



JAMES SCHRAMKO

This One Tool has Transformed My Membership

The ideal membership platform offers ease of use, versatility, control and scale potential. James thinks he's found all of this in Kleq. Discover more.



James Schramko and John Lint

James: James Schramko here. Welcome back to my podcast. This is episode 980, and I've brought along my special guest, [John Lint](#). Welcome back.

John: Hey, hi. How are you? Thanks for having me.

James: John, you are a genius. I just want to say this. We've been friends for a long time. You've been talking to me about the software I've used a little bit a couple of years ago, I've started another membership.

But I always was so caught up in what I had, because it was just this big beast, that I never really got to lean into it. But I can tell you, I am pumped today, like you can probably detect some excitement. There's a few reasons for that. One is I've had a couple of coffees, no biggie. Two is I've had a surf. Three, I've had an infrared sauna. Four, my broken ribs that I've been nursing for the last four and a half weeks are finally getting to a point where I'm able to do the things I need to do.

But most importantly, I had a member meeting this morning, and these are all members of the new community that we've moved people to, and they are buzzing. So there's been some changes happening in my world, and I want to share the story with our audience. You're a big part of this story because we're talking about your platform, [Kleq](https://Kleq.com), that's spelt K-L-E-Q.com. Once you know how it's spelled and how to look for it, it's very easy, and it'll stick. Okay? But I didn't really get it until now.

And you've seen me, you've seen me go through this metamorphosis. Because on the weekend, I was doing things that I've never done before and doing them with ease to the point where, by the time I asked you about something and then you got back from your bike ride or whatever else, I'd already figured it out. It's just that easy.

You know what it's like? An ATM. You don't need instructions. Once you understand how it works, it all makes sense. So now I see it from your point of view. You're like, Why does this idiot ask me these questions? Why does he find this difficult?

John: [laughs] Nah.

James: But now, it's like, okay, I get it. Like, I was able to create new products, I was able to modify and move things around my forum, I was able to change bundles, I was able to edit my cart, the bullet points and stuff. Now I've got a team, but I was doing this on the weekend, because I was interested, I want to go deep.

And I want to experience it from the point of view of my audience, what it's going to be like for them when they're in here without a team. And I love my team, and they're awesome. But I've got equal footing on this platform because there's no code, you don't have to be a wizard. So it's great, I've got leverage, and my team can do other stuff, like edit videos, but there's less and less for us to do.

I've canceled my Intercom account from the old platform. I've canceled some NES PF flattening stuff, because we don't need all these records with name settings. We're unwinding all this stuff, because it's just getting simpler and simpler, and the weight is coming off and off my shoulders. So I just want to quickly reflect on this story. But the first point is John's a genius, the platform's incredible. But I'm going to tell you why.

Looking back and looking forward

We've got to look at the history, and we've got to look at the future, right? There's this fine balance. Whenever I'm thinking, where am I going to be in the future, I'm always thinking about, well, what have I already learned from the past? The great power is in looking back. How did I get in the position I'm in? How did I get the platform I'm in? How did I build this Frankenstein?

Well, the simple answer is there was no Kleq when I started my membership in 2009. It just wasn't there. So I made do. But over time, if I'm thinking about the future, what I'm thinking about, and this is a lot like trauma, or people who keep bringing trauma, do I want to keep holding on to the old platform, while the potential of the future, I'm missing out on?

And I got to this point where someone starting today would actually have an advantage over me. And that's a bit weird, because I've been around for a long time. But what's happened when I actually look at the big picture, the big questions are, am I still doing the membership model? And the answer is absolutely. Like more than ever. I am fired up.

Can I build this machine to survive? Right? Of course, things go through my mind. I have to address [OwnTheRacecourse](#). I'm not worried about that. I'll tell you why. One, my database is still sitting in [Ontraport](#) and backed up to a CSV file sitting somewhere safe. If I lost everything, then I could set up on a new platform and send them an email, right?

Two is, I've got people billing through PayPal or Stripe. So that's separate from the platform. Three, I've got all my content on videos in either Amazon s3 or Wistia, or in Drive. Probably all of those places, to be honest. Four, every piece of like, playbook or training or whatever, a PDF, all the texts that I'm putting, it's actually stored in a Google document as well.

