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SPEAKERS

Kelly, Kenyana, Katrina Scarlett, Elena, Dr. Lewanne'

Katrina Scarlett 00:03

So just to give a really quick rundown here of how office hours works, because we have so many new paid users invited to this call now, which is fabulous, thank you for supporting MemberVault in such a great way, we kick off the call, typically with a teachable element. So I kind of pull an idea of what we're going to talk about based on what's trending, what I'm seeing people currently asking questions about on a regular basis, as well as user suggestions. So if there's a topic that you would like to see covered in a future office hours call, you're more than welcome to send me an email and suggest that topic. Actually, I really like when people do that, because I'm so close to the platform and working in it for hours a day that sometimes I forget, ideal things that we could be talking about. So it's always nice to get some fresh suggestions that I can I can work with. So feel free to suggest topics, I am more than happy to schedule those in. Otherwise, it's really just me kind of seeing what is, you know, the the hot, hot topics because everything kind of seems to happen in a bit of a trend or a wave, right? Like, you know, one day somebody is asking a question that nobody's asked in months, and then three days later, I'm getting that same question from more people. So that's typically how I pick the questions, or the topics I should say that we start with. And so I'll go ahead and I'm going to share my screen here. And I'm going to share our demo account with Maxxie Brown. And if somebody could just quickly unmute themselves, and let me know that they can see the screen or give me your thumbs up. Thank you so much. So that is one thing that I usually do when I start off the call is I ask that you just confirm that you're seeing the right screen. Because there have been times in past where I've done you know, a 15, 20 minute tutorial only to find out afterwards, that people can't see the right screen. So I want to make sure that doesn't happen. And I do also want to let you know that when I go through kind of the teachable tutorial part, I'm not typically checking the chats, because that can really get distracting. It also doesn't open well when you're sharing screen if you know from hosting your own zoom meetings. So typically, what I do is I'll do the teachable tutorial for anywhere from 15 to 20 minutes depending on what we're talking about. And then we'll open up the floor for questions about the topic we just talked about. And then once those questions have kind of subsided, we'll start opening up the floor for any general questions that you have. So before I go along with the tutorial for today, are there any questions just kind of about that process? Before we get started? Can you unmute yourself or put it in the chat, I'll check the chat This time, I'm just to make sure if not, I'm going to assume that we're good to go. I should also preface to and say that we do provide a recording to this call. So if you can't make them live, although that is the best way to get the value of these calls. We totally understand and we will provide a replay. For those who are regular past attendees of office hours, you will be happy to know that those replays going forward will now be stored in a product in our MV marketplace. So where we have our various trainings and resources, our MemberVault site, we're going to have a product in there for office hour replays and all future forward replays will be added to that product for you to reference within the week of the call. So today's call and every Wednesday, the replay for today's call will be added, you know probably within the next four to five days, because we're also going to start providing captions and transcripts for people. So that's going to extend that turnaround process for us. But we want to make sure that you're getting really good value from the replays as well. So in pass for those who are new, we were only sending out our replays by email. And people were just basically kind of stockpiling those emails so they could refer to past replays by searching their emails, which although it worked, wasn't necessarily great. We also realized that there was some downfalls with that user experience from watching the video directly in Vimeo versus having it embedded somewhere. For example, you lose the ability to use the speed controls. So people can fast forward through the video if they wanted to. So things like that. So going forward, you will see those replays show up in specific office hours product in the MemberVault marketplace. And I will send out an email once that is set up with our first replay which is today's replay. And then going forward, you can be looking in one general database for our replays and yeah, I think that is it. I hope Elena, I'm so happy to hear that you're happy though that I am, too. I think that that's going to really just help people have a strong place to turn to for those replays. And I also know to like, if anyone's inboxes are like mine, it's a lot to keep up fun.

E

Elena 05:18

Katrina, I have a question. I'm wondering if, and this might not be the place. But if it is, I'm wondering if you could just talk about the various ways to get support based on which, you know, like, level we've paid for, because I'm confused because I've gone up a level and, and I know, I now get this, but I don't know what else.

Katrina Scarlett 05:42

Okay. So from a specific support, specific topic, the anyone with a paid account has access to office hours. So if you're on this call, obviously, you have access. And that doesn't include anyone who purchased a lifetime starter plan, because that plan was kind of a stripped down lifetime option. And it came with a few little perks, but not the full extent of our paid perks. So it does not include access to office hours. So if you have any friends on that plan, and they're wondering why they didn't get invited to the call, that would be why. But from a perspective of being a paid user, there is access to these weekly calls every Wednesday at two o'clock. And then you also have access to us via our email support, which is hello@membervault.co, as well as chat support. One of the big changes that we've made today, along with some of our plans changing and retiring our lifetime starter and lifetime light plans is that chat support going forward is actually only going to be available to paid users, it's now something that's exclusive to paid users free account hold account holders still have access to support, we're still more than happy to support our free users, by all means, it will be limited to email support, however. So again, if you have any friends on a free account, you know, I, I share that openly so that people kind of know the differences. But now with our super cost effective starter monthly plan at $19 per month, hopefully those who are looking to have access to chat support, we're currently on a free plan, we'll see value in upgrading, you know, just even for the support aspect to a starter monthly plan. And then also to along with that they get access to these calls as well. And then access to the replays. There's some other things other additional resources in the MV marketplace that you unlock as a paid user. So if you haven't gone to the MV marketplace recently, it's courses.vipmembervault.com. And you just sign up or sign in the top right hand corner, everyone is given an account under the email address that they joined a member of vault under. And when you log in as a paid user to our member vault site, the MemberVault Marketplace, you will see various different resources on one of them. For example, Lightning Fast Courses, which I'm using today, just as a bit of a demo, our MV Insider, which has six months worth of email, swipe, copy along with some other resources. There's some email swipe copies in our 52 email swipe product that are separate to what's inside the MV Insider. So a lot more kind of like content based support and resources in that area. And just to clarify that the MV marketplace this, this particular account here is our MemberVault site. So this is separate from your member vault site. So you'll want to bookmark this site as well, too. And again, just to clarify, your login details would have defaulted to your email address as your username and your password, just like when somebody joins your member vault site, unless you've obviously changed your password since having joined. And that would be your password specific here to the member vault marketplace, not the password associated with your own MemberVault site and your admin account. That's separate, right. So and then along with that we do some other fun little things like Action Labs that are coming up. While I'm trying to think of everything else, we'll do some random pop up stuff. And then there's other products in here or resources in here that I didn't highlight. But that would be the main stuff along with those paid perks, then of course being a paid member when you upgrade. The The main thing that changes in your actual account is your user capacity. Elena, does that answer your question before I move on?

E Elena 09:56

Yes, it does. I did ask also how do we access to Support before, I think.

