

MEMBERSHIP & SUBSCRIPTION **GROWTH** WEEKLY

Three Key Breakthroughs that are Game-Changers for Membership and Subscription Growth

- A Conversation with Tim Broom

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This program features our special guest: Tim Broom

In 2013, Tim recognized the need for current and engaging eLearning for IT professionals and ITProTV was born. He had been operating a brick-and-mortar computer learning center and saw a gap he could fill where he could bring IT learning to the masses at an affordable price. As a career changer himself, Tim knew the value of IT training and he continues to believe that it can change lives. Today, ITProTV has a team of 50, occupies a 28,000 square-foot studio and creates new content every day. Even with explosive growth in the last four years, Tim is focused on expansion. He says “I am on a mission. A mission that will likely never end, that will provide every user on earth the opportunity to learn about technology, in an easy to understand, engaging way, that everyone can afford. It is our goal that every person will have an ongoing, continued subscription to ITProTV because it is the best asset and resource that an I.T. Professional can use to be effective in their role.”

Three Key Breakthroughs that are Game-Changers for Membership and Subscription Growth

Too many people create a subscription business because they heard it's a lucrative business model. While it's true that the membership model can help you scale your company faster, generate long-term stability and enable you to grow a vibrant tribe of thrilled members, generating revenue can't be your only priority. Instead, when you focus on generating a positive impact on your members lives, they'll reward you with membership and subscription growth.

In a recent interview for the Membership and Subscription Growth podcast, I spoke with Tim Broom, the co-founder and CEO of ITPro.TV. Tim transitioned to a subscription business model four years ago and is set to hit \$8 million in revenue this year. What he has done, you can do. Your product may be much different than his, but the keys to his success can be applied to any subscription model.

ITPro.TV is, as Tim describes, "a Netflix for learning information technology." They offer a low subscription price for access to a library of videos for people to learn and get certified in areas of information technology and security. At around \$30 per member per month, they've experienced a phenomenal growth rate. Tim believes this success is a byproduct of having the right focus, value, and onboarding programs in place.

Removing obstacles for your members to succeed

In a world where so many businesses are focused on profit, Tim has chosen to focus on a real, profound concern for the outcomes that each member experiences. He says, "you take care of your members, and we call them members, they're not subscribers or customers, they belong to something."

To explain further, Tim shares that his "job description is to remove obstacles to people's success. With that mindset, we wanted to bring a different type of learning, a different way of learning. Your obstacle may be geography because of where you're located, you might not be near an institution that can provide high quality training for IT; or maybe it's money, because you don't have the cash or maybe you can't get a loan

in order to do it. A lot of times you have young families with kids and someone wants to change careers, but they really can't afford to do it because they're working full-time to support their family and they can't do both. We want to remove those obstacles.”

The result of this transformation focus is an audience of loyal members who believe in your product and don't hesitate to share their success stories with others.

Delivering a high-quality product

When asked about having to compete with all the free information and training videos available, Tim believes that their success comes from the value of their product. They are an established and trusted source of content as opposed to the unknown sources producing the free content on YouTube. He asks, “as a business owner, who do you want to be working and making changes to your network that involves your email, or your website? Do you want them to learn from a trusted source or from someone on YouTube?”

To make certain that the value of ITPro.TV grows for each member, Tim adds, “We originate and create all our own content that is on our site. So, we're also a video production and content creating engine. Our team creates these videos and offers them up and organizes them in a way that an IT professional can get the skills and knowledge that he needs to be able to perform a task and it also grow with him as the technology changes.”

He states, “one of our core values is to create new effective content every day. So, every day, we're in the studio creating new content, so the value to a subscriber is greater a month after they subscribe because we've created approximately 400 more episodes, which happens to be about 25 minutes, the attention span of an adult. We always are creating new content to create more value for the subscribers.”

After adjusting your focus to be on the members' positive outcomes, and then making sure you're continuing to improve the quality for them, then next step in assuring your membership growth is to establish a customer success program.

