



WORKING WITH MEMBER UP



First off, we really appreciate your interest in working with us. Even in these early discussion stages, we don't take that lightly. By the way, "we" is Michael Steele and Travis Northcutt, partners at Member Up. You will work directly with us and not with a group of off-shore developers.

We've put together this packet simply to give you a peek inside the door at what it will be like working with us. At this point, you may hardly know what we do or what we believe is important as it relates to the services that we offer.

We hope this document will unravel that for you a bit.

Our Specialty is in Membership Products

While we have over a decade of collective experience in design, development and online marketing, we have spent the last two years focused specifically on helping membership sites build up more customers and keep them around for longer.

Half of our day is spent working with our clients, while the other half is dedicated to staying at the forefront of the membership economy and educating other membership business owners in the strategies that we are learning. We currently do that through:

- > Exclusive advice on our monthly newsletter ([sign up for free here](#), if you're not already)
- > [Articles on our website](#)
- > Our book, **Member Up**, on creative strategies that you can use to lift sales for your membership site ([grab it here](#))

Unlike other marketing experts, we bring a very deep understanding of the membership model and what's needed for building you a reliable content platform.

- > Membership Platform Concierge
- > Platform Migrations
- > Email Automation and Segmentation
- > Custom Design and Development
- > Strategy Coaching and Consulting
- > Custom Member Analytics

For your business, it may make sense to go through several of these or focus just on one.

We also offer several packaged services that address specific needs for a membership business:

- > **Member Up Blueprint**

A high touch teardown and analysis of your sales funnel that finds where the holes are and where to prioritize your attention for the most impact on growing your business. [Click here for more info on this service.](#)

- > **Growth Consulting**

For businesses looking for a long-term partner to come alongside and help with improving sales and retention, we are available to help create a game plan to grow and execute those new strategies.

If you're interested in knowing more about our philosophies on running a membership site, we have a short manifesto written up [here on our site](#). More importantly, [joining our monthly newsletter](#) will give you a lot of insight into our approach and beliefs in how a membership site should be run. We put a lot of importance into keeping up with that and putting our best ideas into what we send out.

“What Kind of Results Can I Expect From Working With You?”

We get this question all of the time, and our answer is almost always the same.

We are very successful at what we do, not only in fulfilling the tasks we've set out to do, but also in our processes of finding out the important goals that your business has and setting systems in place for you to hit those goals. Otherwise, we wouldn't be specializing in working only on helping membership sites.

The results, however, vary so differently for every project we work on.

For one, we are often going after completely different metrics for each project – one client may be looking to simply build a larger audience at the top of their sales funnel, while another is looking at making their current members better at participating and using the product. Those results are going to look very different.

We often get brought in to a situation where the business is in complete disarray and the opportunity for improvement is massive. Then there are some clients who are already making big strides in their business before we come into the picture and our job is to optimize and tweak what they've done a good job putting together. The results that we would expect in those two scenarios are very, *very* different.

Joint Responsibilities

Any project that we work on is not just something “we do for the client”, but instead a collaboration between peers. If we were to end up working together, ideally we would all come at this invested in the same thing — putting your organization in a better position than you were before we met.

Our responsibilities include: Keeping communication lines open so that you stay in the loop on our progress
Responding to any questions or concerns promptly (within one business day)
Making it clear to you when to expect certain milestones

Your responsibilities include: Providing direction and approval on strategy
Prompt response to emails and feedback requests (within one business day)
Prompt payments on all agreed upon invoices (within 10 days)

Our joint responsibilities include the following: Making design and development decisions based on the conceptual objectives that we agreed upon, rather than personal preferences

Our Availability

We work Monday through Friday, between 9am and 5pm CST, which is also how we limit our time responding to emails or phone calls. We both have families at home that we make sure to give our undivided attention to.

We also are not able to jump on a phone call or meeting on a whim. If you would like to set up a time for a phone call or meeting, the best way to do that is by just sending us an email with some times that work best for you. Most days, we can make that happen within our 9-5 window.

Like everybody, we also take vacation from time to time. Barring any personal emergencies, you'll know about all of our vacation plans at least two weeks in advance.

Testimonials

“Unlike other firms I contacted who sent me a quote based on the standard online form I filled out, Michael and Travis took a different approach. They took the time to learn about my business and exactly what I needed. My experience as a customer has been great, and I am confident they will help me grow my business well into the future.”

– Chris Nerat, Fitness Workz

“I knew a paid membership website would be a valuable way for me to serve my audience, but what I needed to accomplish

with it is a bit more unique than a standard, cookie cutter membership site, so I reached out to the Michael & Travis at Member Up to help me cut through the overwhelming number of options. They took the time to understand my project and then provided feedback and expertise that was not only extremely valuable in knowing exactly how to move forward, but was also helpful from a strategic perspective in teaching me how I should think about my membership site. The result for me will be a membership site that serves people better, that's easier for me to manage, and provides more revenue for my business.”

– Tim Schmoyer, videocreators.com

What's the next step?

If you feel like we would be the right fit for your project, a great next step is to talk over the phone, so that we can find out more about your business. Please go to our [Project Starter page](#) on our site and tell us a little more about your situation.