Katrina Scarlett 10:03

So now, you've actually always had chat support, that hasn't changed it, we've only just changed it as of today for free users. However, Mike's working on it at this moment. So typically, when you were logged into your account, you would see a green circle down here in the right hand corner where you would access like all the knowledgebase articles and stuff. If you're not seeing that at this red hot moment, I know Mike is working on some upgrades with that plugin. So it's possible, it's just offline for a couple moments. But when you open that, that's where you also see your knowledgebase articles. And then there's a chat option in there.

E Elena 10:42

Great, thank you.

Katrina Scarlett 10:43

You're more than welcome. So let's get rolling with today's topic. And so we're kicking off just really talking about the anatomy of a product, and what you want to consider including in your product before you share it. So we're not going to get too super deep with this because I also want to make sure we leave time for q&a. And if that means we have to roll a little past three o'clock, that's okay, as well. But we have actually had a lot of people join the call or join the call. A lot of people join as a paid user in this last month, I would say knowing that our plans were changing and stuff, who actually aren't super familiar with the platform yet. So they've just jumped in to make sure that they either claimed a lifetime light plan before it got started. Or, you know, they they have a free account, haven't dabbled in it too much, but upgraded anyway, and have those intentions of obviously getting started in the new year. So I thought this call would be a good one for us to just kind of take it back to the basics a bit. And you know, quite often the teachable stuff we're teaching is in the area, like moderate experience with the platform, but we always want to make sure that we're addressing new users as well, too. So we're looking here at our Maxxie Brown account. If you've been with MemberVault for a while, many people actually think that Maxxi Brown is a real person, I'm going to tell you right now she is not. She is a fictitious 1:1 coach, and an account that we've had in place for quite a while just for people who want to kind of poke around the front end of a member vault account or member vault site before they grab their own account, or just as they're learning. So most likely, you've come across this account as you've gotten started, because we do link to it in several places. It's mv coach.at VIP member vault.com. And if I actually

K

Kelly 12:49

Your sound just did a really odd thing. And then it went away completely. Just so you know.

Katrina Scarlett 13:17

Hey, guys hear me?

K

Kelly 13:19

Yep, I can hear you now.

Katrina Scarlett 13:21

So weird. I just unplugged everything and plugged back in. Thank you for letting me know, Kelly, appreciate it. Where did you last catch me? Right when you are coming to this screen. Awesome. That's what I think I've seen a bunch of reports about zoom right now in screen recording and changing brout like changing and adding tabs. And so I think it's causing connection issues. But if that happens again, please let me know we'll be bouncing between these tabs. So hopefully, we don't have any confusion with screen sharing going forward.

K

Kelly 13:50

Okay. I'll let you know.

