



Callie: Welcome to Behind the Membership Season 3, Episode 9. Today, I'm talking with Caylee Grey, from Get Messy all about her art journaling membership. And Caylee's membership journey is actually a little different to most, as the membership was created almost accidentally as a result of a personal project rather than being the goal from the start.

However, it's safe to say it was a great accident as the membership is now four years old and has flourished, creating an amazing business for Caylee that has allowed her to quit her job, and achieve more freedom than she previously thought possible.

In this episode, we talk all about how the membership has evolved from its start on blogger to its current WordPress form. We also talk about how Caylee makes use of seasonal themes for her content, and is testing out the closed door model to only let new members in at the start of each new season.

We also talk about how her members connect and engage with each other, the challenges she has had along the way, and much, much more. Let's get started.

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

Callie: Today I'm joined by Caylee Grey, from Get Messy. Welcome so much to the show, Caylee.

Caylee: Yay. I'm so excited about this. And I know every guest at every podcast always says that. Like, "This MSA is like my jam. I love you guys." Well, I'm really excited to actually talk to you.

Callie: It's a pleasure to have you join me and get to know a little bit more about the Get Messy membership. I was actually looking at your sales page before, just for some questions and I was like, "This is a really beautiful site." I wish I could do stuff like this, all of the art journaling and things. Actually, let's start there. Can you actually tell us a little bit about what the membership is, who it's for, what it offers?

Caylee: Yes, sure. Get Messy is a membership for art journalists. Now, we focus specifically on art journalists, not artists in general. But art journalists, because it's a different type of art technique and it's one that's very freeing, very painful.

You don't have that. If you go to canvas, you're like super stressed and you want to make a masterpiece, but an art journal, you don't need to. That's what our membership revolves around. And it's called Get Messy because we kind of encourage people to get messy.

When we started it, it was like a challenge to myself, mainly because I'm a big perfectionist. I think most people are perfectionists but till they've got. That's a long explanation. That we are an automated membership, aimed at art hobbyists.

Callie: Now, that's perfect. And it's one of those where it's not something I would have thought of being a subject, until kind of you joined the membership and I saw what you were working on

and things because it's just something that I've not been aware of before.

As I said, I find it fascinating and I'm one of those who is not creative at all, but really would love to be. I look at things like that and I'm like, "I have no idea how people do that."

Caylee: Well, I feel it's a lot less niche in your membership site. I guess, it's just what you're aware of I suppose, isn't it?

Callie: Yes. How long ago did you actually launch the membership?

Caylee: Back in 2014, I guess, he gave me... it's kind of a love story. In 2014, my internet BFF and I, were chatting online and we were talking about how we wanted to be artists, right? And how ridiculous it was that we wanted this, but we weren't making any art. This kind of step one, not to be an artist is one make our track.

We were also talking about the fact that we had a bunch of creative classes that we had sitting with passwords and usernames around and we weren't making anything from it. We were just feeling good about it.

We decided to challenge each other to be accountable to making three pieces of art per week. We chose our art journal as the medium for it. I mean, we could have done anything, but when you making a journal, it's low pressure. We have to post on top blogs. That's how we started.

We did that on our blogs and we called it LNC Get Messy, because back in 2014, if you made of a blog series it needed to have a name. That lasted exactly a week before someone asked if she could join the challenge.

Sabina, joined us and from there it just more and more people asked to join the challenge. We had a rotating blog hop every single week. What we would do, is we would just link everyone

that was part of it. And they became 50 members and we're like, we can't wait link 50 people every blog post.

Then we decided to close it there and that's when we turned it to a business and we invited everyone to join, Get Messy on a private site. It was on a bloggers site with the positive. We used E-junkie as our cart, like looking back, and we charged, I think it was \$50 for lifetime access.

Then we had a whole lot of people join. We thought it came maybe 50 more. We had 500 people join us.

Callie: And then?

Caylee: All from blogs. And then we decided we're going to stop making tutorials on there and we're going to have art prompts and all that. It became more formal over time. 2014, was when the organic thing happened and then 2015 we made it paid and people started committing.

Callie: I love though that kind of story, that started off as a personal project and then kind of became an accidental membership that really took off. That's an awesome story.

Caylee: Yes. We were just hoping to make more art after work, or whatever. Then we eventually both quit our jobs and started doing this full time. It became... it's far more snowballed, or spiralled.

