

# MEMBERSHIP & SUBSCRIPTION **GROWTH** WEEKLY

**Customer Success Secrets to Transform Your Subscribers from a Series of “One Night Stands” into Members for Life - A Conversation with Kim Walsh Phillips**

## CONTENTS

Guest biography	2
Summary article	2
Interview transcript	4

**Membership Services, Inc**  
New + Retention = Growth!

[www.RobertSkrob.com](http://www.RobertSkrob.com)



This program features our special guest: Kim Walsh Phillips

This interview was originally conducted by Kim Walsh Phillips for her podcast, Morning Coffee Marketer. Kim is an award-winning speaker, author, podcaster, and busy CEO leading three separate companies. She's sold more online than anyone else, and has had a high volume of marketing clients. I absolutely recommend that you check out her book, an on-fire book, that's called Game Changer. How to Get 10,000 New Real Fans in 72 Hours and Turn Them into Your Next Cash Paying Customers, Without a Marketing Budget.

## **Customer Success Secrets to Transform Your Subscribers from a Series of “One Night Stands” into Members for Life**

Customer success determines retention rates in the membership economy. If your member does nothing with what you sell her, she's going to cancel your subscription.

The old model of leaving it up to your customer to figure out how to get value from what you sell may have worked in the old one-and-done product sale world.

Your membership and subscription growth is determined by how well you ensure customer success. It involves helping your members find a lifetime value in subscribing to your product or service. I refer to it as turning your subscribers into a vibrant tribe of followers. And, it starts with how you attract your them.

## **Know the Difference in Marketing to Individual Transactions Versus Subscription Customers**

With businesses that sell via individual transactions, customers are making their decision to buy from them based primarily on price. With subscription membership programs, you must be about more than a good price, or they won't remain your members for long.

Customer success is about making your members so excited about your subscription program that they can't help but tell others about it. It starts with asking yourself, "What is the transformation we are making when a person becomes a member."

You see businesses like Mac do this, when they promise a way to do everything simpler, opening a laptop and saving time by being a Mac user. Disney does this when they promise you a magical experience. Harley Davidson gives their customers the chance to transform into a rough, tough, cool-guy image just by putting on their leather.

It's about the subscriber believing in the transformation that your product/service is offering, and you need to know what that is and market it. This shift in marketing creates member loyalty, improves member value, and offers your members a community to belong to.

## **Creating a Vibrant Tribe of Followers**

When you have subscribers experiencing the transformation that you promised, you have begun the process of building a vibrant tribe. You'll find that you don't have to spend more on marketing or delivery. Each new member sticks around longer and they're going to refer a friend.

They will bring others in by sharing their stories. And, you can share their stories too. Feature your members' transformations in your social media channels, emails or newsletters. Make them celebrities! When you give people this – when you focus on that power that your product delivers versus the product itself - it totally transforms your retention and how your business grows.

Building a tribe of followers, a community of subscribers who find real value in your product, improves your member retention. This gives you the foundation for charging premium prices and offering upgrades to further develop their commitment. Altogether, this is the product of a focus on customer success.

For more information on creating a vibrant tribe of followers, listen to the full interview on Membership and Subscription Growth.

## Conversation with Kim Walsh Phillips

**Robert:** Coming up on today's episode of Membership and Subscription growth.

“Right at the time that there were all those internet companies starting out. Yahoo was right there, Google was out on the horizon and people didn't really need their association anymore because they could just find the answers online rather than be a member of an association. And then we have all these for-profit competitors. So, I had to figure out how to retain our clients, how to keep our members engaged, rather than having them go off somewhere else.”

“Instead of having customers that just come and go and get what they want - either they get it from you or they get it from somebody else and they're kind of all about price - instead they become so passionate about your product and what you stand for that they just can't help telling their customers. And if somebody deals with a competitor, they look down on them like they're some PC user or somebody that goes to that other group rather than being part of this community.”

“What is the transformation that you are making when a person becomes your customer?”

**Robert:** Welcome to Membership and Subscription Podcast. I'm your host Robert Skrob. Coming up on today's program is a very special interview that Kim Walsh Phillips did of me on the morning coffee marketing podcast. Check it out. Kim Walsh Phillips is a great person, award-winning speaker, author, podcaster, busy CEO, leading three separate companies. She's sold more

online than anyone else. She's done a ton of marketing for dozens and dozens of companies and I absolutely recommend that you check out her book, an on-fire book, that's called Game Changer, how to get 10,000 new real fans in 72 hours and turn them into your next cash paying customers, without a marketing budget.