Katrina Scarlett 13:52

Thank you. You're fabulous. Awesome. Okay. So from the visitor perspective, this is what Maxxi Brown's account looks like. So you may have seen it, you may have seen some screenshots of it. But again, it's just a demo account. Sometimes you'll see me change things in here. Clearly, I haven't changed things recently. But we just use this quite often as our demo and play area for office hours, but it's there for people to take a look at on their own as well, too. So from the back end here, of Maxxie Brown's account you'll see we've got a couple products that are active, and a couple of hidden products. One thing I want to share with you because this is something I'm seeing happen quite often right now is people are creating products. They're setting them to active, which is great, but they're not able to see them on their actual forward facing member vault site. And it's still noted under the hidden products area versus being in the available products area. And that's because they haven't assigned a sign up option. So we're going to talk about that in just a moment anyway as we go into the product, but I just want to if you're looking at your account as you're going along, or you've encountered this yourself for a product to show up as an available product, which means it's going to show on your public facing member vault site. It not only needs to be marked as active, but it needs to have a signup type. If the signup type is still set to none, which is the default, when you create a new product, it's going to automatically stay in the hidden products area, even though it's marked active. And the reason that is, is that when there's no signup option attached to it, there's no way for somebody to gain access to that product. So member vault considered considers it close. And if you can't gain access and member vaults logic, there's no need to show it on the on the public forum on the public facing member of vault site for your account. So just keep that in mind if you've encountered that. Now, I'm going to jump here into I'll just pick one of them, we'll do our maximize membership product here doesn't really actually matter what we focus on in terms of this person, this topic, but in member vault, everything is organized by products. So if you're coming from another platform in the past, they may have just used the blanket term course or offer. In MemberVault, we use the term product. A product can be anything though a product can be a course, a training, a challenge, a set of downloadables, you know a PDF ebook, it can be a membership, it can really be anything, a product and MemberVault is essentially your offer, anything that you want somebody to be able to opt into or to be able to purchase is a product. And all access to the content within your offers is controlled at the product level. What I mean by that is anything that you want somebody to be able to access the modules for, you need to create as a product and give somebody access to that product. When somebody has access to a product, it allows them to access all of the modules and lessons within. Now if you're using a product that is set up to drip either on a timeframe schedule a time drip, which is actually how this product is set up, or a date drip where modules release on a calendar date. Even though they might not have immediate access to a module because of that drip schedule. If they have access to the product, they will eventually gain access to all modules within because that drip cycle, that drip schedule you've set will eventually end, right. So just keep in mind that anything you want somebody to be able to opt into whether it's a PDF workbook, or it's a super big, you know, Signature Course, you're going to need to create as a product. In MemberVault, all of our products contain modules, which are essentially your containers of content or your categories, if you will. So I know I clicked on this, this product, maybe not the best example. But for you know, for another kind of real world example, let's just say you're in the world of cooking and teaching people how to cook, you might have a product that shares you know, your recipe library, you could have your modules set up so that one module is healthy breakfast. And another module is like family friendly dinners. And another one is quick and easy appetizers, for example. Within your modules are your lessons and your lessons, I'll just click on one of these, it may not actually even have a lesson created based on it being a demo. But that's that is how it is the lesson which we would create here and let me actually go to a different products, I want you to be able to see the lesson. So we'll go here to a free subscriber hub, we'll jump into a module should have a lesson associated with it. So the lesson is your teachable piece of content. So again, if we're thinking about the concept of recipes, within your module that is focused on you know, quick and easy appetizers, you might have a lesson teaching people how to do baked Brie and a lesson on how to create spinach and artichoke dip. You know, if you had a lesson or if you had a module based on family friendly dinners, you would have a lesson specific to teaching them how to make macaroni and cheese. Sloppy Joes, right so all of those tips pieces of content or organizes lessons. So if we scale that back even a little bit, what if we look at a product like this, where we've got multiple modules, each module has at least one lesson, if you're somebody who's wanting to put out an offer for a PDF, workbook, and that's really all that's going to be contained in your product, you would have the product and still a single module with at least one lesson. So the module might be, you know, grab your workbook here, you could name the lessons the very same if you wanted to. And then people could jump right into that lesson and download your workbook. So even again, if you're doing something simple, like a PDF download for purchase, or opt in, it's still created as a product. But it would just be a really simple simple product with a single module and a single lesson within that module. The reason you need to still have a minimum of one lesson and one module is because that's where all the engagement tracking stems from without a lesson in your product, we don't have a base to start that engagement tracking process. So we really want to make sure that all of your products have at least one module. And within that, at least one lesson. Now as a quick little trick, if you are somebody who falls into that category of just wanting to you know, offer sell a PDF workbook, and you need that very simple product setup. At the module level, where you have a short description, which is really just a quick one to two sentence of what that module is about, which you could really omit if you wanted to for such a simplified product. You also have the description area. And the description area is what's seen on the module page. And it sets context about the lessons that are to come within that module. Now, if you don't have multiple lessons in that module, and you really only have the one lesson that's focused on that specific download that they've purchased or opted into, you can forego putting in a description right here. And if you leave this field blank, when the person clicks view module within the product from the user side of your account, it's going to actually take them right into the first lesson. So we preview this module here, fingers crossed, this is not mock up audio, hopefully everything's okay. You can see here, it actually took me right into the lesson. And it didn't stop me on a blank page. So the system recognizes that there's no product description, or there's no module description in this field here. So it knows that there's no reason to show that module page. And instead, it takes us right into that first lesson. So again, if this was a PDF download, I would come to the product, I would click to see the module and it would basically take me right to where your download lives. And ideally, you'd add in a little bit of pre contacts, just a little bit of information of you know how they can best utilize the product or the PDF, I should say, just that there's something that goes along with supporting that download, because otherwise, that downloads just going to be I forget all the little fun little things I've added in here along the time, the the downloads would literally show up in a section like lesson activity with just a single hyperlink. So if you don't frame some content around it, give them some context about how to best use that workbook that you're offering. It will look a little bit empty. So my recommendation is to make sure that you add some supporting copy or a tutorial video or something like that, that just rounds out the experience for them. But that's essentially the anatomy of a member of all product. Biggest thing to remember is that no matter what you want to offer in MemberVault all it needs to be created as a product. If only the people who opt into or purchase the product should have access that is a product. So just keep that in mind. Sometimes I know when people just want to do like a simple short video series they ask if it needs to be a product. The answer is yes anything you want somebody to opt into or purchase from your member vault site needs to be created as a product. At this time, you cannot control access to specific modules within a product so I couldn't give people access to our free subscriber hub and only have them access the first two and block the next two modules or give them like an assortment and have other ones blocked. If somebody has access to the free subscriber have they have access to all the modules with him. So one use case that comes up that I see a lot with support as some people want to just give away the first two modules for free. But then they want somebody to have to upgrade to a paid purchase price or a paid subscription to access the next modules in the product. So it would, I'd be offering these first two for free, but then if you want to go ahead and get the next modules, you'd have to upgrade by paying a price. That's not a feature that member vault currently offers. So to do that, we would actually need to separate this product out into two different products, we would need to create a separate product for these first two modules, which would be a free product. And then we would have the the paid for version of the product that would contain the upgraded modules that we could then lead people to if they want to continue with that content and upgrade, but we can't offer them all within the same product. Because again, access is controlled at the product level. So with that, really quickly, here are a few things that you want to make sure are in place before you start sharing your product. Now I'm speaking about this at the product level at the concept that you've already branded your account, you've already connected your email service, you've already connected your payment processors if you're going to sell paid products. So we're just talking specifically about what you want to have in place for the product before you share that link on a social media post or blast it out to your email list etc. Again, as we said before, if you want this to be seen on your main page, it does need to be set to be an active product. If you want it to be a product that isn't publicly shown on your member vault site to visitors, and you only want to share it with an exclusive group of people. So maybe it's only the people on your email list or it's a specific segment of your email list. But it's not offered to everyone, you could make this product invisible, and then share the product link with that group of people, they would still be able to see the product and opt in or purchase. But it wouldn't be seen on your main page for by a visitor so they wouldn't even know it exists. But you could share it exclusively with the people you want to offer it to inactive means the product is essentially closed, it's done for business, anyone who previously had access to the product will no longer be able to access the content within and it's not shown it all within your site for people to be able to join in. So going from there, I'm not going to get lost in too many of these details, I want to focus on the ones that we definitely need in place before we start sharing the product. But your type is regular, dripped progressive, those are basically going to be the main things. So if you want the product to be open, and people to be able to flow between the different modules at their leisure, you would keep it as a regular product. If you want there to be some control around when modules release, you would set it to one of the various drip options. And there's knowledge base articles on on how to do that and what each one means. You want to make sure you include.

28:19

Yeah, I am so sorry to interrupt you. It's just, you hit a section where I am actually having some extreme issues right now. Okay, so I have a membership group. And each month new content is released. And so we have it set to be released for tomorrow. And it was dripped It was supposed to be date dripped. But my members could see it today. And they had access to a lot of the surprises and things that we put up today. So I had to rush and make it inactive. But I have no idea how they got access to it if it wasn't supposed to be dripped until tomorrow.

Katrina Scarlett 29:00

Hmm. Okay, so quick question for you Terico. When did you set up that product? When you set that? Okay, so one thing I'm going to say is double check. It's not set for dates in 2020. Okay, that would be probably one thing. Like, it's definitely not because when I look at it from the preview option, and I, you know, click the I toggle the box that says you know, view it in the date drip mode, it still shows that it's supposed to be released tomorrow. The only way for your people to be able to see a drip module is if the calendar date is off somehow that's really the only way it can get released early. So there has to be something funky kind of happening there. I can't really say what it would be without actually being able to look at your account. So would you when you have a moment, slip me a quick email at hello@membervault.co or even send us a message in chat. So Because I'd have to, I'd have to actually look at your product setup to be able to say, what the concern is. One thing that I have seen happen in the last couple weeks is when people were setting drip schedules, they were actually picking dates still in the 2020 calendar, any date that is in the past will mean that the module is already unlocked. So that could that could be one thing. I've seen that, you know, the 21,

30:26

I'm looking at it, and it says one 7/1/2021. So it's definitely for tomorrow, but it is attached to it's a hidden product. So I have one active product that I want people to see. And then this is a hidden product, because again, it's going to be something monthly that they get each month. So I don't want them to see, you know, months in advance. So it's hidden. But I'm not sure if since the first product is already available, if that would affect the drip date.

