made it really look special. Inside, I had a map of my Roadmap, because I had that design, kind of like back in the days when we didn't have GPS and you actually had a map in your car, kind of looks like that. So I printed that.

Then, and this is what took me so long, I took a Polaroid of myself with the person name on a piece of paper, which I was like, "This is going to be so easy." You know, it's not. Like with 250 of them, I had to have my partner obviously take the picture because I'm holding the paper every time. We had to write 250 names, and then match that with the envelope. It was just a lot of work, but it was so special, because each name, I was like, "This is an actual person that I'm going to get to help."

So yeah, this is what... I think that's all that was in there. So it was really just a welcome letter and the road map, and just a special little photo from me saying welcome.

Callie: I love that though, because that's such a great way to make those founder members feel special and yeah, like they're part of something and part of a community. I'm sure that kind of played into the fact that you got that engagement going really early on as well.

Deborah: Yeah, well that's what I was hoping to do, yeah. I mean you can't really quantify this, except I definitely got a lot of messages saying, "This was so sweet. Thank you very much." Definitely didn't get 250 of them. But you know, so you can't quantify if it helped with retention or not, but I think if anything, it made me happy to do it. So, I just did it.

Callie: So you mentioned that you got 250 members at launch, which you weren't expecting. Was that a lot more than you were expecting, or did you just not really know what to expect in terms of member numbers initially?

Deborah: It wasn't that surprising because I had a big list. I just... I don't know, I guess I was just underestimating... I don't know, I think this was definitely beyond my good goal, or great goal. So I did better than what I thought I did, but then looking back, I'm like, that was really not the great estimation because I should have known that it was going to be that kind of number. I think maybe I'm not giving myself enough credit. So I sort of went in going, "Oh, I'll be good if 10 people join." Of course there was going to be more than that.

Callie: Yeah, I love that. It's always nice when launches exceed your expectations though.

Deborah: Yeah, but you know, it's scary then because you do close your doors. Then for two month, you just having people cancelling. You're not getting new people in. So there's definitely that mind game with the memberships where you're constantly looking at yeah your growth rate, but that's your churn rate as well. So it's definitely a new way of looking at business, and those retention numbers and all of that. So you can launch, but if you can't keep people in then it's definitely not going to stay for too long.

Callie: Be working on that after that. So, shifting gears a little now then, let's talk about life as a membership site owner. How does the membership actually fit into your day to day life? Do you have a particular routine even? Do you have a set number of hours you work on the membership?

Deborah: Not really. I don't necessarily have a routine for work. I mean, there's things that I'm going to every day like checking the forums and emails, of course, support requests if there's any. But other than that... It has helped a lot though in getting rid of a lot of stress that i would have in getting ramped up for those big launches and all of that. Just knowing that I have this now and I

can just send an email to my list when I want to open the doors, or moving forward in evergreen has really helped me feel more... I don't know, just yeah, less stressed.

So, I'd usually wake up in the morning. I wake up quite early like 5:00, 5:30, I'm up. I love how you're like, "Wow, that's early." But yeah, and then I'll just take probably a good four hours... The first four hours of my day are probably like I'm not going to look at my emails or anything. I've just got a regime. I do a bit of meditation. I do some drawing or something, you know, for myself. I start work at around 9:30 or 10:00, which is quite late in my head. I used to work so much more than that.

I used to get up and work, and be at work at 6:00 or 7:00am. And I've just realised that's just... You can't do that for more than a couple of years. So I'm much more chilled now that I've got a membership. Then yeah, so I'll check with my community. Then it just depends on the projects that I've got on. So, you know, sometimes there's not, when I'm not in deep project mode, I have shorter days. Others... Well right now I'm just redesigning my entire website. It's been a massive project. I've definitely been putting more hours in. So it really just depends on what projects I'm working on.

Callie: Awesome. And do you actually have a team helping you, or is it just you working on everything in the minute?

Deborah: No, it's not just me, but it's a very small team. So it's just me, and my assistant. I feel like she needs a new name though, because she feels like so much more than assistant. If she's listening, which she will, love her. I could not do what I do without her. She has been amazing. She was my first hire. I got her as a virtual assistant just a few hours a week. She was just meant to help me with promoting my blog post and things like that. Now she just does so much more for me. She'll do anything from support, emails, and things like that too.

All of my content pretty much, she takes care of. I record my videos, but I am not involved at all in scheduling them, editing

them, turning the into blog posts, putting them onto social media. I don't do any of that. Actually, when I send my newsletter, I have to actually go and have a look at, "What's going out tomorrow, I don't actually know. I forgot because I did that three month ago." So yeah, she's been fantastic. Then I also have a video editor that does all the editing for me. That's it, really. Growing slowly, but I think in the future, I'm definitely going to need to add some more, or give her more hours.

Callie: What other kind of task, so you mentioned that you might need more stuff or a bigger team. What kind of other task would you like to take off your plate?

Deborah: I think more of the admin and support. I still do a lot of that. I do a lot of the stuff I know I need to do as a business owner, like you know, I want to be able to look at my reports and have those KPI and all of that. I know what's going on each month. But I hate that I have to do them manually myself. Like that's something I would love for someone to hand me a report and go, "Hey, this is what this platform has been doing, and this is... " you know, like all your numbers are there, and then I can just kind of look at them. If I didn't have to do that, I would love that.