She actually has several books that she's written on social media and Instagram and everything else but absolutely check out, Game Changer, "How to Get 10,000 new real Fans in 72 hours and turn them into your next cash paying customers, without a marketing budget." And she did this for me, too. So I know it works and what she's saying is true. You can get 10,000 fans in less than 72 hours. And what you're going to get on today's program in this interview that Kim did of me, are differences between marketing for individual transactions and creating a subscription customer, the first step in creating a vibrant tribe of followers, and the number one secret for transforming the results of your new member marketing and retention from whatever you're doing now to multiples, ten times, or more.

And we're going to talk about that number one secret in today's interview. So without any more delay, let's get to this episode of Membership and Subscription Growth.

**Kim:** You're listening to the morning coffee marketer with Kelly LeMay, Mike Stodola, and me, Kim Walsh Phillips. We are all hyped up on caffeine and ready to fuel your day with marketing and sales strategies to give you the ROI. Let's get started.

Hello and welcome. I'm super excited to have one of my dear friends and one of the gurus I followed for so long. So I'm blessed to know Robert Skrob of Membership Services, Inc. and really, your expertise Robert, is amazing in that you aren't about the transaction. You're into the transformation. How we can take individuals from customers into being part of our tribe, which I know so many of us struggle with. So welcome, so glad to have you with us today.

**Robert:** It's an honor to be a part of your program, Kim. Thank you so much for reaching out.

**Kim:** What I'd love to share is like, that's not something that you happen upon immediately. You don't, when you get onstage ... I just went to my daughter's kindergarten graduation and no one had a sign saying, "I'm going to help people create tribes." My daughter, on the other hand was, "I'm going to be a horse rider," right? So you don't go from ... I was like, that's equestrian. And she said, "A horse rider, mommy." I said, "Okay."

We said we're going to go to ... how did you come to do that? And what drives you to focus on that?

**Robert:** Well, it's a big question. My degree in college was accounting and I did public accounting for about two and a half months and that wasn't for me. So I took a job as a bookkeeper at a company, a consulting company, worked with association. And then about five years after I joined, I bought the company and that was right at the time that there were all those internet companies starting out. Yahoo was right there, Google was out on the horizon, and people really didn't need their association anymore because they could just find the answers online rather than having to be a member of an association.

And then we had all these for-profit competitors so I had to figure out how to retain our clients, how to keep our members engaged, rather than having them go off somewhere else. Then in about 2004, I figured out that there were these for-profit subscription companies that were, you know, I was like, "Hey, you know, I have meetings and they have meetings. I have newsletters, they have newsletters. And they're for-profit and I'm non-profit." So I started working with more and more subscription and membership programs and helping them retain their customers and grow their memberships. And really even large companies, like Harley Davidson Motor Company, the dealers in Florida are one of my clients, how they can retain their clients by creating a vibrant customer tribe.

**Kim:** I love that. And then what would be the benefit of that? Why will we want to create a tribe versus just a customer?

**Robert:** So you know the difference between those companies where people just kind of go and they get what they want and they leave and they forget about the business, versus, the types of businesses where they're like tattooing the

logo on their arm? You know I mean, I don't know about you, but I've never had a customer come to me with my logo tattooed on their body. I don't know if that's something that you encounter within your business, Kim, but-

**Kim:** I'll talk to you about that over a glass of wine, Robert.

**Robert:** But certainly you see the apple logo on the back of cars all the time. It's just like the whole attitude of apple to put those stickers in the product, that you know, just the implication that you should put that, that you might want that sticker, so you can put it on something is a brilliant step forward in turning your customers into a tribe.

And the idea, the big transformation is, instead of having customers that just come and go, and get what they want, either they get it from you or they get it from somebody else and they're kind of all about price, and instead to become so passionate about your product and what you stand for that they just can't help telling their customers. And if somebody deals with a competitor, they look down on them like they're some PC user, or you know they're a Honda rider, or a PC user, or somebody that goes to that other group rather than being part of this community.

And so it helps create customer loyalty, improving customer value, so every time you get a customer ... you don't have to spend more on marketing or really even more on delivery. But every time you get a customer, they're more valuable and they're going to stick around longer and they're going to refer their friend. That is a magical transformation for any business.