Onboarding members to help them experience a quick-win

So many companies are so focused on getting new customers, and as soon as they sign somebody up, they're on to the next one. Onboarding them and being focused on getting them engaged, and helping them get value is absolutely crucial.

According to Tim, “It begins the moment the sale is consummated. It has to do with onboarding, relationship building, making sure that we help them be successful in their deployment. If they want to onboard 25 users, we want to make sure that those 25 users are being onboarded. If they're not, we're reaching out to them to discover why. We provide some low touch and tech touch opportunities for customer success, so they can be more familiar with how our website and the interface and the videos may work. We have an enterprise portal for the decision makers, so that they can track the users and create assignments. I think that first 10 days, the 30 days, are the most critical to get them in there and using it, and to realize what we are, and how we can help them do better at what they do.”

A successful onboarding program needs to incorporate instructions to help the member get the fullest benefit of your product, and it also needs to build a relationship with that member. “I always communicate with our members directly and if they respond to me in email, or I send emails through groups and they reply, every email comes to me. And when they dial our phone, I answer the phone because we are just all real people, and no one is better than anyone. If they know you have their best interests at heart, and they know that you care about them and their success, I think you get that loyalty back from them. You treat them with respect and honor, and always do the right thing, and the reputation will be out there for you for that.”

With a focus on each member having a successful outcome, continuous attention to the value of your product, and an onboarding system in place to ensure customer success, you have the three key ingredients to grow your subscription business and maximize your recurring revenue.

Conversation with Tim Broom

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

Tim: “We always are creating new content to create more value for the subscribers.”

“We made the leap and quite honestly after the first year, we'd had a million in sales in our first year, averaging 30 dollars per month.”

“If they know that you have their best interests at heart and they know that you care about them and their success, you get that loyalty back from them.”

Robert: Welcome to Membership and Subscription Growth. I'm your host, Robert Scrob and today you are going to hear the secret to long term membership and subscription growth, the real key breakthrough that is a game changer and will totally change how you look at your membership forever. Too many folks are jumping into membership and subscriptions because it's the subscription economy. It's the thing to do. They're in it for the money and the revenue, and by golly, that is certainly there. The power of recurring revenue is certainly an amazing opportunity and a terrific way to grow a long term sustainable business. But that can't be the reason why you get into the business, instead it has to be a focus on the member and having an impact in their lives. My guest today is Tim Broom, who is the CEO and co-founder of IT Pro.TV. Like the Netflix for learning information technology.

Think of it as like your network guy. The guy who fixes your computers and either is on your team and does it or has their own business and comes and does this sort of thing for your business. That guy, in order to become educated and know how to actually fix your computer, can use IT Pro.TV, subscribe and take these classes, become certified. What you're going to hear are several things, but

more important is a real profound care about the outcomes that the customers have. While they certainly are producing a ton of training and putting it out on their website for their subscribers, they're really not focused on the training itself, but focused on how they are helping their subscribers improve their lives, get raises, grow their business, help other customers that they wouldn't have been able to help because now they've got new skills and training.

So it's a very interesting view of the industry. A lot of folks I know, hey if you got into this business because of the money, God bless you. It is why we all did, but when you fall in love with your member, it changes everything. It helps you become successful. It helps you grow your business and you're growing on a much more stable foundation. With that, I hope you enjoy this episode with Tim Broom.

Welcome to Membership and Subscription Growth podcast. My guest today is Tim Broom with IT Pro.TV. Tim, for those who aren't yet familiar, what is IT Pro.TV?

Tim: Well, the easiest way to describe it is think of it as the Netflix for learning IT. It's a small subscription price but access to a library of videos for people to learn and get certified in areas of information technology and security.

Robert: Awesome. What types of programs? Is this for the really geeky programmers doing web stuff? Is it for offices with bringing on employees? Who would this be for?

Tim: Think of it from, who do you call when your computer doesn't work. Network infrastructure. Network admin. Server admin and the security professionals. That's generally the area that is our area of focus.