I could print that off as a PDF. I could print it on physical paper, and I could put it in my safe, like, it's that saveable. The only bit that I'm not keeping are probably the forum stuff. But as I'm about to tell you, that's actually an advantage. Because in terms of survival, I'm comfortable that what we're building is going to be sustainable, because even though, what I have noticed is I'm now more active.

Where apps are at

That's because of the technology. I'm getting push notifications when things happen, that I didn't used to get. The old system used to send off emails. And I did have apps, but they're a little bit tricky. Sometimes their usability wasn't great. Sometimes, as an owner of the platform, I can't really use the app to do what I wanted to do as much as I would have liked. But this app's different. It seems to be very app heavy, and notifications are incredible. Can you just speak to that feature for a second?

John: Yeah, I mean, that's a very big consideration. And it has to do with the type of app that you create, right? And obviously, from the ground up, we focus on creating native app. And without going into too many details, it's basically building the types of apps that Apple wants, in terms of coding. But that allows you to then take advantage of all the awesome things that we love about apps, such as, you know, when you're using any social media type of app, then you get notified straight away, or you can manage your notifications.

That's really the [power of apps](#). Like, really know what's happening, like now, basically, right? That's why we love all these things and we get hooked into those things. So apps allow you to get that technology, but you have to create a native app, otherwise, you end up with something that's half working, half not working.

And we've gone that way, we've gone that path, we tried it in the past, and it just doesn't work. And with that said, it's important for people to understand as well that if you want those benefits, you will then have to make some compromises. Okay? And I say that because I know there's a lot of people that might be listening who are from the website type of generation. Like, we are from the website generation, we started from the 2000s, right? I mean, before the internet was a thing, we were on the internet.

So it's kind of like that, but then the apps came in and the mobile wave came in. And that is what's happening right now. And so as a website owner, yes, we have our membership site. But if we want to offer a mobile experience, we need to understand what the pros are, which are really beneficial. And then what are the consequences?

And the consequences for me, for example, is that when, and most people don't understand that, don't see that, but when I do one feature on the website, which I can do fast, well, I need to also do it for iOS, and I also need to do it for Android. It's not just a copy, paste, it's a coding, like we have to, okay, how are we going to create this thing?

And it can be as simple as, oh, how is a button displayed on the website? That can be done like this. But on an app, you need to design the button and whatever and program it and then submit the app to Apple, etc., etc. So there's all these different processes. But that's the price to have a very good app. That's what we're trying to do, we're always trying to make it better, and catch up to all the new features that we want to do.

And then you end up with a good mobile experience that allows you to do what we want to do, which is offer coaching in your pockets. And as a coach, be able to help our students, and as a student, be able to interact with the coach seamlessly. So that's the goal and that's what we're working on. And I know that the people who are using the app, they love it, you love it, I love it. So we're going to keep on working, keep on building, keep on improving things throughout the months and years to come. So it's good.

James: Well, I'm going to speak to that, because it was a big shift. You know, I had my own branded app. And it was amazing. And that was what you do when you have a website built from different components. You have your own app. But it's constant responsibility and challenge, even with help. You know, often it would need an update or whatever.

I'm going to show the app on the screen, if people are watching the video of this. I'll try and move the focus on it. But it's so good. The usability is absolutely incredible. And the functionality is amazing. And the notifications are fantastic. As a business operator, so easy to operate my business. Now, we're going to get a couple of questions.

People ask, Can you have your own logo on the app? No, not this way, it's going to be called Academy Plus, which is a very neutral, and it's a beautiful logo, a lovely logo. And the reason you don't need to have your own branded app in this case is because you don't need the responsibility or the hassle of having to try and deal with Apple or Android and all of that. John's doing that. John's team are doing that. The people at kleq.com are doing that. It's massive. It's huge.

John: This point is very important for people to understand, because it's not like a website. Like, let's say, we are talking with James now nonstop. And we have awesome new features coming up thanks to James and his community. So of course, we are in production mode, right? We are building stuff, we are building new features.