**Kim:** Right because then you're not one of many, right?

**Robert:** Right.

**Kim:** You're standing out because you can't ... no one else can uniquely recreate that or they can't repeat that. Like, we can all make ... like, let's say the regular coffee shops. You can go get a latte-latte. Starbucks created a unique tribe, a follower cult, like, group. So as business owners, so many of us would love to see or be able to do that, to have our people so strongly believe in us that even there's one negative comment on Facebook, there's a

bunch of people that are going to chime in, in our support. How do we go about doing that? What are some strategies we can do to get started?

**Robert:** So the first thing to really understand is what is the transformation that you are making when you are, when a person become your customer? And with Mac, the whole idea was, you can do everything simpler. It's a lot easier, you're going to save time, your life ... it's going to work every time you open the lid, and everything is just, your life is going to be easier as a Mac user. With Disney, you're going to be happy and have a magical experience. With Harley Davidson, you can go around, some boring, geeky, nerd can take their glasses off, put a helmet on or not, bunch of leather, and go around and scare the old ladies on a Saturday afternoon as they ride their Harley Davidson. They go from geeky to a bad, bad guy, you know, a cool guy, just by putting on that leather.

And with your product, and what you deliver, what is the real core transformation that you are making or your customers are going through. And when you start marketing to that instead of saying, "Hey I got this thing, and let me tell you about this tool, and what this tool's going to do for you, and how long it took us to create this tool, and all the things you can do with this tool," and instead say, "Hey, I'm going to help you transform your life and go from here to there." And then you can really, then you're in a position to retain your customers longer, charge premium prices, and create a vibrant tribe.

**Kim:** Now you have some incredible clients who really have gone through this process and had huge successes with it. And I use them as inspiration in my own business. I'm wondering if you could share, maybe, a couple stories about them?

**Robert:** Sure, you know one of the clients that I've worked with more recently is money [inaudible 00:10:51], who's an affiliate of the [Agora 00:10:54] company, it's what, you know, a billion dollar publisher. And within their publications they sell, one of their divisions sells, financial publication. You know they teach you how to invest in the stock market. And again, you know, it's very easy as a financial publisher that's giving out stock tips to be really focused on the stocks, the companies, and how the trades are going up or down.

But really instead, they can work with them to focus instead on their customer. What is this ... their customer is generally retired engineer who has gone from being the breadwinner all their life, to now not having and income. And how does that make him feel if he's able to invest money and get an income?

**Kim:** Mm-hmm (affirmative).

**Robert:** What does that do to his self esteem and how he sees himself when he interacts with his spouse? Let's talk about that in the marketing and in the product that we deliver, and then feature people within the newsletter that have done this, that have gone from this person that wasn't making money that was retired and their income had dried up, to somebody who's able to continue to contribute and maybe set up a college fund for their great-grandkids because they bought these stocks.

When you give people this, when you focus on that power that your product delivers versus the product itself, it totally transforms the retention and how your business grows.

**Kim:** I love that. And you mentioned newsletters. Is that a component that you suggest people utilize in building this tribe?

**Robert:** You know it certainly can be. I also work with [Sean Greely 00:12:46] who has a company called Net Profit Explosion that works with personal trainers. And they work with trainers that might be part-time at a gym where they don't have their own facilities, to folks that have their own facilities, to trainers that have multiple facilities. And they actually use Facebook where there's a, you know, all the members of the tribe are in this private Facebook group they're featuring the exercise of the week that one of the trainers come up with. So they're making their members a celebrity talking about the exercise.

Then they also make their customers a celebrity by talking about the business side by focusing on how this trainer maybe did a transformation, maybe went out on their own. Imagine going from having clients by the hour where you work at a gym versus having your own clients in your own

facility. That's a bit leap of rent, and overhead, and your own business, and all that.

So talking about that transformation and how folks have done it makes their customers a celebrity. So the media, this approach is agnostic, as far as the media. So you could use it on social media, you could use it in email, you could use it in print. This is as old as time that the key is that us as a business owner, instead of focusing on our product and what we deliver, we focus on the impact that our product has on our customer and make our customer the star rather than keep trying to make our product or service a star.

**Kim:** I love that. And really focusing on their transformation stories, not these cheesy testimonies like, "I love working with them, they're great." I'm like, who cares, right?

But instead saying, this is what life was like before and what life is like after and really setting up the conversation to be that way.