Katrina Scarlett 30:57

No, they wouldn't be connected in that way. So if the date is correct, the next thing I would recommend is to make sure you check the time zone that your account is set up in under Settings. I'm not going to open it just yet, but your modules released at 12am on the date in question in the timezone that you've set. So there again, could be something wonky there. But until I can actually look at the product specifically like this is a very specific user account question. So it's hard for me to say without being able to actually open up your account and look at which I'm not able to do during office hours. So definitely shoot me that email, or drop me a chat support. And I will try to get back to you pretty quickly after Awesome. Thank you. You are more than welcome. All right. So rolling along here, after you've, you know, set up the status of your account of your product, etc, you want to make sure you include a product image. And I stress this, because without the product image, your main page that your visitors see ends up looking pretty blah, especially if you have multiple products and none of them have images, then there's just that that aesthetic factor actually really does play a part in people's experience. So I would recommend that you make sure you have a product image in place before you share your product. Especially because when somebody goes to that product page, you're leading them straight to the product page, or you're sending them to your main page doesn't really matter. But when they click into the product, they see that product image again, which just adds to that extended experience. And then your teaser message falls below that. So in just trying to really tighten up your the look of your account, having a product image really helps. And you want to try and keep those product images relatively consistent across your various products. If you have different sizes of images, really different branding and tones to your image, it's going to create a bit of a chaotic visual experience for people when they land on your site. So you want to try and aim for consistency just like you do on your own website. Right. Most people want consistency across the pages of their website, and this is very much the same. Now your product description here, this is just a quick one to two sentence that entices somebody to want to know more about this product or to dive into the content within. And I want to stress that because this is not the area to put your sales copy. The description is just meant to be short and sweet. And to the point, you also want to leave the copy that you put in the description. Neutral and when I say neutral, I mean don't put calls to action in here in terms of 'buy now' or you know, 'yours for the low price'. And I'm thinking total car salesman here, or like 'buy today for $39.99 or whatever. Same with your product image, you really don't want to include those details on your product image either. Because regardless of if somebody is visiting your site and does not own this product yet and is considering buying it, or they've already purchased it, they see the same image and the same product description. They see that call to action, they see those references to purchase but they've already purchased and it creates a really confusing experience for your people, especially if you have an audience that's not overly tech savvy, because they've just, let's say paid $500 for this course. They log into your site and they see this same product block, but it's telling them in this message here that they still need to purchase, even though they would see a view product button here. versus these two call to action buttons. I'm not logged in as a user right now. So we're not seeing it that way. But if I owned these products, and I was logged in as a user, I would see a button that says View product instead. But I would still be seeing those sales references and those sales calls to action to join and buy the product, if you use that terminology in your product description, which can really confuse people because they would have purchased but now they think they haven't, or they don't have access. So quite often, when admins reach out to me saying that, you know, Bob's saying he doesn't have access to this product. But on my side, it looks like he does - 95% of the reason that