We can do it, and we're working hard to get it done on the website. When it's ready, it's going to be published on the website. Well, if you have your own app, you have to code this yourself, you have to submit the app to Apple for approval, and every single new thing needs to be coded and then done in your own app. So if you're going to be running your own app, you can expect to pay a lot of money, you need to have your own developer pretty much, okay?

James: You do. You need to pay someone or you have a developer. Even just on a regular website, you know? Like, I've mentioned this before, my hosting bill for my website is about \$1,000 a month. But for me, just to point my domain to your server, and to not worry about it anymore, to not worry about the website, the hosting and all the background, to not worry about the app and the submission, all that, it's like, whew!

Taking things to another level

Now I can focus on my stuff, you know what? Which is, I'm getting a few more notifications now. But I'll tell you what that means. It translates to retention, it translates to value add for my members, it translates to less having to go out and find customers, it translates to fantastic feelings when people are getting the results.

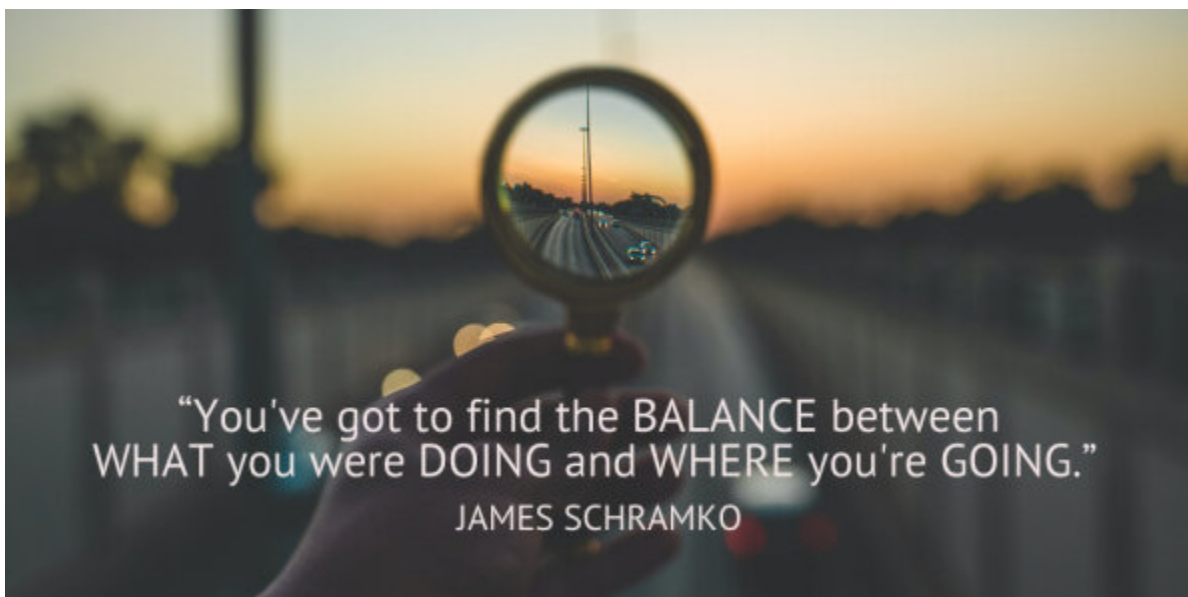
And I'll speak to that. So the old world that I was doing, I took it as far as I could, and it was safe, and it worked, and I rode that for a long time. But I had to get off that and onto the next vehicle. Right? So the unknown world is so full of potential, and you could take wrong turns on this. You really could. And some people do.

John: Yeah. And that's taking your courses, your training to the next level by having that engagement with your community, by having your own community in your own safe environment. You don't have to rely on those social media platform, the F platform, the Y platform, the T platform, the Insta platform, you don't need those things, because they can shut you down for whatever reason.

And if you haven't learned that lesson in the past two years, I don't know what to tell you. I don't know what to tell you. Super important to have your own community. And, of course, you need to have it in a way where it's very engaging. And I think that has been our goal for the past years, to try to have, especially if you're using the app, the social wall, which is a feature we had for like more than five years, which is your own private group inside your own members' area. You don't need to send them to Discord. You don't need to send them to some social media with a website group. It's inside your members' area.