Robert: Nice. So all those folks that come and fix my computer, they seem to know exactly what to do. They get that way by becoming a subscriber or working for someone who's a subscriber of IT Pro.TV.

Tim: Correct. Correct. Everybody went to school for what is called a vendor authorized certification. I mentioned the Netflix. You know how Netflix originates and creates some of their own content, like House of Cards for example?

Robert: Sure.

Tim: We originate and create all of our own content that is on our site. So we're also a video production and content creating engine.

Robert: Wow. So there's quite an infrastructure there, in having folks who know this content and can stand up, be prepared and teach it. That's one thing. As you know, it's a whole other thing to teach it in an interesting way.

Tim: And to do it in an engaging way that people enjoy to watch, because sometimes IT people might not be on the really high end part of the personality scale.

Robert: What? Oh, I'm so shocked. They're going to be completely offended by that, Tim.

Tim: Yeah, they're kind of unicorns. Well, you know I am part of this group, so I mean no offense.

Robert: Well certainly present company excluded. But Tim, you too have thousands of videos on how to use all these technologies and servers and Adobe Suites and so many others. How do you deliver value through your subscription and compete with all the free content that's out there right now?

Tim: That's a great question because there is a lot of great content that is available on YouTube, but you said there are thousands and hundreds of thousands and millions of videos, and to work through the videos that are bad to find the ones that are good, sometimes when you have a very short period of time, can be difficult to do. And also, do you ever really know is it a trusted source? Now you have a business, and most people probably have a business that are listening, but who do

you want to be working and making changes to your network that involves your email, or your website? Do you want them to learn from a trusted source or from someone on YouTube?

Robert: Right. Actually I have no idea whether or not my IT professional gets his information on YouTube. As long as the fix kind of sticks, then I don't necessarily evaluate his knowledge, but I imagine you save him or her a whole lot of hassle in discerning exactly what is good and what is bad. That whole curation is a tremendous shortcut.

Tim: Right. We have a long history. We started back in 2000 in the traditional instructor led training space, doing vendor authorized training. So we were official Microsoft and Sysco and Security training providers. Our team creates these videos and offers them up and organizes them in a way that an IT professional can get the skills and knowledge that he needs to be able to perform a task and it also grow with him as the technology changes.

Robert: So you're coming out with new courses and such as there's new platforms that he or she needs to know.

Tim: Correct. And even one of our core values is to create new effective content every day. So every day, we're in the studio creating new content, so the value to a subscriber is greater a month after they subscribe because we've created approximately 400 more episodes, which happens to be about 25 minutes, the attention span of an adult. We always are creating new content to create more value for the subscribers.

Robert: Alright. It's kind of like one episode per beer.

Tim: Sure.

Robert: Historically, training companies have offered their courses as a standalone product. You learn Microsoft server. You buy that course and you go through it from start to finish, and maybe there's some piece of paper or PDF certificate that I passed it, whereas IT Pro.TV makes all of your training courses available for one monthly

subscription. What was it about the subscription model that attracted you and that you embraced it with IT Pro.TV?

Tim: There's no doubt that it's a giant leap to go from the previous business that we had that I exited and sold. We would sell to a company, a single course, a five day course for their IT professional to be 2500 dollars.

Robert: Nice.

Tim: Or if an individual wanted to change careers and wanted to enroll into a program to become a server admin, it would be as much as 20,000 dollars. So to go from those type of contract values to what is an average of 39 dollars per month, was certainly a leap of faith. But what we found we wanted to do -

Robert: Absolutely crazy when you mention it, when you position it that way. What have you found?

Tim: Well, I have as my job role, my job description is to remove obstacles to people's success. With that mindset, we wanted to bring a different type of learning, a different way of learning, that we wish we would of had 20 years ago, whenever we were learning. If your obstacle is geography because of where you're located, you might not be near an institution that can provide high quality training for IT, or maybe it's money, because you don't have the cash or maybe you can't get a loan in order to do it. A lot of times you have young families with kids and someone wants to change careers but they really can't afford to do it because they're working full-time to support their family and they can't do both. We want to remove those obstacles. So we made the leap and quite honestly after the first year, we'd had a million in sales, in our first year averaging 30 dollars per month per subscriber, out of nowhere.

