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SPEAKERS

Lisa, Katrina Scarlett, Elena, Diaris Alexander

Katrina Scarlett 00:01

All righty. So just as we get started here, I see that there are a couple new names in the list of who's joining us. So I do want to clarify that, we're going to quickly start off this call, as we do with all office hours calls with a bit of a tutorial or review on something. And then during that tutorial, I should say, I do focus on the tutorial, and I'm not checking the chats, just as you probably know, the chat while you're demonstrating something can get really distracting and take you off topic, etc. So I stay focused on the topic at hand. And then once I've covered all the little nuances that I want to share with you, we'll open the floor for questions about that topic. And I'll review any chats that have come in during the first portion. And then once we've kind of cleared up all the questions about the topic at hand, we will open the floor to any general questions or use cases etc, that you would like to discuss, even if they do not relate to the topic we're focusing on today. So just want to clarify that I did get a couple emails recently about people concern that they didn't get the chance to ask their general questions during these calls. Because we note a starting topic. And that's not the case at all, we always leave time at the end for general questions. And even if the starting topic takes a little bit longer, because there's a lot of follow up questions, I will always do my best to stay on the call for a little bit longer to make sure any general questions get answered. So with that, let's get started. Because today's topic is a juicy one that comes up very often, especially as memorable as a platform is growing. We're getting, you know, users have all different focuses in terms of industries and services, etc. We have seen over the last I would say two years or so a really expanded use of MemberVault in terms of offering memberships. I think before to

two and a half years ago, the main focus for most of our users was on digital products in terms of courses, trainings, PDF, downloads, challenges, etc. And over time as that user base has really increased, and people are getting really creative in their use of using MemberVault. We've seen more emergence of people using it for memberships, which is fantastic. So one thing that I want to start off with by saying in relation to the topic of memberships is that everybody has a different vision of what their membership is intended to be. For most people a membership also includes some form of a community component, whether that be a forum or something like a Facebook group, a Slack channel, a community over in circles, something like that. That is something that at this red hot moment, MemberVault does not offer. So if you are considering using MemberVault to host a membership of some kind, the community aspect of it is something that you'll want to host outside of MemberVault. Now, depending on what service you choose to use, you may be able to embed components of that external community service into your product in number vault. For example, we have some users who have started to use circle circle will allow you to embed some of its components into your modules and lessons if you would like. But not all services obviously offer that, for example, if you lean towards Facebook groups that would be posted over on Facebook completely wouldn't be able to embed, you know your chat strings or anything like that within MemberVault. But I just want to clarify that because I think what's happening is or not in a bad way by any means. But people, when people hear the term membership, they automatically assume that there's some form of a component in terms of that community forum or community chat element. And so I just want to clarify that something right now MemberVault does not offer, it may be something we introduce in time as more and more people are starting to lean towards using MemberVault for memberships. But that's actually a very big undertaking. So there's not any concrete plans at this time, but it is very much on our radar. So with that saying, when we focus on memberships, the other thing that I think a lot of people kind of get hung up about but I don't want that to sound negative, but it's the only term that's coming to mind right now. But something that people kind of get stuck on is the fact that they feel that the membership they're creating should be a different type of product. So when they go for example to add product, they're expecting to see something here that is going to allow them to designate this product as a membership. And that isn't the case, everything you're going to create in MemberVault, anything that you want your people to be able to opt into or purchase. So whether you call that an offer, or a product, or whatever you might call it. Anything that you want people to opt into or purchase is created as a product in MemberVault. There's no specific designation that makes something a membership, or that makes something of course, so that makes something a challenge. It's all in how you design your product in terms of how you're outlining your modules and your lessons and the content that you're including within. So we have a membership product here in Maxie Brown's demo account. And I want to focus on this one first. So this is probably the I'm focusing on two ways to do