Callie: But yes, that was wonderful though. And obviously you tapped into something that other people were really wanting to do as well. I love that. That's just kind of worked that way for you. You mentioned you'd given up your job. When were you able to do that?

Caylee: I did that in 2015.

Callie: Wow so really not long, almost immediately?

Caylee: No, basically, as soon as people started paying, I quit my job.

Callie: Awesome. Are you open all the time or do you when you launch at certain times of the year for new members?

Caylee: We used to have an open model and then this year we decided we're going to open only once a season. We run in seasons, and for a season we focus on one thing in art and we create around that theme. This year we decided to only open the week before the season starts.

The reason we did that is just to make sure that we know who the new people are. We can nurture them a lot better and make sure that they get integrated, and make sure that they make things. Well, in the first month that they're here because that's what it's all about. There is that accountability, and I think until you've found that on your own, you need a little bit of help.

Callie: I love the idea of that seasonal theme approach. Has that always been the way that you've done it, or is that relatively new as well?

Caylee: Yes, we've always done that. It's the best to do that. It's so in us and I think it's in us, like work as well. It's just to have like one focus and you can choose your level of commitment to that focus, right?

If our theme is... currently we in the season of starting, you can either just focus on that or you can dig a lot deeper, or you can decide this isn't for me at all. I'm going to take a break. It's worked out very well for us.

Callie: Awesome. Just to clarify then for any listeners, is the seasonal theme, is that a monthly thing? Is it a quarterly thing? How long does a theme last?

Caylee: A theme is every two months.

Callie: Two months.

Caylee: Yes. We did try doing it one month as the season. I think that helped us business wise, as well but, it wasn't enough time to really dig into something.

Callie: Are you offering other services and products as well, or is the membership the full time business?

Caylee: Yes, We did. Last year, or was the year before. But the last two years have been absolutely insane. We actually, in addition to our membership, we offered classes and we got other teachers and staff. We had them very separate to the membership, and that was insane. That was completely insane. And I would like we made the decision. It's just one thing though. I'm so happy we made that decision, because it's tiring. It was a lot tiring.

Callie: Final practical question then. How much is the membership? You mentioned you started off at \$50 lifetime membership. What's the pricing structure now?

Caylee: Now we do \$29 a month.

Callie: \$29 a month. Cool. Did you go straight from the lifetime or do you...

Caylee: No. We increased over time. I think we increased each year. After the lifetime we closed it and then we opened it again. I think it was at \$15 a month. I'm not exactly sure. Then two years later, we upped it and then a year later we upped it.

Callie: Awesome. Going back to the beginning and you've already talked a little bit about what actually inspired you to create the membership. Were you actually already aware of kind of the membership model and things like that. When it kind of accidentally turned into that, where you're like, "Okay, now we've got a membership, or was it something that kind of completely came out of left field for you?"

Caylee: No, we weren't. We did not even a little bit know about it. I wish you guys were around then because you would have made my life so much easier. I feel you've made... I think I've found you about four years into having a membership site and you still changed my life. If I had you back then would have been much easier.

The only way we had known about it all is because online, to do having a blog or site. or WordPress site with a private login. We did that in the beginning, and then I had to do a lot of research and then I discovered Wishlist Member, which worked well in the beginning, but we made the change to MemberPress earlier now this year.

Callie: You've gone from blogger to WordPress and now changed membership plugin as well.

Caylee: Yes.

Callie: Quite a few techie changes along the way then.

Caylee: Yes, lots of fun. But I feel each techie thing that we did was right for us at that time. Now we've got too many members to function properly on Wishlist Member and I'm finding MemberPress way better for the volume.

I think that we have evolved a lot, Get Messy has evolved a lot, but I think that it's really important to know what stage you should evolve, because you don't want to do it when it's too late. You don't want to have all these fancy things when you're very small.

I feel evolution has been pretty good. And because our artists and members in our community are evolving as well, they need different things. That's the beauty about membership site, right?

Callie: I love that evolution with membership sites. It's one of the best businesses you can have that kind of freedom, I think, of changing kind of what you're doing and adapting. Has the actual content

that you're delivering in the membership changed over time as well?