Robert: Is that better that if you'd been selling to courses for 2500 dollars each?

Tim: The revenue itself was a lot less but the first year I was running the two business simultaneously, so I was running it kind of in addition to my core business, and so the traditional business kind of funded the startup. I was able to run expenses through that. After the first year, that's where the true leap of faith is, when I told my wife "This business that we've had for 14 years and supported our family with, I want to sell that and go work on this startup because I think it really has legs."

Robert: Nice.

Tim: That was the leap of faith.

Robert: Yeah, it was. What have you found? You went from selling. An individual customer would be worth 20,000 dollars, or a minimum of 2500, to having a customer whose first month transaction or initial transaction may be 39 dollars. What have you discovered about the subscription model? Is it out performing the previous transactional model?

Tim: It is and I think if you have a quality product and if you take care of your members, and we call them members, they're not subscribers or customers, they belong to something. So as a member of IT Pro.TV, if you take care of those people, they will tell their friends if your product is good. We went from one million the first year, to three million the second, to five the next, and we'll hit eight million this year.

Robert: Wow. The real huge power of course, of the subscription model is you don't have to replace your customers every year, whereas with the 20,000 customer, it's great to get the 20,000 dollars, but chances are you're getting very little from that person in year two, three, four and five, whereas with this model, you've got presumably, a large percentage of the customers you had in the first year, added to the ones you got in the second year, added to the ones you got in your third year. It allows you to scale a lot easier because you don't have to go find all brand new customers every single year.

Tim: That's exactly right. I talk about in the old business, at the first of the month, there was a zero on the sales board and I knew that my expenses were going to be between two to three hundred thousand dollars for that month. So how many days did I have to work in order to get three hundred thousand dollars in sales to really just cover my cost?

Robert: Wow.

Tim: Sometimes it might be the 20th of the month. Sometimes it was the 30th and sometimes it was the 5th of the next month. In the subscription business, I call it making money in your sleep because every morning you wake up and you have your subscribers that automatically re-subscribe that night, so you get an email of what the deposit was. And you continue to take care of them, and they continue to hang around and tell their friends and their employers about it, which creates more leads.

Robert: Waking up and seeing those transactions from the Gateway, I assume it's like the Gateway email that shows you what transactions came in.

Tim: It is life changing.

Robert: That makes your morning so nice.

Tim: It does. I mean it's predictable, reoccurring revenue.

Robert: How are you generating your new members?

Tim: I describe them as social influencers. For the past really three years, I've been advertising. We're just now getting to the point where I hired a director of marketing and we're going to do some true marketing. But an area of success that I've had over the past few years are podcasters in technology. And really, I'll say one main one, which is Leo LaPort. I call him the godfather of technology broadcasts. He originally inspired me from a TV show called The Screen Savers on TechTV in the late '90s to change careers from transportation to get into IT. So I started as an IT career student. When we started IT

Pro.TV, I knew where I wanted to advertise because he had a video podcast.

So I started there and this is one of those challenges that whenever someone starts a business, they have to overcome their challenges with optimism. I reached out to him and his team to try to advertise with them. They were really hesitant in not wanting to because I was a startup. In this world there's a lot of credibility in the social influencer world whenever they talk about a product, so they told me no. I said "Well, I'm coming to visit you." He's in Petaluma outside of Napa. I said "I'm coming to visit you. We're going to talk about it." So I went up there and I talked to him. He came up to shake my hand, and I said "Leo, I've known you since the late '90s. You inspired me to change careers, to get where I am today. I need a hug."

Robert: Awww.