Bob's having an issue is because when he comes to the main page, after logging in as the user, he's still seeing references to having to purchase. And he's not taking that step of clicking View product, because he's getting roadblocked thinking that he purchased but doesn't have access. So that's one thing to consider. It's also the reason you don't want to put your sales copy here, either because one, you don't want people constantly seeing that messaging over and over after they've purchased. But it also creates for a very busy main page, because all of that sales copy that you try and put into the product description now needs to fit into this column view for your product, and it will make your page drag very, very far. And you'll create this obscure kind of layout between your different products if you have all different lengths of product description. So big tip there, because I see that kind of confusing people and you know, they're putting their their sales copy in the description, rather than where it should go. The sales copy should go in your teaser message area, which is right here. Now this particular product, not the best example, because it just has a really short reference. But if we look on the front side of one of our accounts, so again, I was saying the MemberVault Marketplace here, if we look at our Lightning Fast Courses, training, everything we see here below the product image is the sales message is that teaser message that is meant to entice somebody to make the decision to purchase tells them all the benefits about doing so the outcomes they can expect, maybe what's included, etc. But this is where that sales copy goes, you want it to be in this full page area instead of in that small description box, because this is far easier for your people to read. And of course, it creates a better, you know, user experience on your main page. So again, that's your teaser message. That's where the sales copy goes. If you click on these little tooltips. Beside the different sections, we expand not on all of them in big detail. But we expand a little bit more on just clarifying that this is your sales page. This is where you put the sales copy. So again, product description, just a quick one to two sentences ideally, don't get too windy here, but also considered to make it evergreen because this is what people are going to see whether or not they own the product. And then your sales copy goes under teaser message. You'd also want to make sure that you've included your welcome message. This is a message that's only seen by people who own the product and have logged into it. And they will see it each time they enter into that product as well too. So if you have a lot of initial directions, for example, like things they need to do to get started are those first steps you want them to take, you can put them in the welcome message. Just consider though that they see that each time they open the product. So for content like that on that's really specific to that initial starting experience, it quite often helps just to have a start here or welcome type module, where you have that information contained within a lesson. So they don't see it every single time they log in. But for context, if we go back into the lightning fast courses product, granted, I'm not logged in at this red hot moment, but if I was that welcome message replaces the sales message. So as soon as the system has me logged in, knows I have access to this product, it's going to show me my welcome message now and not the teaser message or the sales copy. Awesome. Okay, so then from there, I'm going to assume that we've created our modules and lessons, so I'm not going to dive into that. But we want to make sure that before we share our product publicly with our audience, we've set a sign up type. So as I said at the top of the tutorial, the default is 'None'. So when you create a product from scratch, it will always be set to none and that just protects your product so that as you're creating it, nobody can just automatically sign up for it or something like that. So we default all new products to nine But you need to then go and set a signup type. So link is if you want to link out to a different location, some of our users prefer to still have their sales page on their website or to use a service like thrive cart or Click Funnels, which is totally okay. And in which case, you could still have the product displayed on your main page for visitors to see. But you could set the product to be a signup type of link. And then when they click that, that call to action button that Join now or buying now, that will actually take them to your external sales page. So that's what the link signup type is for. Otherwise, you're going to select between form or payment form means it's a free product, and somebody can simply opt in by providing their email address payment means that there's a monetary fee associated with the product, whether it's a one time fee, or whether it's an ongoing subscription, etc. So once you pick one of these three types, or signup types, you will see the rest of the settings that you have in place when it's defaulted to none, which I know can cause some confusion for somebody when they create their first product. When it's defaulted to none, you don't see those other settings. So that can trip some people up as to wondering where they put that sales copy, because they're not seeing that teaser message area. But as soon as you pick one of these different signup types, it will say form, then it's going to display all the other settings that you have. So you can customize the call to action button, you can then again add your sales copy, as we talked about, you at least want to add something in here. Even if you're linking out to an external sales page, you still want to add some copy here because there's a good chance that when somebody comes to your main site, they might when they're considering buying this product from you, they might click learn more, which is going to go directly into that product page versus clicking the call to action the purchase button right away. So when they click the Learn More button, you still want them to see some information about the product before they actually click the buy button and go over to your external sales page. So keep that in mind. Because sometimes I do see people leaving that blank when they're selling the product outside of MemberVault. And anyone who's getting to that sales page from within member vault isn't getting that initial kind of context about the product before jumping to the external sales page doesn't mean that you have to have your full blown, you know, long form sales copy, if that's how you how you prefer to do your sales copy. But even just having one or two short paragraphs here for them to see before they go over to the external sales page just helps with that user experience. I'm not going to get too caught up in this stuff here. But you're definitely going to want to make sure that you link to your terms of service and privacy policy, I will clarify that these are for your business. They're not intended to link to MemberVault's Terms of Service or Privacy Policy, because our agreement is with you as the user, your agreement with your users is your terms of service and privacy policy. My recommendation is to not copy your terms into this field because it becomes very cluttered on the checkout or purchase form and can actually be very overwhelming. So for somebody who's in the process of purchasing your product. Instead, I would recommend that you have those on your website on a page that people can link over to, if you don't already, definitely that's a great way to go. Or even link to a PDF that you're hosting in the cloud. So you know, if you're a WordPress user, you can upload the PDF of your terms to your media library and then link to that. But ideally, it's taking somebody to that information when they go to purchase your product or even opt in because you want them to make sure that they know all the conditions of essentially doing business with you. The Terms of Service box is mandatory. So when they move forward, they do have to say that they acknowledge your terms and privacy policy or whatever verbiage you've put in here. This is just default that you can always amend yourself. But you just want to make sure that if you're referencing your terms of service and privacy policy that you are giving them the links to get that information because there's quite a few people who will want to review it. Our email consent checkbox, if you want to be actually tracking direct and explicit email consent, you can set that up in your account. We've got a great training article on it. I won't get into it today because that could be a 20 minute tutorial in and of itself. But I'm sure we'll cover it again in a couple office hours calls because I know it's becoming something that people are making more use of. If you've connected your account to an email service that member vault integrates with, depending on the email service 80% of them will give us the ability to connect to a specific list or even a form right within the product level. So you'd want to make that connection to your list or form depending on what service you use. So for example, MailChimp, you connect to a MailChimp list or aka an audience ConvertKit, you would connect to a form etc. When we hear people saying that people are joining their product, but they're not getting added to their list in their email service, it's almost always because they've skipped this step. So just make sure that if you have the ability to connect directly to a list or forum for your email service that you do that at the product level, I'm going to keep going. But I'm going to wrap this up really quickly, because I want to make sure we get to your questions, the thank you message, it's there by default. You don't necessarily need to do anything with it, but you can customize it if you want. But this you know, even for my own products and member of all I use this quite often not something you need, because we provide you with it. And anyone who purchases your product or opt in will see this after they've gone through that form that that opt in or that purchase form. not going to worry about conversion tracking, because that's that's a preference not something you have to have in place before you start sharing your product. So if you've set up all of those different elements at the product level, again, assuming you've already set up your modules and lessons, your product would be considered ready to share. Now to share your product. So I want to make sure I don't speak over this detail, you would come to your product list here and under the edit button or beside it depending on the size of your screen, you're going to have a gear icon and anywhere there's a gear icon like this, you can grab a link to that thing, that product that modular that lesson. So let's just say you've just created this product, you're ready to go ahead and share it with your Facebook group or in an email etc, you can click on the gear icon and we give you a few different options here. So the product link is probably the one you're going to use the most, this is going to take them right to that product page. So if you are promoting this specific product, in a Facebook post, for example, this is the link you would want to use. The nice thing about this link is it's dynamic. Meaning that if somebody is visiting your page, meaning they're not logged in as a user, even if they have a user account, but they're visiting your page as a as a logged out person, or a visitor is going to show them that product page for the for those stands of having them opt in or purchase. So they would see that forward facing product page and be able to join the product. However, if they own the product, and they're already logged in as a user, if they clicked on this link in your email or your social media post, it's going to take them right inside the product, because MemberVault already recognizes that they have ownership of that product. So there's no need to show them that you know, sales messaging because they've already gained access to it. So this is a really good one to send in your emails and on your social media posts, etc, because we operate it in a dynamic manner. So you know, your users when they log into your account, they are cookies for 30 days, so they remain logged in for 30 days, just like you do with your admin account. So again, if you shared a link within to them, or with them to a product they already own, and they haven't been into your account for say, a week and a half. Unless they remove their cookies on a regular basis, they would still be logged into your account. And they would be able to go right into that product when they click that link. If you're wanting to have them go right to the signup or purchase form, you would then want to use the direct purchase link. I recommend using this link when you are either sending somebody who already know is interested in purchasing or opting in. So say in a personal email for somebody who said I want to buy this thing, you could send them this because you know they're already ready to purchase because when you use this link to try and do this and hope zoom doesn't give us an issue. It's going to auto expand that purchase form. So they can still get to this messaging if they want to, they can just close this form. But it auto populates it for them. So it takes them right to that that space of opt in or that pay or that place of purchase. So that can be a really good link to use again for people you know who are already primed and ready to purchase or opt in, especially say if you're using an external sales page on your website, but you still want to bring them into member vault to do the purchase process. You could have all of your sales copy on a sales page on your website, but you could link that Buy button that call to action button to this link so that when they're they come over to member vault, it auto expands that purchase form for them and just makes it really quick and easy. For them to continue with that process, I'm not going to worry about the one click link right now, because this is actually for people who already own the product. This is more of a link that you would share with people after they've purchased in your welcome email. So, again, the this is probably the link, you're going to share once your product is set up. Again, dynamic best for social media posts best for your email list, this link for people who you want to take right to the opt in or purchase form. And then again, the one click link is more reservable is reserved for people who already own access to the product, it does not automatically create a user account for them, which is what some people think it does. That's not what it does, it actually just auto logs them in. But they need to have access to the product already. So I'm going to stop there because that's that's taken a fair amount of time with some of the other questions we had at the front side of the call, want to make sure that we give time for our q&a. So I'm going to stop sharing screen just for a second because it makes it easier for me to review the chat because I know we have some chat messages here. And then we'll see what questions we have that specific to kind of the product set up in terms of the framework and then we will go ahead with any open chats or any open questions. So I see here Bent. How are you, Bent? You asked; Did I understand it right that when Vimeo is embedded there are limitations to speed control. Other way around my friend what I learned, which blows my mind, because I never knew this until about a week ago, thanks to one of our users. If you link to a Vimeo video, so you know how in our previous replays, I would just give you the link to the video. When somebody has the link to the video and they go straight to Vimeo to watch it. The speed control is disabled, they can't speed up the video, the speed control is reserved only for when videos are embedded. So it would only work if you've embedded it on your MemberVault or your website, etc. So that's one of the big reason why we're we're going to start storing those replays in a MemberVault product. Because we want you to have the ability to you know speed up and slow down as you'd like. Yeah, I my mind was blown. Because honestly, I for the life of me for like the last two years just thought that the speed control was available, even if you just had the video link, but learn something new every day, right? Um, let's see here. Don said, thank you so much talking about food. I'm in the UK. And it's dinnertime now, so I'll have to catch the rest later on a replay. lovely to be here and excited about the journey. Don, if you're watching the replay, thank you so much for your lovely comments. I hope you had a great dinner. Elena, you said Am I not seeing Terms of Service? Because I'm using external payment? Yes. I'm glad you mentioned that because I did not say that. If you have your product set to link, and you're driving people to an external sales page, rather than collecting that opt in or purchase directly in MemberVault, there's no need for us to show the terms of service checkbox or even the email consent checkbox if you're using that feature, because that act of joining isn't actually even it's like it's not happening in MemberVault, you're taking them to an outside location.