**Robert:** Yeah so now that I work with Kim Walsh Phillips with the twelve minute social media machine, I never have to worry about getting new customers. My income doesn't go up and down. I'm able to rest easy because my business is taken care of. The most important part of my business is resolved because I've got Kim Walsh Phillips in my corner. Something like that.

**Kim:** Exactly. Something like that. And also, they're more good looking, and get more dates, and their food is more delicious. It does all those things. Amazing.

**Robert:** And the wine is more plentiful.

**Kim:** And it's more plentiful, it's fabulous. So what I love about your tribe and being part of it, is that you offer these transformations stories from people that are creating their tribe. So I find that to be incredibly powerful and I'd love for folks to get a hold of you to discover more of the content you have to offer because it's so very helpful. Where should they go?

**Robert:** Easy enough, at robertskrob.com. R-O-B-E-R-T, S-K-R-O-B, dot-com. There's information there, blogs, lots of articles and content that if you would like to learn more about building your own tribe you certainly can. And if you'd like me to take a look at your subscription business and see if there's any easy win in order to help stop your members from quitting so it can grow faster, there's information on getting that on a complimentary basis because you are a reader of Kim Walsh Phillips there as well.

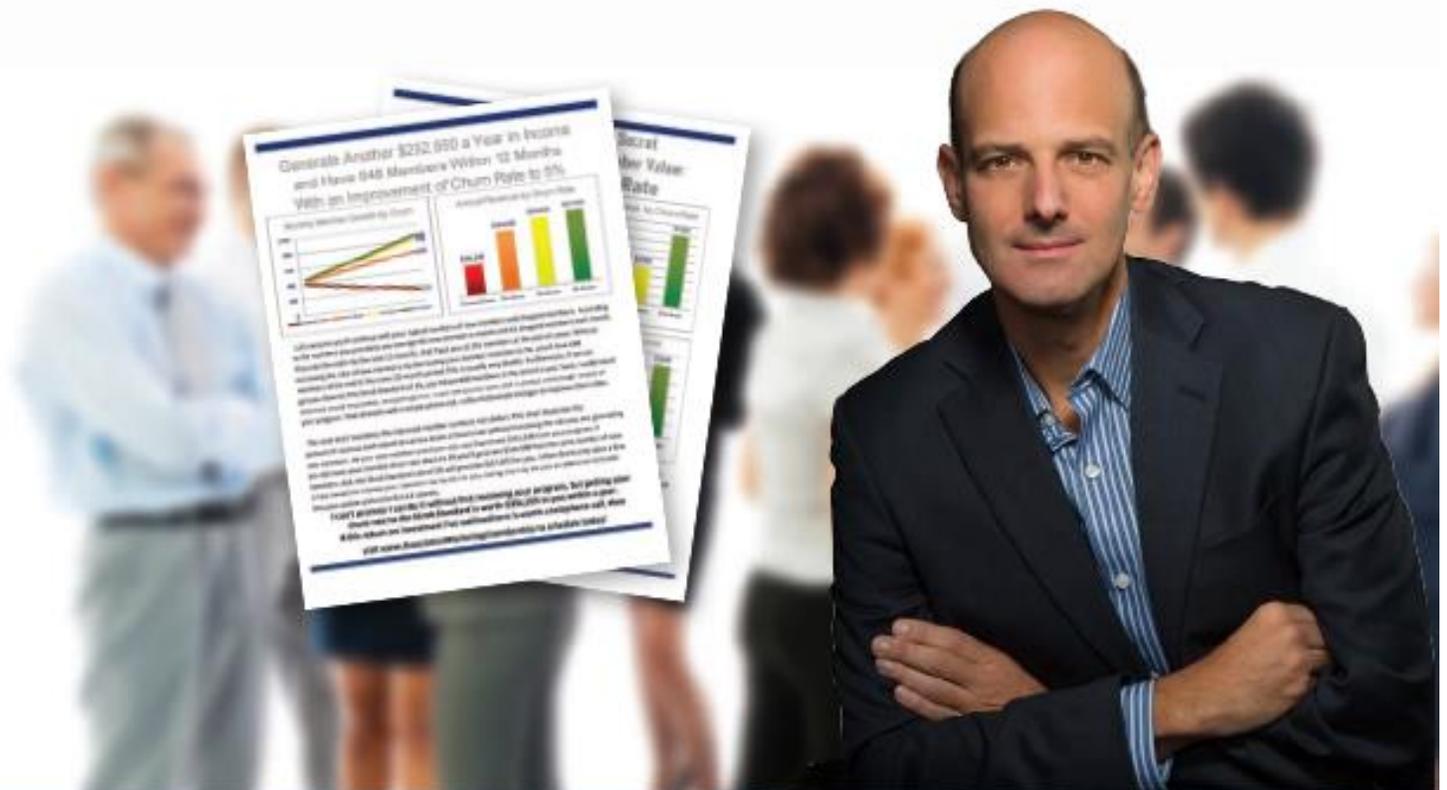
**Kim:** Great, thank you so much Robert. As always, you're an incredible guest. Lots of really valuable content. And I can't wait to put it into action some of the strategies I've learned from you today.