memberships in MemberVault today. And this is, for most people the most common way they're going to create a product that is going to be their membership. So they're hosting a membership with the content aspect in MemberVault, whether they have a community outside through, you know, Facebook, circle, Slack, whatever option totally, technically a little bit separate, but all relative, but the content component of it is how is being hosted here in MemberVault as a product. Now, when we go into this product, the first thing I want to focus on is the in a sense, the single element that actually would make this a membership above anything else, is simply the fact that it's a reoccurring subscription based product. That's essentially what makes a membership, a membership. It has a reoccurring cost associated, that is based on allowing people to continue having access, right, it's not a one time purchase, that they have ongoing forever, they have to stay an active member by continually processing that payment for the subscription, that at the end of the day is what makes a membership. A membership is the fact that it's a reoccurring subscription. Even if it's not monthly, it could be weekly, it could be annually. But it is something that is reoccurring, and in order for somebody to stay active in it, they need to continue to be an active paying monthly, weekly member, whatever it is, when it comes to the content, that's really up to you. And it's a matter of what your membership is focused on. So your structure of the product is going to remain the same as any other products you've created, you're going to have your modules and within your modules, you'll have your lessons. Now, a lot of our users like to do the monthly drip of content. So in this particular case, this is actually a product as you can see that was created quite some time ago. And this product is based on that idea of dripping content on a monthly basis. So we set this product as date dripped. And each of our modules, as you'll see have a drip date now far in the past, but a drip date well, relative to the start of each noted month. So of course, this is just a demo. So we've only, you know highlighted three months here for you with a couple extra modules. But you can have a product for your membership, that is a regular product, my membership that I have over my MemberVault account is a regular product, because I choose not to control access to the content based on a schedule per se. The only thing that really is scheduled based is if I'm adding call replays. And so those would get added after a call. But that module itself for call replays is completely open as well as all of the other modules that have training content in it. I personally choose not to restrict access. And instead, I go on more of an organic system where as I create content, it gets added to the membership. And if somebody leaves the membership today, that's totally okay, they would have had content or access to all the content, you know, as they were a member, and if somebody joins today, they still get access to all the content I put in that membership over the past year. So that's my preference, but a lot of people want to work on more of a kind of weekly drip or a monthly drip. So if that's the case, just keep in mind that at this time, the modules are the only things that can actually be dripped. So if you want to do a monthly drip for your content, you would have a monthly module for each month. So you'd obviously have 12 months in

a calendar year which means 12 modules, so that you can control those modules dripping on that monthly schedule. If you want to go with more of a weekly schedule, then you're going to need a module for each week in order to control that drip schedule that you have that preference for. So you'll end up with a lot of modules in your product in that sense, but it would still control the access to your content in that weekly frame are that weekly schedule as you'd like. One thing to highlight here, too, that's become a popular request. But not something that MemberVault currently offers is the ability to limit access to modules, that somebody that were released before somebody who joins a membership. So think of it the best way to describe this is similar to a magazine subscription. If you join a magazine subscription today, they don't send you all the back dated issues that you missed, right, you start getting the the magazines, from the point when you became a member. So for February, March, April, so on and so forth until you cancel your subscription. There's quite a few people who are interested in having that kind of drip functionality within MemberVault's or product functionality, I should say when it comes to controlling access. But that's not something you can currently do in MemberVault. You can't have somebody join your membership product here in March but restrict their access to January and February because they didn't join during those months, and only have them access the modules future forward. The reason being is that in MemberVault all of the access to your content is controlled at the product level. So anyone who has access to this product, your maximize membership product has access to all of the modules within if it's on a drip schedule, they will obviously need to wait until those certain drip dates or drip timeframe comes to be. But ultimately, at the end of the day, they will gain access to those modules because they have access to this product. There isn't a way at this time to say Nope, Katrina can't have access to January and February because she only joined in March. So we do have some people who had chosen to kind of go forward with that vision of that style of membership. And in which case, we're encouraging them to break their products up more into quarters. So they would have a q1 membership product that anyone who joins in q1 would get access to and then they would get access to future products going forward as they continue to be a active member into future quarters. So that way, they're at least kind of controlling access by quarter versus month or versus week, whatever it might be. That's the easiest way to kind of get around that in MemberVault because you really don't want to have 12 different products one for each month simply to control access, right. And to be quite honest, if you are leaning on that side of the fence in terms of wanting to control access to past content from when somebody joins, I'd actually really encourage you to pull your audience and see if that's something that would actually make a difference to them. Because we've actually done some extensive research on this between polling our members, between other people we know who offer memberships. And for most people, that's actually not a deciding factor, whether you restrict access to pass content, or you give them open access as I do in mind membership, that's not something that's going to that's going to encourage somebody to