James: The thing is people have a course, they've got this course. It's all beautiful, everything's great. And then they say, Well, now we'll add you to our Facebook group. I don't get it. It's insane. There's no reason to do that whatsoever. And you don't have to, and I'm going to share with you what I did here.

But I do want to speak to that. I think you need to have an app in 2023 and on. You need an app. There's a slight extra fee with Kleq for the app thing, just tick the box and get it. It's like you put a picture, and then you tick the box, you pay a little extra, and that's it. Just do that. And you'll be amazed, right?



So you've got to find the balance between what you were doing and where you're going. I'm pioneering, right? I'm taking arrows in the back in this journey, because I have the most to lose. I've turned off a lot of subscriptions on the old platform to start fresh. And I'm the most happy about it that you can imagine, right?

For me, the risk is very low. My audience, this is the thing, they are so excited. They're so supportive. They are all over this. I've had one member go and start populating our community with all the very best things that he'd put in the other community. It's amazing. I'm doing the same thing. Over the next, I'm going to say six months, I will have pulled out the four percent of my old community that generated like, two thirds of our results.

Making informed decisions

Also, what I'm doing, this is really important. I'm not just thinking about what could work. I'm not just blindly taking advice from any expert or whatever. I'm watching the users. I'm taking my own opinion out of it, my own emotion out of it. I'm like, what do the actual users tell me? Now, I've got 10 years of data, I've got hundreds of thousands of posts to look at.

And I just go and look, which ones got the comments, which ones had interaction, which ones got the views, which ones do people rave about and say, This was the best ever? They're the ones that turn into playbooks. And playbooks, just for the uninitiated, is it's an area of my community. It's a separate product, and it's included for all levels.

And that is where I take the very best stuff and condense it down into like a little one pager, and people are just lighting that up with favorable comments. Like, they can't believe how good this is. Save you all that time and energy, curate it. I'm watching how they behave. And I'm paying attention to their feedback. And then I'm thinking, how can I make this even easier to use?

And then what I do is I annoy John - like, John, can we do this? These people asked. Or, is this thing, and often John says, You know what, you can, it's already built in. We've thought about that. And now I've learned how it works. So that's the first thing. Sometimes John says, I think that's a good idea. And that would be useful for everyone. So we're going to develop that. And I'll say, great.

And sometimes John says, Well, that's certainly one way to do it. But there is another way to do it. And then he shows me a way that I haven't thought of. So I'm going to explain how that panned out, right? So in my testing, when I start a community, this is important. If you're thinking of a membership or a community, I started with the minimum possible.

Pods and a power wall

I was adamant. Like, I said to John, I just want the fewest segments of my community. I put in the least threads, only the most popular ones. I put in the least products. But what I noticed very quickly, is there was demand. One of the products, one of the areas that I'd said in the forum was for pods, and people are loving the pods so much, I gave it its own product.

John: It's amazing what you have done.

James: It's amazing, right? What I've done, I've said to people, You know what, it's great if you want one to one or whatever. But if you can't afford that, there's still a way. You go and find one other person in our whole community who you'd like to be paired with as a buddy. And we'll make a pod, and this is the cool bit, I'll put you two together, and me. And we'll be in a separate private pod. And we can chat. And it's very social, very like Facebook, actually. We can chat. If you want to do Zoom calls, do Zoom calls. I'll tell you what, I may even come to them.

And I went to one last night. I just dropped into someone's pod Zoom. I think I surprised them a bit. I'm like, Here I am. I'm interacting with these people. Right? So that's what I can do. I think you actually get the encouragement, and the commitment, and the support, and the hyper focus, and the accountability of having a partner rather than just slogging it out by yourself. Same for the progress journal, which is very, very good. But that's built into the forum. And that's providing the backbone to that.