Caylee: It has, probably not like its core. The core is just that we want people to make more arts. It's a very simple thing that we want. Everything has always had that focus. It's just over time, the technology's become better. The artists that are teaching in our membership site, they've become better at the take. They've become better at their own art.

That's improved. That's just better. Better quality and a lot more content, because over five years you tend to get a lot of content on the membership site.

Callie: Actually, do you still have all of that content that you've created over the time or have you kind of killed some of that earlier content?

Caylee: When we changed over to MemberPress, I went through every single piece of content that we had because in the beginning we were basically out putting about four new pieces of content per week, which is quite a lot. It's insane. We honestly realised this is too much. No one can create all of it. We didn't want that to be the barrier of entry for people making art.

When I went through every single piece, they were, I think maybe 20 things that I deleted. But there's still a lot of value in some of the first things that we put out. I just figured out a bit of way for organising it.

Callie: Awesome. What would you say has actually been your biggest challenge with the membership over the years.

Caylee: Marketing, 100%. I feel that's everyone's challenge, because it's not easy to market, right? But the truth is that I have a mission, my mission is to get 10,000 artists nurturing their creative practise regularly. If I want to achieve a mission, I need to let other people know about it.

That marketing stuff... if I keep focusing on the fact that I don't want anyone who doesn't want, Get Messy in the slot or you want people who need it and who will benefit, then it's kind of you had a doctor with the cure for this sickness, but you didn't feel it. You will be shouting on the rooftops.

Callie: I like that analogy, that was really good. Actually speaking about marketing then, did you have any background in marketing and things like that. Is this something that you've had to learn as you've kind of been creating?

Caylee: Yes. I'm laughing because I've got a degree in marketing. That's my degree. But I've had to learn and I'm very lucky because our marketing is probably 80% word of mouth. It's all been members posting their artwork on Instagram, mainly Instagram. And just sharing their own excitement about what they've made. Then because of that we've seen a lot of growth.

Callie: Awesome. Kind of your happy members are out there kind of being your best marketing asset as we like to say.

Caylee: Yes, exactly. And Because it's an art site right, the results of what they learn is very tangible. They could immediately in five minutes be able to create an art journal page and share it online, and then their friends will see it and they'll ask about it. Then, everything is very organic process, which is lovely.

Callie: Well, what has been your highlight? Or your favourite thing about having the membership, would you say?

Caylee: Again, this is another cliché, but it is seeing the member's art, being there on their journey and seeing them absolutely blossom as artists. It's really, really cool. And another thing that's my favourite is the amount of time I spend on my computer. I love it. I love my computer. It's my baby. I really like being on the computer.

Callie: I'm kind of glad I'm not the only person who's like that.

Callie: You mentioned though about seeing members grow and kind of flourish. It strikes me this is kind of a membership that doesn't really have a natural end point because presumably, there's always something that somebody can be working on and growing in their art and things. You've got kind of a natural long lifetime built-in I would imagine.

Caylee: Yes. I've kind of figured that people, they join Get Messy and they'll opt to stay for a month and then leave and realise it's not for them, it's not helping them on their journey. Or they'll stay forever, which is lovely. Other kicks, well, it doesn't.

Callie: It's kind of good that you have that kind of... you've got that natural filter where some people, yes, they'll leave straight away, not for them, but then you know, that kind of those that jump in. I'll kind of going to be there and a big part of the community. While we're on the subject then, what are you actually doing to help that engagement and retention? How are you encouraging members to stick around long-term?

Caylee: We have a big focus on being action driven and we kind of try to reinforce the idea that you're an artists if you're making art, going right back to the beginning. In everything that we do, we make sure that it's practical. We're not just like, "Hey, look at this pretty piece of art." We are saying, "Okay, look at this art, now you go and you do X, Y, Z.

We make it very actionable for them. The other thing that we do is we have strong accountability and the friendships that have been made in Get Messy are, they're incredible. People have met in real life, people have gone on to pair up and start their own businesses. They've paid up for gallery shows. The level of friendship, real, true friendship is super deep.

I think that, that is something that I'm focusing on too. To be able to harness that even more, so that more people in the community get to experience that even if they are introverted or they learn in the village, or whatever.

I think you say it like people come for the content and stay for the community you're right, so nurturing that is definitely something that makes people stick around. We've got a few things that we do around that.

Callie: Then speaking of community, what kind of community do you actually have in the membership?

