

JAMES SCHRAMKO

15 Lessons Learned from Building and Running a Paid Online Membership in the Fitness Space

- 1. Diversification of content:** Offering a wide range of topics and content types within your area of expertise caters to different interests and needs, attracting a broader audience.
- 2. Addressing unique client needs:** Understanding and tailoring strategies to suit individual needs is crucial for providing effective and personalized coaching.
- 3. Creating a supportive community:** Building a community of like-minded, passionate coaches who value knowledge and education can enhance the overall experience for members.
- 4. Choosing the right business model:** Providing lifetime access to courses and content can enhance customer retention and loyalty, creating a sustainable business, while offering subscription-based services can provide recurring income, promote long-term customer engagement, and help finance the development of new products or services.
- 5. Strategic marketing and customer acquisition:** Relying on organic growth alone may not be sustainable in the long term. Implementing strategic marketing tactics, such as lead magnets, social media engagement, and email campaigns, can attract new customers.
- 6. Retention as a priority:** Prioritizing customer retention is crucial in a subscription-based model, as retaining existing members is more cost-effective than constantly acquiring new ones.
- 7. Interactive learning:** Incorporating interactive elements such as live group calls, forums, and gamification can enhance the learning experience and foster engagement among subscribers.

JAMES SCHRAMKO

- 8. Continuous improvement:** Constantly seeking to improve the quality of offerings, content, and customer experience is essential to maintain growth and success in the fitness industry.
- 9. Leveraging reputation:** Utilizing established reputation and goodwill in the industry can be a powerful tool for initial growth and attracting an initial client base.
- 10. Flexibility and adaptation:** A willingness to adapt to changing circumstances, such as transitioning from in-person to online operations during a global crisis, is crucial for sustaining a business.
- 11. Customer-driven content:** Allowing subscribers to vote on the topics they want to learn about fosters a sense of ownership and personalization in the learning process.
- 12. Leveraging technology:** Using suitable technology platforms can enhance the delivery of content, facilitate engagement, and improve overall user experience.
- 13. Providing value and rewards:** Valuing and rewarding existing clients can foster customer loyalty and encourage repeat business, leading to long-term success.
- 14. Starting early:** Starting a subscription-based business as soon as the idea forms can help build momentum and establish a loyal customer base more quickly.
- 15. Balancing content volume:** While comprehensive content can add value, starting with less content might be more suitable for a new audience to prevent overwhelming users.

Join the JamesSchramko Membership, where critical decisions become clear, and success follows proven playbooks. [Connect and prosper!](#)