All of the admin work that goes into the membership as well, like you know, cancelling and people... So you have to get them off the forums or new ones, or credit cards are great that don't... All this stuff, she helps me with it, but I'm still doing most of it. I would love to not have to do any of it at all, because it can get quite time consuming. Then I'd love to get someone to help me with the bigger community too. So, the Facebook group I was mentioning is growing quickly, and it's definitely taking more time to sort of monitor and engage at the same time. So I'd like to have maybe a community manager at some stage that would be for the paid and the free community as a you know like, so, the whole thing.

But this is just kind of vague because I'm not there yet, and I'll cross that bridge when I get there.

Callie: Great. Yeah. It's always interesting with teams, because I always find it interesting what people kind of want to outsource, and what people want to keep hold of. That's something we've kind of worked hard on the last year or so trying to kind of not do everything ourselves. But yes, I always find that fascinating, got other people doing-

Deborah: When you start delegating though, this is pretty addictive. Like I know the first time I hired Alicia, I thought this is scary, she's not going to be doing this the right way, and blah, blah, blah. Now I'm just like this system freak. I record everything I do. It goes into a Asana [inaudible 00:35:27] system and a process because I don't know if I'm going to want to do it next month. If I don't want to, it's there and someone can take it. So I'm feeling a lot more... Yeah, I love delegating. If I could afford to have a bigger team right now, I would absolutely do it because time is so precious. So, so precious.

Callie: That's a great tip for the videos in Asana by the way. So, overall then, what impact do you think having the membership has had on your life so far? I know it's still kind of eight months in, but...

Deborah: But still, you know, the fact that I can predict revenue has just changed a lot of my personal plans and all. My goal for next year, I think I shared that with you is to retire my partner. It's something that, of course I could have done that during launches, and a course or whatever, but it feels so much easier with the membership because I'm like, "Hey, this is how much I take every month for ourselves." If I can grow that by that number, then you can quit your job, and we can go travelling because I can work with my computer anywhere. So that's really... it's really helped me work towards that goal. I'm really hoping that, yeah, by next year, that's what we're going to be doing. So that's, I mean that's enormous.

And then it's just made me so much more happy to work on my business, because I get up, I know the people I'm working for. The community aspect has been huge because it just creates that... You know, I can put names and faces and real stories behind the

people I work with. That's really gratifying and it's really motivating. So, it's yeah. I mean, I don't know why I didn't start a membership site earlier really.

Callie: I love that. When it comes to travelling and retiring your partner, would you want them to actually come and help you in the business as well, or would that kind of just be still your thing.

Deborah: No, I think that's still my thing. I can't... First my partner just would not like it. Like, he's not a computer... He would not work, even a couple of hours on the computer every day would make him absolutely crazy. He's a teacher and he works with kids with special ed. So, it just doesn't... That wouldn't work for him. And I wouldn't want to be bossy with him. Like, I don't know, I just don't think that it would work. I admire like, you for example. I just admire people that can work with their partner. It's just not for us.

Callie: I can totally understand that.

Deborah: Yeah, yeah. I think I do much less cooking and grocery and he will just take more sort of like home kind of task, I guess. Honestly, I don't mind working and him not working, because I actually love my work. So that doesn't really bother me.

Callie: I think just loving your work just makes so much difference to everything really, I think. So, wrapping up then, is there anything you actually wish you'd known earlier, or would do differently if you were starting the membership again now?

Deborah: That's a good question. I don't know, because I wish I had a big, you know, I did that really wrong, and so I wish I didn't do that. But that didn't really happen. I know there's stuff I could do better, but there wasn't like a big oops moment. Definitely being more ahead with my content in the paid membership is a big one for me. I know that's something I need to work on. I'm really good with it on my free content. I need to improve on that, but I think if I had to give advice to someone just starting out, I'd say build your audience first, and make sure that... not only because it's

easier to sell once you have an audience already, but also because you learn a lot from working with them, and from creating free content for them, and what works, what doesn't work. What do they want to learn and how? I've learnt a lot before I launched a membership and I think that's what really helped me make the most of those eight months is that I had all of that background.

So, that's what I wouldn't take back, but that wasn't your question.

Callie: No, but my next question was going to be, what would you give to somebody starting a membership, so you've already answered that one.

Deborah: Oh, there you go. No, I don't know what I would do differently. Maybe it's a good thing that I don't know, because that means you know-

Callie: I was going to say, it's okay to say nothing.

Deborah: Yeah nothing. No regrets.

Callie: So if somebody wants to find out more about you and the membership, where's the best place for them to do that?

Deborah: So you can go to my website, which is [Tizzit.co](http://Tizzit.co), So dot C-O. Or you can go to [Tizzit.co/hq](http://Tizzit.co/hq), and you'll go straightaway to more information on the membership site. Yeah. Hoping that when this airs, my new website is on, because if not... Oh my god.

Callie: Awesome. I'll be sure to put both of those links in the show notes for you. So, yeah, thank you so much for joining me today, Deborah. It's been wonderful to chat with you about Tizzit. I'm really looking forward to watching you retire your partner and go travelling, and grow this membership even further.

Deborah: Thanks Callie. I'm looking forward to seeing you in September as well. I'll be at the Retain conference.

Callie: Yes, I'm really looking forward to actually getting to meet you in person then. That'll be awesome. Thank you so much.

Deborah: Thank you.