Tim: And he's a good spirit. He gave me a big bear hug. From that point on, we sat down and we talked about it. I told him "We're not new to this world because we've been doing this for so long. We're just new to this particular type of business. This is our purpose. We want to empower the world through learning and engaging learning." He bought into it and he started talking about it. He talks about it with passion. To this day, I visit him two or three times a year and we'll go to dinner. We'll talk business. Him and his wife have been mentors for me and it's just been a joy. His audience is a perfect fit for our group. So we've looked to replicate that same type of experience. It's just he has larger audiences than most others.

Robert: I absolutely love the idea and heart behind that concept. Most subscription companies that I've talked to about influencer strategy, they're thinking "How do I phrase this email that's going to get this influencer to promote me to their entire audience?" I try to explain there is no email that's going to make that happen.

Tim: Right.

- Robert:** They're not like looking around, hoping that somebody else comes along with a new product for them to hawk. They've got more than they could possibly deal with. They're looking for things that are going to fascinate and delight their audience. The influencer model certainly is the future and a terrific channel today, however it's not done via a single email.
- Tim:** No. No. I will say just because you advertise and there's a pre-read ad, or someone reads a script, that doesn't work as much as any other type of normal marketing. It doesn't work any better than any other type. What really works is when someone is authentic and transparent, and they talk about a product that they believe in, and why, and that's where people respond.
- Robert:** Nice. If you were talking with another business with an influencer strategy, what would you advise them in order to identify an influencer and approach them?
- Tim:** Well, I would certainly look in their world and find the influencer that they would follow that is most like them. That maybe there's a culture fit for them. I would spend a thousand dollars and go see them, go press the flesh, shake hands with them, go to dinner. They're normal people and they just want to know that the things that they talk about, that it's going to somewhere good and it's not just a normal advertiser. That's where I believe that you'll get that extra feeling in their voice whenever they're talking about you or providing some sort of publicity for you.
- Robert:** I really love that advice. Certainly, going to see them as no guarantee that they'll ultimately promote you, but you can pretty much guarantee they won't promote you if you don't take that initiative and care about them, there's no reason for them to care about you.
- Tim:** Absolutely. Agree.
- Robert:** How do you create a community and engagement among your members?

Tim: I think first off as the CEO and I use that in quotes, as the CEO because that's the way it's referred to me sometimes, I always communicate with our members directly and if they respond to me in email, or I send emails through groups and they reply, every email comes to me. And when they dial our phone, I answer the phone because we are just all real people and no one is better than anyone, and if they know you have their best interests at heart, and they know that you care about them and their success, I think you get that loyalty back from them. You treat them with respect and honor, and always do the right thing, and the reputation will be out there for you for that.

Robert: Wow. You see so many folks that are really all about ... They don't think of themselves as churn and burn, but that's essentially their attitude, is that the subscriber is there to pay them money and that's kind of where their attitude ends. Having that feeling of respect and really honor for the folks who are supporting your organization is really a beautiful thing.

Tim: It's truly a gratitude and often times I get emails from people who will watch a course and they pass a certification, and they get a promotion, and they want to thank us. Or they'll send it to me, so they'll thank me for our team because of what we helped them do. And I always tell them "You did all the hard work. All we did was provide you the information, organized in a way that was easier or hopefully better for you to make that successful exam, to employment, to understanding of the skills in order to be able provide that function, to earn more money. You did all the hard work. I'm grateful to you because things that you do by subscribing and becoming a member of us and telling your friends, allows us to do our dream jobs." We have what would be 50 people here next week as employees that this company has grown because our members like us so much that they spend their hard earned money with us each and every month. We are so grateful to have that opportunity to do that.

Robert: That's awesome. Really, really beautiful. They walk through the door, but you certainly open the door. It's got to feel great to know the impact that you're having on people's lives. Those families are better

off, more secure, able to pay off their bills and maybe go on vacation this year because of the platform that you're providing them. So many people, whether it's a subscription box, they're focused on what goes in the box, or if it's an IT SASS company, they're focused on the function of their product. What's beautiful about your comments is that you are focused on the outcome it has on the member versus the thing that you're actually delivering.