Elena 53:24

Thank you.

Katrina Scarlett 53:24

You're welcome. You're welcome. I'm glad you mentioned that because I always forget that that one part goes away when you go to link. Um, I'm gonna can I'm gonna say your name wrong and I'm so sorry. Kenyana. Did I say that right? Almost. Kenyana. Okay. Okay, so you have a question about reoccurring payments and trials?

Kenyana 53:46

Yes. So I too have a membership. And in the product, it allows you to set up a payment option for reoccurring monthly. And as trials under there, you can pick the number of days, but it doesn't say anything else. So with the trials, can you set an amount for the trial and the trial automatically free? And how do you know or the customer knows when it ends? Right.

Katrina Scarlett 54:15

So the so at this time, the trials are free trials. Okay, so there isn't an option for you know, of like a 14 day trial for $7 or something like that. It is something we do intend to add in, I would say that that's probably going to happen sometime in 2021, but probably not to the latter half of the year. So not in the immediate future. But it is definitely something that's on our radar. So right now it would be a free trial. And so when you have a trial set up, it would if like, if you did the number of days, like let's just say 30 days or whatnot. I think I have actually let me share screen again. Let me I find Just gonna go into one of these, I think one of them I had a trial setup on but if not, I'll just do it really quickly. So here we'll just put like a 14 day trial on this product, it's $49 after that reoccurring monthly. So you can see that right make sure I shared screen and then forgot to check. So if we preview this product, and actually let me I don't want to do it that way, I want to come back this way. So let me refresh this. So here now we have, it'll just say 14 day trial, then $49 usd a month. So it's not going to say a specific date, because that is relative to the day that they're purchasing. So when you set up a free trial, it means that they'll they'll still provide their payment details. So whether it's PayPal or stripe, this account only notes PayPal at the moment. But when they when they set up their payment, you know, subscription payment will be delayed by 14 days. So they'll essentially have free access for 14 days. And on that 15th day, the first fee of $49 would be automatically processed unless they choose to cancel within that 14 day window.

K Kenyana 56:17

Okay, so that leads me to two questions exactly about what you're talking about. So whenever somebody signs up, that's their renewal date, it doesn't have a start, like the first of the month, like say, how we have with MemberVault

Katrina Scarlett 56:31

Correct, yeah, so um, so it's all going to be relative to when they join now, in your payment processor, you may be able to like finagle somebody's start date, like I know, for some people, they want a membership to start on the first of each month or something like that. That's unfortunately not a possibility, we have to control with the payment processors. So it's not a feature that's offered directly in MemberVault. So you would either, although this is not very likely have the person purchase on like the first of the month, for example, or you would have to manually update their renewal date within the actual payment processor. So within that subscription and PayPal or that subscription stripe, assuming you even have the ability to do so I think you do in both. But I also know too, that some PayPal and stripe accounts are different.

K Kenyana 57:24

Okay, no worries. And then the you mentioned canceling. So how would they cancel? And is there any manual work on our end? Or does it automatically just take them out?

Katrina Scarlett 57:36

No, there's so there's actually manual work on your end, because at this time, the member does not have the ability to cancel directly within MemberVault. So they would have to, in most cases, we recommend that they reach out to you. So that's we recommend that that's what you share with them. If you're giving them information on how to cancel that they contact you, which is actually what most of our users prefer, because it gives you as the owner of the membership, the opportunity to try and salvage that person, right? versus constantly having churn just at people's own accord, right. So ideally, you might not, you might not save the membership, but you will at least learn probably information about why they're canceling, right. So nonetheless, there is an actually let me, I'm going to stop sharing for two seconds here so I can pop something in the chat for you. We have an article on the cancellation process. Now you can cancel a subscription from within membervault if it's related to a Stripe payment. In PayPal, you would still need to go into your PayPal subscription area and cancel it there as well, you would still want to cancel it in MemberVault also, just so that that information is consistent, although we do updates with PayPal and stripe every night PayPal and this is probably one thing I should clarify. PayPal and Stripe do not proactively communicate to MemberVault. So we actually have to ping everybody's PayPal accounts to check on the status and Stripe accounts. We ping each payment processor every single night to get an update on all of your payment plans and subscriptions to see if the status is have changed. So let's just say I'm a member of your membership. I cancel my own subscription in PayPal today because that is an option PayPal gives. When MemberVault does that check overnight, it would see that the status of my membership has changed to canceled. And we would actually that would be updated in your member vault information and we would actually send you a notification that that person subscription has has cancelled. But again, you'd still want to if somebody reached out to you personally to cancel, you'd still want to go through those steps of cancellation. Now, it all depends on how you want to manage your membership. There are some people who It's like it's from the first to the 30th, or whatever, right? That's the way that the access rules. For others. It's, it's the like that current billing cycle, right? That's your month. So when you go to cancel somebody's subscription, when they've told you that they they are no longer continuing, you have the ability to choose whether or not you remove their access from the product at the time you cancel. So actually, let me rather than just talking about it, let me go back and share screen here. You can see Maxxi brown again? Awesome. So if we probably won't have somebody actually in here that has a subscription. But let me just go to my demo account, at least because I can kind of verbally talk you through it. If you have any subscriptions already set up, you would see this in your own account, but you would have under somebody's user profile, you would have under their payments area, actually, well, no, this really probably won't work, you would see their subscription information here. And when you click info to actually go to those payment details, if this was a subscription, you would see a box down here about the cancellation of that subscription, which is highlighted in that article I shared. But you would have the ability there to check off a box as to whether or not you want to remove their access from the product. Some people they remove access, as soon as somebody cancels, especially like if you know, it's a day after their their billing cycle has renewed and they're going to provide them with a refund, etc. But in some cases, you may want to honor their to honor their access to that product for say, like the next 14 days, right? So you could cancel the subscription. So you make sure it doesn't rebill anymore, but their access has technically been pre paid up until maybe the middle of January. So you would want to then make yourself a note to actually remove their access on January 15. Depending on the email service you use, what email service do you use? I should ask that.

K

Kenyana 1:02:11

ActiveCampaign.