join one way or another. In most cases, when somebody is looking to join a membership. The key priorities that they're looking for is the community that comes with it, whether that's you know, group coaching calls a dynamic community have good chat and support and say Facebook or whatever element you choose, and access to the expert at hand who hosts the membership. That's really what people are typically joining somebody's membership, four is access to the expert and the community that comes with it. It's very rarely content specific or content driven motivation why people join a membership. So what I have found in talking with users over time was when I asked them about this desire to block access to content and stuff, most people actually figured out that they're causing themselves a lot more work than they need to, in restricting that access. Because if they go for more of an open approach and just release content on a monthly schedule, without worrying about access to the past, etc. It actually makes things easier and it encourages more people to join because they do get access to the stuff that was available in the past and they're not being restricted. So just some food for thought there. If you're somebody who's on the fence about whether or not you want to offer a membership, or if you are, you know, considering it at least and framing out how you would want to create that for your audience. So there really isn't much else for me to show you here in terms of this particular product. Because it's a product just like the last course or the last training you would have created. It's still a product with modules and lessons. But at the end of the day, what makes it the membership is the reoccurring access by payment. So I'm going to stop there on this one. And we can always dive into any questions that there are the other way, a lot of people like to host a membership in MemberVault. Although I will say it's, it's the latter, you know, it's the one that's less popular of the two is to use their entire MemberVault site as their membership site. So instead of just having a product as their membership, Hello? Oh, sorry, somebody unmuted themselves, I'm just gonna give me two seconds to see if I can get everybody muted again. Oh, there we go. I think we're all muted now. So some people would prefer to have just a membership site where in the background, they have a whole bunch of invisible products, that is content specific to their membership. And the only way you get access to those invisible products is if you join the membership. So in that particular case, you're still going to look at having a product that is the base of your membership, so we would still have this product in place. However, all of our other products that would be included for somebody who joined our membership would be marked as invisible, because we wouldn't want them showing on our main page. So if we go ahead, and I'm just gonna really quickly here, mark these two other active products invisible. Well, that's not what I want. There we go. Alrighty, now if we do that, and we come back to our Maxi brown site here, and I'm going to log out, so we see it from the visitor perspective. The only product offered is the membership. So for people who want to host a membership site using MemberVault, this is really the best way to do it. Especially if you want to be collecting those purchases, right in MemberVault, you still need a forward facing product for people to actually purchase into. Now, if you are

somebody who prefers to use an external sales page, say on your website, or something like thrive cart, or Sam cart, etc, you can actually have all of your products invisible because people aren't actually coming into your MemberVault, or they're not coming to your MemberVault page to join, they're joining from an external location, and then you're going to be adding them into your site. But if you want them to be able to come to your site and visit it and have the opportunity to join your membership from here, you're going to want that one product to be active so that people can visit the product, read all about why your membership is awesome, and why they need to join. And then they can go ahead of course and purchase right from here. Now in the background, let's just say that we have five products, five other trainings that go on top of all of the content included in our membership product, we need to make sure we give them access to those invisible products when they join, that's essentially executing a bundle, right? I'm sure. If you're new to digital content, you may not be super familiar with bundles. But bundles are essentially when you buy one thing and you get four other things included right? No different than like going to the store and getting, you know five things when you only buy one. So if we come down here to our maximise membership product under actions, we would want to set up an action or actually add an action set as what I call them. But we would want to set up an action that makes sure we give access to all of the other products that make up our membership content for the person who joins. So in this case, we can have it as added to product or purchase products. I prefer added to product because it's all encompassing for when I either add someone manually or they purchase etc. So when they're added to the product maximise membership, we want to use a we want to use the action of giving them access to another product. So add user to product. So in this case, all I would need to do is pick the other products that are involved in this membership, and it might be all of your products. And in this particular case, we have a lot of other products here in the Maxi brown demo account. But for you, if you truly are using your MemberVault site as an entire membership site, it's very likely you're giving access to all of the products that are within your account, above and beyond the membership product that they have purchased. So we're going to go ahead, and we'll do that, again, for multiple products. So let's just say we're going to give them access to this challenge product. If they join our membership, they're also going to get access, I don't think I actually selected that, there we go, they'll also get access to our maximum bundle, that's probably don't don't worry about the name here. This is just examples of what I'm pulling here, I really just want to show you here that you can give access to multiple products, when somebody joins one product by using a single action here a single action set, because you've got multiple actions associated with this one trigger. So we're going to go ahead and we'll add them to one more product, we'll give them access to our top secret product here. So now when somebody comes and let's just go back to the main page really quickly, when somebody comes to this MemberVault site, which is actually a membership site, the only way to get access to the content within is to become an active paying member, we come we purchase this product here, which is