Tim: I believe that if we focus on our member's success, a byproduct of that, the result of that will ultimately be yes, we'll make money and we'll grow. But we focus on success, we don't focus on the money. We don't focus on how many members we have or the growth. We just focus on empowering more people. We used to say "Help change people's lives and help improve people's lives." One day I had this epiphany that said "Who am I to say someone's life needs to be changed or improved?" That's kind of a ridiculous type thought. We should empower them and let them make the decisions that they want to make, if they want to change or improve their life. Let's just give them empowerment and empowerment through engaging learning. That's what we can do is create that engaging learning, so they can be empowered.

Robert: Nice. Nice. With customer success, how are you focused on helping your members that when they first join and they go to their website, they put in their credit card, they join, how do you help them become successful as quickly as possible, engage in your product, and start generating value?

Tim: I will say that in this journey of SaaS, which I'm new to, customer success is probably something that I really learned more about in the past six months than before. We believe in customer service and customer wow. I've taken a large group of my team to Zappos to go through their customer service training. We thought we were doing everything right. And then we really started about this concept of customer success and what is real customer success, because it is not customer service. It is a different experience. It begins the moment the sale is consummated. It has to do with onboarding, relationship building, making sure that we help them be successful in their

deployment. If they want to onboard 25 users, we want to make sure that those 25 users are being onboarded. If they're not, we're reaching out to them to discover why. We provide some low touch and tech touch opportunities for customer success so they can be more familiar with how our website and the interface and the videos may work. Or our enterprise portal for the decision makers, so that they can track the users and create assignments.

And then we have high touch, that we're really just getting ramped up and getting started right now, for our more enterprise clients, for the larger level clients, there will be human touch type interactions.

Robert: Nice. You're tracking their initial login and path, in order to see that their making some progress in the first seven, 14, or 28 days?

Tim: Correct. If they sign up 25 users, we want to make sure that they're deploying those dues to their end users, and their end users are getting logged on. If not, we reach out to them individually to ask if they need any assistance, or whatever it may be. Because I think that first 10 days, the 30 days, are the most critical to get them in there and using it, and to realize what we are, and how we can help them do better at what they do.

Robert: Nice. It's one of the chief things that I work with billion dollar publishers, vast companies, subscription boxes, and how you deal with the customers in the first 30 days really determines the lifetime value. Whether they cancel in the first 30 days, or they cancel three months later, generally it all comes back to that first 24 hours of experience, week, or 30 days. That's what we learned in the association world 20 years ago, was whether we got a renewal a year from now, was really determined on how we handled the membership in the first 30 days. So many companies are so focused on getting new customers and as soon as they sign somebody up, they're on to the next one. On boarding them and being focused on getting them engaged, and helping them get value is absolutely crucial.

Tim: I was listening to an audio book about customer success and the moment that they talked about never just on board a customer and

then don't call them again until 90 days before renewal to ask them if everything's fine, if they want to renew. I had this pit in my stomach. I'm like "Oh my God, I cannot believe this is what we have been doing." Fortunately, we've had great renewals but the pit of my stomach, because I realized I wasn't taking care of our members the way I really should have in that enterprise space. We needed to change.

Robert: It's not just enterprise space, it's in every space. Whether it's in publishing, ... You can have a lot of impact on your churn rates by how you treat your customers in the first seven to 14 days, and help on board them. It's a very special time in the membership and a game changer.

Tim: You're exactly right.

Robert: So what are some of the things that you do to keep your members longer and increase their lifetime value?

Tim: I think that we create relationships with them. We call them different types of touches, whether it's email information from a perspective of this is what's new and relevant for you, because we kind of build these profiles based on the courses that they've taken. We aggregate information that might be in the media about something or exploits. Upgrade opportunities on new areas, like in the areas of security, whenever there's something that needs to be updated or upgraded. Our host, which are previously authorized trainers that would be in a class, have found themselves to become almost social influencers themselves. We call them almost like stars because they create this raving fan base. Again, the geek neighborhood, like we each have our quirks. People enjoy watching them. We build relationships. Each one of our courses, as we create our courses, we stream it live, and we allow the community to be in the chat room to ask questions. Where the community helps us create better content, based on the principal of we try to recreate what is the best about instructor led training, and part of that is where you ask the question that I haven't thought of yet.