The other thing that I broke out, I realized that the highest-level members, they want to mastermind, they want to network with each other at a high level. So I use the famous social wall, right? And we've called that a power wall. It's only for heavy hitters, and they can mingle and interact with them. Because heavy hitters want to hang out with heavy hitters. Big dogs want to play with the big dogs. And that's cool. And that's what they're paying a premium for.

And so I'm in there, they're in there. That's a whole new product that's only for the higher levels. It's like Mentor, SilverCircle and partners. But I'm going to watch, I'm going to see how they use it, and if they love it and lean into it. But I feel like that could be good. That's just my hypothesis. There's been a little bit of demand for that. And we'll see how that goes.

So that's example of how I'm observing what people are leaning towards, what they want, and we create it. And I've actually asked John, I asked you for a special feature on that, which I think is probably coming through. And this is how we develop, but all the members of Kleq are going to benefit from this.

What James and John bring to the table

What I'm bringing to the table is I'm bringing a lot of experience, like over a decade, and all the people I've worked with, I'm like, how can we best put this together? And what John's bringing to the table is a crack team of developers, a seriously analytical mind and an understanding of sales and marketing that I think is unique, and we're working together on this every day. And we're making something amazing. And that's why something just clicked for me, John, I get it. I get what you're doing here.

It is unlocked. I'm full of energy. My members are happy. You know what they're saying, John? They're saying, I want to buy an annual subscription. I love this new format. This is so clean. It's amazing. This is the best experience. Thank you for doing this. For me, I feel a massive sense of relief. I've been putting this off, and putting this off and putting this off.

If you're listening to this call and you've been putting off building your membership, or you get stuck with a tech, or you're half in some Frankenstein solution, just stop. Go to Kleq.com, join up, start, and experience what I'm experiencing and what John's providing. And come to his calls because he will show you what I'm doing. He's got access to what I'm doing. I've given him a full access. And we're working together on this. And we want to make your membership experience amazing as well.

John: Yeah, thank you. Thanks for that. And yeah, like you said, every week, I'm live online for our members, I do a Q&A call with my members every single Thursday. You can ask me any question you want, strategy, business, marketing, you're not sure what to do, you want to know how to use this feature or that feature, whatever it is. Just let me know how I can help you.

I've been doing this for the past more than five years, every single week, except when we are in Maldives and surfing together, then I'm not doing my call, you know, just a little break. My members understand and it's okay. Usually, I get their authorization. But yeah, and the training is there as well.

A lot of stuff going on

And I think what you're doing is amazing, you're using some of the powerful features, you're using the forum, you have your courses, you have your cheat sheets, which are your playbooks, you have the private coaching as well, you have your pods which is group chatting, you have the social wall. You're a super user now.

James: I'm using the app. I've got the book funnel, I've got the Work Less, Make More challenge. And I'm not stopping yet. And if you want to see how I use it, of course, come along to JamesSchramko.com, join my membership. I do it monthly, you can join monthly, you don't have to commit to a year. If you like it monthly and you want to change to a year, then just tell my team and switch to a year. And there's great deals for that.

I'm putting a lot of focus in it, this is where I'm at. I've been in this market for a while. I'm getting better at it. But I'm here to help you. That's why I do this. John, thank you. Finally, I know I'm not the fastest at this, but I've got it. You know what, I had to empty my cup. It's as simple as that.

John: You had a lot to do. I mean, you have such a history, you've been one of the OGs of the internet marketing space, you had your online set up since the early 2000s. So that's a good thing. Because if you can do it, then anybody else can do it. You had a huge setup. So it's absolutely understandable.

And of course, like I always was saying to you, you know, no rush, take it one step at a time whenever you're ready. And now you're ready, and it's great. And we're here to help and looking forward to anything else, everything else that we're going to do together next to make sure it's even better. So it's awesome. And yeah, glad to see.

James: Here we go. Let's go. Okay, so this is episode 980. I encourage you, head over to kleq.com. That's the platform I'm using. I love it. I'm all over this. And yeah, I'm looking forward to updates. I'm going to keep sharing what I'm going through as a user in future episodes, so keep an ear out for them.

John: Awesome.

JAMESSCHRAMKO



Get guidance for
your membership
business from a pro