the forward facing promotion and kind of you know, main content around the membership, you know, it's probably the product where you'll have drift monthly content, potentially any call replays, details on how to access your calls, maybe guest expert trainings, anything like that. But this is essentially the entry point for our membership. But when we purchase and get access to this membership product actions is taking care of giving us access to all of the other products in this account in this site that are included as part of that membership. So just to really quickly kind of go over that again, in real kind of just upper level context for anyone who joined us a little bit late here. The two ways really to be hosting a membership and MemberVault, all still surround having one membership product. But it's a matter of if you're treating your whole site as a membership site. And in which case, you're only going to offer the one active product for your membership as that entry point. And then you can use actions to trigger access to all of the other products that make up that content for your membership. Or you have a membership product and other active products as well too. In which case you're not using your entire MemberVault site as a membership site you have a membership but you're still selling other content you're still selling other courses, trainings, challenges etc. But you also offer a membership so again, a lot of people I would say who do memberships in MemberVault gravitate to the way of it being a product within an among their other offerings are there other active and available products and then the other side of the fence is people who use MemberVault, their MemberVault site, as an entire membership site and control access by a single product which is the membership products and then use actions to trigger access to anything else included in that membership. But if somebody was to visit that membership site on MemberVault, they're only going to see that one available product whereas in the alternative like if you visited my MemberVault site, you'd probably see I think six or seven available products one of which is my is my membership. So with that let me stop sharing for two seconds here put myself back on video and I did see wow quite a few people joined us there while we were going through that tutorial. Let's see what's going on here in chat. I had a few things I saw pop in somebody said sound is odd. I hope that was maybe just a very minimal thing and it's okay now if something's off please know that I don't check. I don't check the chat while I'm doing the tutorial. So if there is something where like you can't see the screen or my sound cuts out, it's always best to just unmute yourself and let me know because that's the only way I'm gonna see something like that but I don't see any

E Elena 24:38

sound is fine now it was that same thing it does sometimes where it's like kind of got a crackly sound to it. That's what I was hearing.

Katrina Scarlett　24:46

Was it for a long period of time?

E　**Elena**　24:48

No, it was it was just little chunks and I haven't heard it for a while. I don't know what you're doing it

Katrina Scarlett　24:54

whenever I share screen and record. It is a zoom thing and I can't So frustrating, but thank you for letting me know, I'm gonna maybe uninstalled zoom and reinstall. That might be the simple fix there. We'll see. Um, okay, so Elena, actually. So you're the first question here. You said, Does anyone on the call use circle? I'd love to talk to someone that is using it. And then Lisa followed up to saying that she is curious about circle, I use FB for my group right now, but sell my membership and how's the content on MV, which is awesome. Elena, you then followed up and said, you have a question about monthly drip. So feel free to go ahead. And

E　**Elena**　25:34

Alright, so I continue to ruminate about this in my head about access. So we're looking at creating kind of a perpetual, yearly calendar. So like, for the first quarter, there would be certain content for the second quarter there be certain content, et cetera, there will probably be some other changes within that. Is it complicated if we create, like, you know, q1, 2021, q1, 2020, or q2, 2021, etc, and only give people access to the ones that they've, you know, been members during that time is, and then there's another site, that's actually the main site where the recordings are, and all that stuff is that like, too complicated for people, like I'm trying to figure out how they how they would navigate that.