The community can help us do that and create better content if they're in the chat room. So we talk to them and we create relationships with our members. When we go to different cities to travel to a conference, we were recently in Austin, we had a meet up. I was shocked. We expected about 50 people to show up. We had 90. We had people coming from Houston and San Antonio to Austin, to come to a meet up to have some Mexican food and couple of beers. They wanted autographs and pictures. I'm listening to these people because I'm asking them "Tell me what you love. Tell me areas to improve. Tell me something that I got to stop doing." You know, there's a wealth of information and they were so giving and wanting us to be successful. These guys are partners. That's why I say we're members not subscribers. They belong to something. We belong to them.

Robert: That's wonderful.

Tim: When you do that, when you can reach that point, it's more than just a business relationship.

Robert: That's pure gold, certainly, for all of your marketing, understanding not just what you're delivering, but the impact of what you're delivering has on your members.

Tim: Correct.

Robert: What advice do you have for some gal or guy out there who's looking to launch their own membership based business?

Tim: You mentioned like the box subscriptions, I would always take the time to put a personal note, and it doesn't have to be in every box necessarily, if you're sending out hundreds or thousands of boxes because we don't have the time, but I would take a note. Say "I hope you're having a great day. Thanks, Tim." or "Reach me, call me directly if there's anything I can do for you." They have to create that personal touch. I believe that if you do that with people, that they will continue to serve you as a customer in that relationship.

Robert: Yeah, there's no question. What you're doing is creating individual relationships at scale.

Tim: Right.

Robert: Anything you can do to foster those individual relationships is going to grow your membership.

Tim: Yeah. The customer doesn't realize that you have 5000 or 10,000 customers ...

Robert: Or care.

Tim: They just look at you as one.

Robert: Absolutely. I totally agree.

Tim: They're like your one customer. Any personal touch you have, I believe that they appreciate. I always noticed it on my end.

Robert: Well Tim, thank you. This is absolutely great information for anyone who's growing their membership and subscription businesses. Thank you so much. I absolutely encourage you to check out IT Pro.TV. Certainly, there's a lot of classes on there about Window's, Excel, PowerPoint, as well as things for your IT professional. It could be a great resource for your office and team, as well as your favorite IT pro, either within your office or outside of it. Tim, thank you so much for being my guests today. This has been great information.

Tim: Thank you. I appreciate the time and it's great speaking with you, Robert.