Caylee: Logistically you mean?

Callie: Yes.

Caylee: We have the forums. And then another thing that we have is, we have what we call an artistic hangout. That's just a zoom that's open at all times. And people can join in whenever they want. They can ask a bunch of people to join in and then they just have the computer open and everyone is making art and chatting.

Callie: Oh, I love that. That's just a kind of a permanent place where people, if they want you can hop online and see if anyone else is there and just kind of work together, and that kind of thing.

Caylee: Exactly. The other thing we're doing now with that... I think that's the way the majority of friendships, the deep, deep friendships have been happening. Is because they're meeting every single week. Kind of a wayless meeting OAA. They're seeing these people every week and they making art and chatting. They're not only talking about art anymore. They're talking about other things, which is kind of magical.

But we are focusing now and using what we are doing, starting this season is that the first week of every season we have a newbie hangout. Because that is obviously tough for people who are new to just join in when everyone knows each other. Right?

This is only for new people, and it's an odd talk a bit more about Get Messy as well. I'm very excited about that because then we'll get new people being able to experience that magic.

Callie: And kind of connect with other newcomers as well, who as you say, aren't as well established yet. I know from discussions we've had in the academy that you've kind of gone back and forth a little bit on a Facebook group as well, haven't you?

Caylee: Oh, Facebook. Facebook and I have a difficult relationship. Because, I have an archived all Facebook group. I've called it a pop-up Facebook group because I'm going to see... I'm not promising that it's going to be up there forever.

My thoughts on that is that we have the forums which are beautiful, so beautiful. And they there for resources, right? If you're looking for the best paints you can go and search, then you'll immediately find all these recommendations. Then we're treating Facebook kind of as chatter.

And we do tend to have an audience or like our members tend to be less keen to hang out on the computer. Facebook works well for them. They don't enjoy the forum. Some of those are... they tend to like Facebook more. I'm not a fan of Facebook, but I am a fan of connection and that's why we've got Facebook.

Callie: I'm a fan of forums as well, but I think for kind of the more chit-chat element, then you definitely kind of can facilitate that a little bit more with a Facebook group where people kind of just are more prone to those quick and easy kind of conversations, than in a forum where you kind of feel like you have to be a little more in depth or things like that.

I'm interested in how the pop-up goes for you, because I know you previously closed the Facebook group. It'd be interesting to see.

Going back to marketing now then, how are you actually attracting new members. You mentioned word of mouth as being a big factor and obviously now you're testing kind of closing the doors in the seasons as well. Is there anything else that's worked really well for you?

Caylee: We have a free class. It's called How to start Art Journaling. That's just to get anyone that doesn't know what our training is, to get a taste and to see if they like it, to see if they like the way we teach. And we recently improved the content on that. But other than that, we've got a newsletter. We give free classes and stuff, in all user.

Callie: When the doors are closed to the membership, do you have a specific wait list or do you just focus on getting people to the main email list.

Caylee: You mean like a wait list? I know we've just got the main mailing list.

Callie: Awesome. I kind of know when you were talking about content before and you've put out a lot of different content into the membership, but you've not created all of that content yourself. You've also bought in guest experts to create that content. Is that right?

Caylee: Yes. The best thing about Get Messy for me is that, I'm not the best artist, but I am the very best... I maybe not the best, but I'm very good at getting other artists to be their best selves.

And some of our guests teaches are members, which is amazing because we've seen them grow from a member that takes it into member that is being the person that's inspirational. And we've realised that there is a lot of power in that as well. Which is super exotic.

I think that, that is something that I really love. Is that I think we've got something crazy. Like 60 artists that have taught on the site. They've taught in different ways. They've either taught a tutorial or they've done a whole class or they've done a lot of master class. They all let those different... like the way that, that makes the most sense to them.

Callie: Awesome. How far out do you actually plan your content in terms of getting guests in and creating your seasons and things like that?

Caylee: We plan a year in advance, because I'm very routine driven and I like to know what's happening and I don't like the idea of doing things on the day of. But, recently my business partner left. I'm changing a few things just to make it manageable for running myself. Now, I'm working about six months in advance, which is kind of stressful for me. I think I'm very bad at it. I need to be more flexible.