Katrina Scarlett　26:24

It's not, um, the thing is, is that it's kind of like, what I say usually is that as long as you give them clear directions, right, as long as you write clearly defined for them, you know, you're going to get all the content associated with q1 in this product, this is the main membership product, where all of our call recordings are, etc. key ones content is here. And then when we release q2 that will be in its own product, etc. That does work very well, I do, I do know of numerous users who have done very well with themselves in hosting a membership in

that way. Where I would say it can start to get a little bit tricky is as you get further down the road, right, and let's just say your membership continues for two, three years, right? Now, you're going to start to have multiple quarters for people to you know, for people to see within their within their MemberVault user account on your site. Now, the nice thing about quarters is you only have four quarters a year, right versus 12 months or three weeks, right. So when you look at organising the year, from a content and a drip perspective, the I really like the quarter idea because you You truly are now looking at things in just a perspective of four parts versus 12 parts or more. So that makes it much easier and cleaner for your people as well as yourself. But when you're thinking long term down the road, you just would want to have a bit of a game plan for, okay, when we get into year three, there's now eight quarters from the past few years, what do we want to do in terms of helping to keep that organised for if it was me, I would probably archive all of those, you know, four quarters from 2020, into one product, I would then have a 2020 product after the fact. And I would just move all that content into that 2020 product. And then I would do the same at the end of 2021. So if somebody has been a member with me in that style of membership all the way into 2022, although in past, they would have seen you know, 468 products. Now as we start into 2022, they actually only see two, one for 2021. For 2021. That's archived content, essentially. And then for 2020, to moving forward, I would still release in the quarters, those products that by quarter, and then again, archived towards the end of the year, or whatever makes the most sense, just so that you're keeping things clean for people because especially because I know your account, Elena, you have other content, other products, right, just what would be associated with your membership. So it's very likely that you can end up with somebody who not only has access to eight products all relative to the quarters for the past two years of your membership, but they might also have access to six other products that they've purchased from you along the way. Right, right. And that's also in the mix too. So you want to consider that. You know, and that's not necessarily going to be everybody who joins your membership but you know, quite a few people if they've invested in your membership. They also tend to purchase the other offerings that you have as they come available, especially if you give like special discounts to your members etc. So That's really all you're gonna want to consider or not all you're going to want to consider. But I would say the main thing to consider is, when you're thinking from a longevity perspective, and assuming that if you're investing the time and effort into a membership, your intention is to keep it going. As long as you know, there's that interest and engagement. So what would you do two years from now, when you've broken things up by quarters? Would you archive them? Would you just get rid of them all together with all that kind of stuff, right? So you're keeping things as clean as possible down the road.

E Elena 30:36

So some of that has to do with how much you promise how long you promise, people are gonna have access. So as you're saying this, I'm like, Okay, I need to remember if I say forever access, then I'm actually committing to something I might not want to be committing to.

Katrina Scarlett 30:49

Yeah, I would. I would say, in most cases, when somebody leaves a membership, the understanding is they lose access to those products, right. So if somebody was to join your membership, and after being with you for a year and a half, which would ultimately be around six quarters, so they'd have access to six products, maybe seven, because of the main membership product, they would lose access to all of those, right? Because they're now long, they're now no longer an active member, continuing to pay for access. Right? So right, you wouldn't, you would remove them from all seven products. But that's a general understanding about memberships. Right? It's the same thing. I can't, if I cancel my National Geographic membership, they don't keep sending me past magazines, right? Like they like it stops, I don't get anything else. And yes, I get to keep the magazines that I got during that subscription based on that nature, of subscription, being tangible. But in the online world, the the general understanding is that you don't continue to have access to any of the content within a membership, when you leave the membership. That's part of what compels people to stay though, right is that they have that ongoing access to the to the content. But that would all be how you frame things out in your terms of service and your conditions for the membership, right? If you want to allow people to continue to have access to things after they're no longer an active member, you totally could I know a few people who do that I'm really a preference in that case. But the general understanding being that if I cancel my membership with you today, I would lose access to that content. But again, keep in mind that most people's motivation for joining a membership isn't for those modules and lessons, it's for those group calls as for the connection they get with your community, it's for their access to you as the hosting expert, right? That's really where for most people, you know, what keeps people in the membership? Is that is that actual experience over content?

Elena 33:08

Thank you, that's really helpful, because my normal courses, it, they're sort of like forever access. So I just need to get my head around this idea that these are going to go away. Thank you very much.