Katrina Scarlett 1:02:12

Perfect. So in ActiveCampaign, if you have a cancellation automation set up, you could, for example, have a web hook that would run to remove somebody's access on a given date. So yeah, so if you depending on your your skill, set your comfort level with Active Campaign. What I do, for example, for one of my private clients that I work with is when somebody cancels in her membership, I update a custom field in that person's contact profile and ActiveCampaign with the date of their actual cancellation, like when they lose access. So I would put, you know, January 20, and then when it becomes January 20. An automation is they enter into an automation automatically based on that date triggering, and then that takes them through a whole like, they go through a couple web hooks to remove access for a few products, they get another product given to them for free, etc. So it does a whole bunch of things on that actual day of cancellation along with sending them a confirmation email that their access has ended. So that would be another way to try and like automated a bit, I will say that the cancellation process is something that we we do endeavour to bring a little bit more into MemberVault itself, it's going to require some work with stripe and PayPal who aren't always the easiest to work with in order to make that happen. But we would like to have that process a little bit more streamlined from within the member volt side of things for not only your users but yourself as the admin. The one thing too with the cancellation process that creates a whole nother caveat is that not all of our admins want people to have the ability to cancel their own subscriptions right. So that actually means that that feature would have to be something that people can disable or enable for certain products. So they can control it themselves. And whenever that happens, whenever something has to be optional, it brings in a whole new element to the to the design of that of that feature. So in time I do have all the confidence in the world that the cancellation process will be even more streamlined, but for right now you know that that kind of post cancellation process I would definitely lean on your use of Active Campaign for that. Okay, thank you so much. I appreciate your you are more than welcome more than welcome my pleasure. All right, let me stop sharing screen here for a second and see what else is going on here. Lucy or Luci? I'm not too sure. So if you're watching the replay, I apologize if I butchered your name. I always want people to correct me so if you ever hear me say your name wrong, please, please please tell me says; this was great. Really good. Good info. See you next time. I Dr. I want to say Lawana Anne but I know I'm not saying it right. I know you and I have chatted on chat support, and I probably just butchered it as well. And they they sort of close.

D

Dr. Lewanne' 1:05:13

Close. It's Lewanne'

Katrina Scarlett 1:05:17

is lawanna. Okay,

Dr. Lewanne' 1:05:19

it's totally spelt misleading.

Katrina Scarlett 1:05:21

It's that 'e'.

Dr. Lewanne' 1:05:24

But thank you for all of your responses. I am new. And obviously, I just purchased the package. And so I wanted to know if you had an article because that is the piece. Oh, thank you. Kenyana. Am I saying that right? Yep. question because I am trying to figure out the back end in a minute doesn't go through what what are my steps for removing them from the from the membership? So in your article, or if you

Katrina Scarlett 1:05:55

Oh, yeah, I I linked it above? It doesn't, it's not going to get into like the specific details for each person's email service. So you'll want to consider that side. Knowing your MailerLite user, you would you know, you could have a zap associated like set up between MailerLite and and in MemberVault to like, remove somebody access, kind of like what I was saying with Kenyana about removing somebody automatically through Active Campaign be very similar with a zap. But yeah, it's, there's not a specific like, this is all the things that you need to think about when you go through the cancellation process. Although that's probably a good idea for a future article for us. This is more specific that articles more specific to like, what you can do in member evolve versus what you can't do specifically in MemberVault. Do you have like, Is there a specific step of that puzzle? That's that's tripping you up?

Dr. Lewanne' 1:06:53

I think the whole backend, and I'm sure I'll get it, but I'm sure if if I get another fire from PayPal or Stripe and it did not go through? Am I correct in understanding that it is my responsibility now to go into MemberVault and manually remove them?

Katrina Scarlett 1:07:10

That is correct. And the reason that is is because MemberVault can't assume that you would want to remove somebody after a failed payment. Right? Like, for example, I have a membership myself, I had a member who had to paint to recent payments failed. But I knew that that was due to like a personal situation and that they intended to to get back on track. So I still wanted them to have access in that scenario, I wouldn't have wanted MemberVault to automatically remove access. Because in quite quite often, those scenarios, the next rebill attempt that stripe or PayPal does is successful. But in that case, if you had removed access, and then the next payment successful, then you'd have to come back into the product, you'd have to fix it again. Right. So there's, there's a little bit of like, a willy nilly space there as to we can't make the assumption that you would want people to be removed. Now you could it, this might be a bit tricky. And I'm not a mailer light user myself, although I'm familiar with it. But some people get really fancy. And they will have you know, if if a failed payment happens in one area, they they tag the person somewhere else. And then that triggers an automation through a zap that like does all the things they need it to do. Ideally, in the grand scheme of things, you have very few failed payments and failed can or an actual cancellation. So we're talking like a handful of times, you might have to do a little bit of manual addressing of that access. But I would go through one or two times to see how you really want to finesse it because and the reason I say that is I do find a lot of people when they're getting started, they spend a lot of mental bandwidth and time trying to figure out the like best process the most seamless process, and that really delays them in moving forward. And then they never get a cancellation for like six months, right? Or they never have a failed payment for months. And they've spent all this time on the front side, trying to perfect a flow that is is going to be used very infrequently. And actually when you need to cancel somebody or remove somebody access. It's all of a two minute process. Kenyana, did you have another question?

K

Kenyana 1:09:42

Oh, I just noticed when you were in the membership for Maxxi Brown it had on the form the the opt in button to receive emails. Yes. You don't see it on the back end. Is that something that we can do or something?

Katrina Scarlett 1:09:55

Yes, that is email that is our email consent feature and I'm going to probably put the article for that it's actually a new feature that we introduced in October. I think it was, I'm gonna add that article right there for you. Because I probably could would need about a half an hour to go through the email consent feature. Um, because I would want to do it justice. And I would want to make sure all the pieces are answered, because it's actually something for a lot of people that email consent is a hairy beast for them. So, but I do intend to have that as one of our starting topics, probably either next week or the next because it's something people are really asking about. So I would say we'll probably have an office hours call reviewing that feature within the next like within January.

K

Kenyana 1:10:44
Oh, goody. Thank you.

Katrina Scarlett 1:10:46

You're more than welcome.

K

Kenyana 1:10:48
I know that there's a like a new, changing the terms, like this month. Yep. Is that sooner or later? Because I'm releasing this week. But I don't know if I should wait, because I already recorded orientation video.

Katrina Scarlett 1:11:04

I'm just trying to think here because Mike and I talked, I think it I think if everything goes as planned from what Mike and I talked about the ability to update the terminology. And when when we say that, we're saying that you're going to be able to rename the word module, the word lesson across all of your products. It'll be a it'll be a site wide setting. I think it's supposed to be next week. Now, it all kind of depends on how everything flows from all the bunch of changes we've been making today and this week, but that is his intention is it'll be rolled out latter part of next week. I personally, if I were you, I wouldn't have that stop you from sharing your account and your products. Because when it happens, one, you might not get around to making the change right away, right. So that could be a delay. And to is not going to change the layout of your product. So even though you've done a video, if somebody is watching the video and then goes to your site, or is watching it on another screen at the same time, it's still going to be very clear to them that they're looking at the same area. Okay, right. But the terminology will just be different. So you can even like I've had to do this in past with some of my videos, like I do videos for ActiveCampaign and MemberVault. And I kid you not anytime I do a video, I swear like two weeks later, something gets changed, right? So quite often, you might see a video that I've created, whether it's in my own member vault or in something for you know, my member vault site or something for member vault as a platform, where like, there's a preface above it, like, Hey, you might see me referenced the word module and lesson please know these have now been changed to this. Okay, that way, you're just not reinventing the wheel until you have the bandwidth to reinvent the wheel right and redo that that walkthrough video.