Callie: I think you tend to find it with two things. Like we're doing these interviews, you have membership owners like yourself who like having that plan in advance and being really kind of batching content and having everything ready. And you have all those who were kind of literally doing it the day before it's released and stuff.

Caylee: Yes.

Callie: I kind of think, a middle ground is good. Shifting gears a little bit, now then, let's talk about life as a membership site owner. You've mentioned that about kind of planning and things like that, but where does the membership actually fit in your day? Do you have a particular routine? How many hours would you say you're spending on the membership?

Caylee: The thing about being a person who encourages other people's artistic side is that you tend to neglect your own art. I've been neglecting my creativity in my art practise a little bit. I'm still making everyday, but it's not as much as I would like to.

Recently I made the change to focus on that and to start my day with that. My day will usually be waking up, dropping my kid off at the day care. Taking the dog for a walk and then getting back into my studio and making art for at least an hour.

That's uninterrupted. My thoughts have not yet looked at emails or social media or anything. After that I'll work and keep going, or I can go to a computer. Then I'll go to my computer and I'll do the normal tasks of being a membership owner.

About lunchtime is I will have a break and then I will either go back to my computer and continue working on admin tasks or, I'll create a tutorial or something like that.

Callie: Do you have a team that helps you? Or, is it now just, so you mentioned your business partner's now left. Is it kind of just you now, or do you have other team members as well?

Caylee: Yes. Lauren is moving on. She wants to do things in real life, instead of teaching through a computer. It's just me being in charge, essentially. But I've hired a few people to help me out. We've got a Community Manager, we've got someone who's going to be the person communicating with the artists. Then, I have a few other contractors.

Callie: Overall then, what impact would you say having the membership has had on your life?

Caylee: Someone gave me a nickname and I can't remember who it was, but this nickname has changed my life. She called me a fairy art mother, which is just like my favourite thing ever. I swear it's... it's better than when my son first said, "Mama." I love it. I've completely came to it.

Being fairy art mother to artists has just filled me with like happiness that I never knew was possible. Growing up, I never had dreams to change the world. I was totally happy with having an office job. I was fine with finding my value in doing, I don't know what, but I was fine to just lead a normal life.

I feel Get Messy has completely revolutionised the way that I feel about life, and it's made me realise that I can help people because I truly believe that art heals and it heals people in different ways.

It's healed me. It heals people emotionally, maybe not physically yet. We need to figure that out.

But seeing other people changed by art as well is just amazing. It's really amazing and I just feel so grateful to be able to do that. On a more logistical level it's changed my way in that, I'm able to go on a spontaneous trip to Belgium for two weeks, which is what I'm doing tomorrow. My husband's like, "Listen, let's go to Belgium." And I'm like, "Okay, let's just go." And, "Think is going to be fun."

Callie: I love that. I love the kind of fairy art mother is a great title. I would definitely have that everywhere if I were you. That kind of impact you're having on people's lives and seeing those changes and things like that. It's an incredible thing that you're kind of giving people there. That's pretty powerful.

Caylee: I'm not tooting my own horn here. I mean, literally all I do is the logistics. All I do is I set up the technology for them to be able to empower themselves. I'm not doing anything but just making it possible.

Callie: You're providing the space.

Caylee: Yes.

Callie: Nice. Space and the tools.

Caylee: I'm just going to wave my magic wand.

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

Caylee: I think this is a sneaky question to ask, because everyone will say, "Try MSA..."

Callie: it is not intentional. I swear.

Caylee: I wish I could wave my magic wand and make you guys there in my beginning. But anyone who wants to start a membership site, should definitely join you. They get a complete roadmap of how to do it. There's no guessing games. There's nothing that they'll even not know.

Then other things to recommend I think is to make friends with other people in the industry really, really enjoy talking about the topic that you want to have, all the time you can. Because if you don't like it even a little bit you're going to get so sick of it and it's not going to be fun. And it needs to be fun. Because if your choosing this route then, choose something fun.

I think it was at first that I'd seen somewhere, and that was that instead of looking at all the perks, like the perks of having a membership site is your time is your all. You're impacting people directly.

You get to see the impact et cetera. You're making money. Obviously. You don't look at the good parts, but you look at the bad parts and you think, am I willing to take on those bad parts? A membership site... I don't know, you have to be creative on demand, right? That could be a downside.