**Robert:** It's a joy talking to you always.

I hope you enjoyed this interview Kim Walsh Phillips did of me for her podcast, the morning coffee marketer. Let me know. Post a review on iTunes, or shoot, just send me an email, or post a comment on the blog. I'd love to hear from you. I read every comment and reply whenever appropriate.

Coming up next week is a great program with Lisa Sugar, the founder and CEO of Pop Sugar. You know, Pop Sugar is a huge media company that has a terrific blog and when they were on the search for diversifying their income beyond simply advertising, created a subscription box program called the Pop Sugar Must-Haves. Lots of great insights from Lisa Sugar, including how to diversify beyond advertising to create subscription services, what goes into creating the number one women's box, offering a premium product versus a discounted product, new subscriber marketing and retention insights, and advice for anyone looking to create your own subscription business.

# Too Many of Your Members Quit I Can Help You Stop Your Members from Quitting



**M**embers quit. And most people's attempts to lower member churn rates only make it worse. I can help you stop your members from quitting.

For 20 years I have focused on getting and keeping numbers. I come alongside you and your team to stop your members from quitting, and help you grow your membership.

You are investing a lot of time and money to grow your membership. Let's stop your members from quitting so your program will grow as fast as you deserve. I help you grow your membership with my systems for attracting, welcoming and retaining your members.

I can assess your membership program to identify your fastest easy wins.

Get started by requesting an assessment for your membership program today. ●

**Visit [www.RobertSkrob.com/Assessment/](http://www.RobertSkrob.com/Assessment/)  
so I can help you stop your members from quitting.**

Visit [www.RobertSkrob.com/Assessment/](http://www.RobertSkrob.com/Assessment/)  
to get your customized member retention assessment  
to double your membership programs in 2017.



### Increased Membership by 156%

*"Working with Robert Skrob and implementing his strategies we've increased the size of our alumni program 156% generating an additional \$1.4 million annually. Plus, our average lifetime customer value increased by 37%! Robert is my go to expert for forging a stronger relationship with our customers to provide them with greater value so they become more valuable, long-term customers."*

Richard Meneg, President, Automotive Training Institute

### Doubled Conversion and Doubled Retention

*"After I made the changes Robert suggested during our consulting day, my new member sales conversion rate doubled! In addition, in the months since, my member retention rate has doubled as well. With Robert's help I've completely transformed the growth rate of my business."*

Jim Augustus Armstrong, Flooring Success Systems



### Sold \$120,000 within 4 Hours and Launched Membership Program

*"It's been a whirlwind! We did so much. I basically crammed a years' worth of work (probably more) into 60 days. I remember our weekly coaching calls and how overwhelmed I was until Robert explained every step that needed to be done before the next step. Very, very detailed oriented. I was able to pull off something I thought was impossible. Actually,*

*it wasn't even on my radar and that was being able to sell \$120,000 worth of product (@ \$297) in 240 minutes with a built-in monthly membership piece. UNBELEIVABLE!"*

Michael Rozbruch, Roz Marketing Group

### An Additional \$2-3 Million in Revenue

*"I spent the day with Robert Skrob to learn how to increase the retention in my membership program. During the time we spent together we created \$2-3 million dollars in revenue. If you have any intentions of increasing your membership retention, Robert is the guy. You better get ahold of him as soon as you can."*

Ron LeGrand, Global Publishing



**Membership Services, Inc**  
New + Retention = Growth!

1390 Timberlane Road, Tallahassee, FL 32312  
850-222-6000  
[www.RobertSkrob.com](http://www.RobertSkrob.com)