K

Kenyana 1:12:51

Okay, good. Thank you.

Katrina Scarlett 1:12:53

You're more than welcome. My pleasure. I think I missed one.

E

Elena 1:12:57

Question. I have a question Katrina.

Katrina Scarlett 1:12:59

Oh, go for it, Elena.

E

Elena 1:13:00

Okay, so my question is when I'm going back to the product links. Okay, so you talked about them being dynamic, then I started asking a question. So let me see, I have to look at what the two things are called Just a second. So one is called the product link, and one is called the one click link. Right? So what I've been doing is just using the product link, and are you saying that if someone is already, like if they've been logged in, in the last, whatever it is 10 days or whatever that that link itself will just be it will act like a one click link, it'll take them all the way in,

Katrina Scarlett 1:13:36

It'll take them right to the product. Yes, if they have access, E

Elena 1:13:40

okay, and so then what? Let's say someone has purchased a product, and I'm sending reminder email. Do I want to use the one click link or the product link?

Katrina Scarlett 1:13:55

I'm going to say honestly, either or the there with changes we've made over time, they're going to act very similar. Okay, the only the only real difference is that I like to use the one click link in that initial welcome email may be that second email, because it's meant to auto log them in, right. So it's meant to get somebody logged into your site super quick and easy without them getting tripped up on the sign in process. And when it when a new user joins their username and password default to their email address, so the way the one click link works for those who aren't sure, it pre populates the email address for the username field and the password field. However, many people will eventually change their password right because they'll want something more secure than email. So the longer they've been a user in your MemberVault site, the more likely their password is no longer their email address. Now that that link will still work, it's not going to like throw up flags or anything or kick them out like it's still going to work. But what would happen is, if I clicked on a one click link for one of your products, but my password now doesn't match, it's going to either bring up the sign in form for me to sign in order, it's gonna say you're already logged in under hello@membervault.com, it's already going to tell me I'm logged in, and then I can say, okay, continue, and it will still take me to that product.

E

Elena 1:15:30

I see. Okay, thank you.

Katrina Scarlett 1:15:31

So neither is wrong. The one thing I would say, and I think you and I have personally talked about this before, but in the welcome email, a lot of people rely just on hyperlinking to that one click link. And I actually recommend not doing only that, I still like doing that. And if you ever get a welcome email from me, you'll see that I use that one click link. But I always provide the login details as well. So I always provide the link to my main site. So you know, whatever that that main page is for your site, I always provide the main URL so that somebody's going back to that main page, because the more they go to that main page, the more they see your other offerings, right, always drive them into a product, they might not be seeing new products that you've placed in your member of outside. So there's also something to be said for leading them to your general page too. But in my welcome emails, I want to make sure that for their record, especially if they're brand new to my audience, I want to make sure that they have their login details recorded somewhere. So I will provide them with the URL to the member vault site. I'll provide them with their username. So I'll say that it's their email address, same with their password. And then typically, I'll say if you're ready to jump into, you know how to make great pancakes, click here. And that would be the one click link. But then they still, they still have the login details. A lot of people just provide the one click link. And then two days later, when somebody tries to figure out how to sign in, because maybe they manually logged out. They don't actually know what their username and password is. Because they were never told in that. Welcome. I

E Elena 1:17:14

Got it. Thank you so much. That's really helpful.

Katrina Scarlett 1:17:16

You are more than welcome, my friend. Esther, I think I missed something from you. So I'm going to scroll up really quickly. I think I saw so Esther said, Hey, everyone, I'm new here finally went all in with lifetime Pro. You are awesome, Esther, great job. Um, do the office hours get recorded? If so where do they go? Yes, and I know you only joined us a little bit ago. But we quickly discussed that at the top of the call. But we're actually going to start putting them into a office hours product that will be located in the MV marketplace. So the same place where you purchase your lifetime pro account, that's the, that's our member vault site and the marketplace we call it. So we're going to be storing them there, they'll be added probably I'm going to say I'm being very optimistic here and saying four to five days after I'd like them to be in before the weekend. But that might not happen after a call. So today's Wednesday, ideally, I'd love for the replay to be there for the weekend for everyone. But we're also going to be including captions and transcripts going forward. So that's gonna be that prolongs the process of it. So it might be the Monday following. So you'll be able to find within, you know, a week of today's core of today's call, you'd be able to access the replay. So it'll kind of be like, you know, replay call replay call that kind of scenario. But there'll be a database there for you to find. You'll even be able to search by key terms. Again, transcripts and captions provided as well for people. So hopefully that answers that question that I think I saw. Oh, Elena, that was your mentioned Kelly said she had to go see you next week. And then Esther says awesome things and oops, not the pro the Lite. That's totally okay, Esther, we appreciate you supporting member vault with a lifetime plan that is awesome. And it means the world to us because it just makes us feel loved. And you know what the those lifetime supports really allow us to progress the platform forward, especially being that we're not a capitally funded program, which a lot of people think we are. We are fully bootstrapped and self funded. So those lifetime plans in those annual plans. They all go towards funding the platform so that we can do more with it and support you more with the things that you want to see and grow. Awesome. Anyone else have any questions before we wrap it up for today? Oh, again, those who join me for these calls regularly. No, this is where I really want to play the Jeopardy sound. No, I don't yet have it. really need to get it. There's probably some copyright infringement there though. I don't I don't want to have to pay royalties. Awesome. Okay, well, if any questions come to mind after the fact and you weren't able to either ask them here or you forget, or all that kind of stuff, you can always find me at hello@membervault.co I am going to be very transparent and say that it might take me a little longer than normal to respond, as I am swamped right now with emails about all of our recent changes and things that need to be addressed for that. So even though I try, you know, within, within a day or so to respond to people give me a little bit more room this week, it might take a little bit longer. And then of course always to you have access to the chat support as a paid user, so make sure you use that. And yeah, and oh, I will say I'm gonna say this wrong, Dr. Lewanna, I think I got that I think I got that. I think she just popped off too, but I did see her request to talk about memberships. So I'm going to make sure that I add that to our list of upcoming topics and Kenyana as well. We're going to throw in email consent there too. So I will make sure I jot those all down so I do not forget. And yeah, we will see you next Wednesday, two o'clock eastern and I hope until then everyone has a great week and a great weekend. Bye everyone.