If you think about the worst possible scenario, and you still happy with that, then that's a very good sign that this is meant to be and you should hustle towards it.

Callie: I actually think that's a really good point because yes, so much of what you see initially about memberships is, you can get your time, you can make more money, you can do all of these things, but as you said, the good sides are great, but there are challenges as well.

There are things that you're going to have to show up and do every day, and if you don't want to do that, or you don't love doing it. Or you don't even love the topic in a long term basis, then it's not going to work for you.

I think that's a great way of looking at it. In terms of, can you handle the challenges, essentially, of what membership entails?

Caylee: Oh, I have another tip. You don't have to be the best in order... I mean you should obviously have some knowledge, but to have a membership site, like I said, I'm not the best, but I get other people who are the best and I bring them together and there's power in that too.

Callie: Yes, definitely. I think, again, I love your origin story, how this all just started with kind of your personal project and obviously tapped into something that a lot of people were wanting to do. I think you may have accidentally started the membership, but it's clearly been a really important thing for a lot of people, as well as, obviously the effect it's had on your own life as well.

Caylee: Yes, I'm very, very lucky and happy with the beginnings of the story.

Callie: On that note then, I'd love to know what's next for you. What are your goals and where would you like the membership to be in the next 12-24 months?

Caylee: 24 months? My five year plan, I'll tell you about that, is to empower 10,000 artists into our regular creative practise. It's that, and through that I want a million dollar company. Million Euro because it's now... it was an American company. It's now a German company, so a million Euro company.

Callie: Awesome, awesome. The 10,000 artists, is that purely with the membership, or would you look at bringing in, I know you mentioned before that you kind of, you've tried doing all this stuff and now it's just the membership.

Would you want that 10,000 to be purely in the membership or would you branch out into other things in the future as well?

Caylee: That would be in the membership? I think that the membership is the key to that.

Callie: Awesome. I'm really looking forward to kind of watching you with that mission, because I think that yes, that's a great mission and you're doing great stuff, I think.

Caylee: I've put it out into the universe, now I'm just waiting for it to happen.

Callie: I've got no doubt that you'll get there. Right? I totally believe that you can do that. If somebody wants to actually check out your site or connect with you, then where's the best place for them to do that?

Caylee: You can see it on the internet. Getmessyart.com, or were are on Instagram getmessyjournal. You can spend a lot of time on the Instagram feed is just... That's also one of my favourite parts of Get Messy is we started with the Hashtag art and now were 50,000 individual pieces of art under the Hashtag, which just means that 50,000 times people have been moved to art, which is awesome for me.

Callie: That's incredible. Being able to see that kind of statistic even. That's ridiculous. And I think actually it's a nice topic that you have because it is a topic where you probably see the results of what your members are creating and doing a lot more than with certain other memberships. There's that kind of inherent wanting to share what's being created and things. I think that's a really awesome part of what you do, that you do get to see the results so much, I think.

Caylee: It's brilliant because I'm very impatient.

Callie: Awesome. Well, thank you so much for joining me today, Caylee. It's been a pleasure talking with you and I'm really looking forward to watching you with that mission and no doubt you're going to achieve that.

Caylee: Thanks Callie.

Callie: That's all folks, a big thank you to Caylee for joining me and sharing her journey. And as always a big thank you to you for listening too you. If you want to check out what Caylee is doing, then be sure to head on over to [getmessyart.com](http://getmessyart.com) or, head over to the [membershipguys.com/btm31](http://membershipguys.com/btm31), to find all Caylee's links, the show notes and episode transcript.

I'd also love to hear your top takeaway from the episode. Let me know over in our free membership mastermind Facebook group [talkmemberships.com](http://talkmemberships.com) or, tweet me [@membershipguys](https://twitter.com/membershipguys). I particularly love how Caylee started her membership and the way it's evolved over the years, and her mission to now help 10,000 artists to create art every day. It's truly a wonderful example of how powerful a membership can be. But that's it from me for this week. Next week is our final episode. For the season, be sure to tune in.

Speaker 2: If you've enjoyed today's episode of Behind the membership, we invite you to check out the member site, [academy.com](http://academy.com). The Member Site Academy is the essential resource for anyone at any stage of starting growing and running a membership website.

Whether you're still figuring out what your idea's 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 discounts, 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 [@membersiteacademy.com](https://membersiteacademy.com).