Katrina Scarlett 33:19

I would frown on that token in terms of any of your content, and this is valid for anybody. One, I will say always refer to your legal counsel, I do not, I am by no means a lawyer. But one thing I would consider is moving away from the term lifetime. Right? Some people use lifetime access. Well, that's that is hard to say what that lifetime is going to be for your course, right? In a year, it might be completely outdated, and no longer valid. And so what does that mean? Do you replace it with something else because those people were told lifetime access, etc. So switching your verbiage to when it comes to digital content to something more like ongoing access or unlimited access doesn't actually necessarily say that it will never end and then maybe having some form of a terms of service, like a policy within your terms of service that says that, you know, this is how I would handle things if I decide to close my business or if you know, certain content needs to be archived, etc. and just having like, a little bit of a game plan that you communicate to people for that, but definitely when it comes to digital content, the term lifetime is something that I would try and avoid and switch for a different word like ongoing instead just so that you know some people will truly take lifetime to be you know, until the day they turn 91. So just just keep that in mind, but the terminology. You're welcome. You're welcome. Alrighty, so let's see here. So then Lisa has a question as well says if you want to drip some, but not others could you create the product type is drip, but leave drip. Date open like you did with the teaser? Lisa Yes, you could, um, when you create a product and you choose it to be a dripped product, whether that is timeframe or date dripped. When you create that module or the next module, you're adding into that product, the first step that I would usually recommend that you do is set that date or set that timeframe, because without a set timeframe or date applied to that module, as soon as you add it into your product, your people can access it, because there's no control factor around that drip schedule for that particular module. However, if you want certain modules in a product you've already deemed as date or time drip, you can certainly do so you wouldn't want it to be a teaser module, because a teaser module is available to anyone. And so like any visitor, right, I could just come and visit your site and have access to a teaser module. So you wouldn't want those to be teaser modules. But you I would say rather than leaving the date as unset, rather than leaving that blank, I would set it to something in the past. So especially when it comes to date drift when it's date drift, if you know, let's just say your membership launches on March 1, I would set the date of the drip date for those particular modules that you want to be open and not you know set to a schedule, I would set that to a date in the past like February 1 or January 1, when it comes to a time drift product, all you need to do is just leave the settings for that particular module as zero weeks and zero month or zero weeks and zero days. As long as it's zeroed out. It'll be available when somebody joins the product. based on you know, when they join, so it would be available to to that today if they joined today, because there's no parameters around when it releases. And

then again, date dripped, you would want to excuse me, just make it so it's a date in the past that you know is typically I would say a date from before the actual product launch. That's that's usually a good way to do it. If you know you've launched something on March 1, then set all of those ones to January 1, so that you know there's no concern for them not being available. I'm not sure if that answers that particular question, Lisa. But I see you have another one. So I'm going to keep going here for the sake of time. And you can let me know if you need more clarity there. You ask is there a way to end access automatically, like a time end to a product, wondering if there's a way to have to give people a trial time with the membership other than a child before pain. And so there isn't a way to automatically end somebody access to a product from within MemberVault natively. But depending on what systems you use outside of MemberVault, particularly your email service, it's very likely you could automate it, or using our Zapier app. So for example, I'm an Active Campaign user. And if I wanted to do something like what you were suggesting, I would have, you know, people could sign up maybe on my website for the trial to my membership for two weeks. And if in my automation inactive campaign, if after two weeks, they haven't joined as a paying member. By that point, then I'm going to use a web hook that's available under Advanced integrations in my MemberVault account. And I'm going to call the web hook that removes their access from that product. Alternatively, if used the Zapier app, there's actually an action an action item and Zapier that will allow you to remove somebody access from a product. So to answer it, your question, not natively within the platform at this time where you can schedule an end date for somebody to lose access to a product, very possible that will be coming in future can't say when but something we know that would definitely help our users. But for now, you should if not be able to automate it through your email service, automate it through our Zapier app. Thank you.

Lisa   39:10

Thank you. I wanted to say that answers both questions, and I appreciate the work around at least for now.