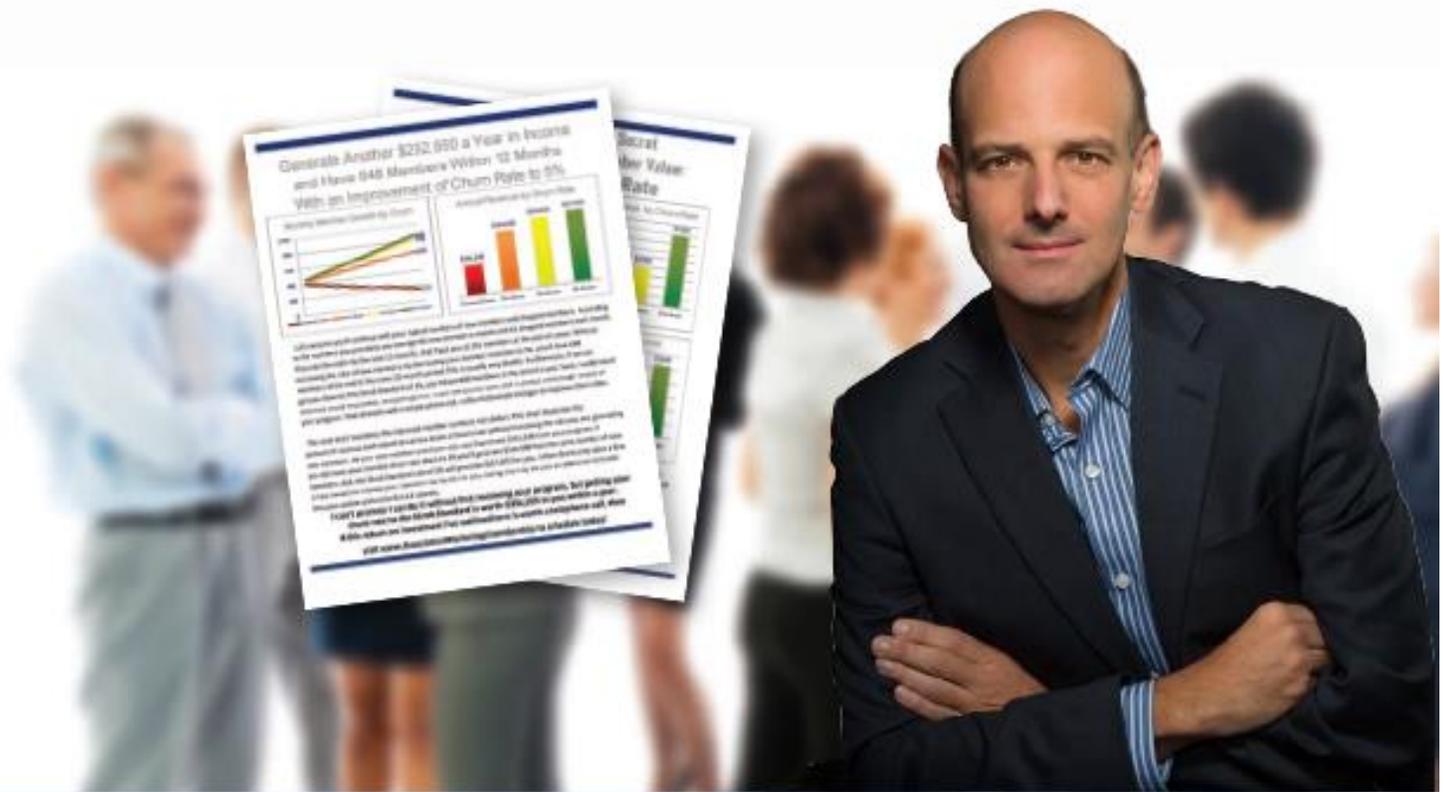
Robert: Wasn't that terrific? I knew you would enjoy it and I appreciate you for listening to Membership and Subscription Growth. If you haven't already, subscribe. What's holding you up? Get on the band wagon and make sure that you don't miss another episode of Membership and Subscription Growth and also check out some of the previous

episodes that we have. Folks like John Warrillow who wrote the Automatic Customer, who talks about the value of your business with a subscription component versus not. Robby Baxter, the person who coined the term the Membership Economy. Paul Larson, who will help you reduce the involuntary churn, those failed credit cards. Lots of great insight on that and more. Plenty of great stars and celebrities have given me the honor of appearing on Membership and Subscription Growth, and given you the opportunity to get insight into their subscription business.

Next week my guest is Babak Azad, who was with Beachbody, who has made 10X their business and grew their revenue. We're going to talk about really what it takes to 10X your subscription. Today Babak is with Round Two Partners and works with a lot of subscription brands, helping them scale and grow. We going to talk about a lot of things including metrics, the real hardcore numbers you need to be looking at in order to give yourself, like when you're working out, you're seeing how much weight you can bench press and what you're lifting, and also checking out your weight, and maybe vital measurements. Well, these are the vital measurements for your subscription. Just like you can know how you're progressing with your workout, these measurements talk about how you're progressing with your membership and show you early warning signs.

All that and more coming up next week on Membership and Subscription Growth.

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



Members 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/
so I can help you stop your members from quitting.**

Visit 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!

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