Katrina Scarlett   39:15

Perfect, you are more than welcome more than welcome. And Alrighty, so then we got Laura here says to do a quick question about files. Is it best to have a file library and then share links in each lesson module? Or would it be better to upload the file into each individual module? Well, in this case, it would really be a lesson. Is the file in a file library accessible by the public meaning Can I share a file to anyone anywhere? Or do they need to be a member of this specific product? Okay, so the the file library idea for those and let me just actually get the knowledge base article around the file library because it's a little

It would take me a little bit to fully explain. So let me paste that in here. Um, the file library idea is a place where you can essentially use it as a media library. So if you are constantly sharing the same files across different products, so say you have five products, and they all require the same disclaimer, while you could have that disclaimers stored in a file library product, and then share the file link to the to the particular products within your account that require that file. That way, you're not having to upload it every single time that you need to reference it in one of your lessons. But unless you're needing to share those files across other areas in your MemberVault site, you don't necessarily need the file library, right, because you still have to upload the file once. So if that's a unique file to a unique lesson in one of your products, I would say just upload it there. So it really is a matter of how you plan to use those files. Again, if they need to be shared across multiple products, then a file library just allows you to upload it one time. But if it's a unique file for unique products lesson anyway, I would just upload it to the specific lesson in question. The one thing to consider, though, is if you do use the file library concept, if you ever change that file, so let's just say it's a PDF workbook, and a year from now you need to update it because the content is now a little bit outdated. When you update that file within your file library area, the link changes. And so you would need to go to all of those spots within your products, where you shared that file link and update that link. It won't do it dynamically for you because the file library, it's not a media library, it's a workaround for that kind of concept. So you would still need to have an idea and know where that file is shared. So for example, I have a client that I work with that we use the file library concept for. And in the lesson where I have in the file library where that particular file lives, I have a list of all the places in that MemberVault account where that link is shared. So I know exactly where I need to change that link, if we ever need to update that file. So it does work, it can sometimes create a little bit more work down the road, if it's something that you're sharing in a lot of spots. And then it's something that gets updated. Often, if it's a file that's unlikely to be updated very frequently, then I would say the file library is a brilliant solution. The links to your files are are not controlled by access, we to help our users have basically unlimited access to uploading files, we store your files on our server, there's not a particular storage location for each of your files that is protected for only your users. So what I mean by that is if I share a file that I have uploaded to my MemberVault site, with somebody directly with a user or in an email, etc, that person doesn't need to actually have access to that modular lesson, if I'm sharing the exact file link with them. In that case, it's no different than me grabbing the link from my Google Drive and sharing it with them. So it's in terms of the, you know, what's the word I want to say here, the control is really people going into your lesson, logging into your site, going to the product, going to the lesson and getting access to that download there. If you're encouraging them to grab the links to those files, those links are really open. So they could then go share it with a friend if they wanted to. And that link just knows that that's an active file on our servers, it doesn't know that Katrina is not meant to have access to it,

because I've given Katrina, the raw link to where it lives on the server. So keep that in mind. Again, by doing it this way, it allows us to not put any restrictions on you in terms of how many files you can upload and overall size and capacity and that kind of stuff. But that is one caveat that comes with that is that, you know, the link itself, our Amazon server doesn't know, you know, if your sister should have access to that product to that file, because it doesn't have the information on who has access to that product. Right. It's actually very separate in that regard. Alrighty, hopefully that answers your question in that in that sense, but if there are more, let me know. Let's just see. There's a lot of chats today, so bear with me here, everyone. Kathryn says in a membership, how would I highlight the content for each month, not all 12 subjects are covered each month, and then move the lesson into which of the 12 modules that are for that subject. And, Kathryn, I'm not, I'm not sure if I'm following the context of what you're saying completely, but you don't need to organise your content by month if that doesn't work for you, right. That's the thing is that, again, when we talk about a membership, how you organise your content is completely up to you. For example, in my membership, I just have it by category of like, what trainings they are, I don't do the month or the week or the quarter thing, because it's not relative for me, and I don't choose to control content by timeframe for if you join my membership today, you get access to everything that's in there for the past year. So you wouldn't need like, you would only need to organise your content by month, if that's what you want to do. If it makes more sense, to organise your modules by categories, then when it comes to notifying your people what's new, I would say that's going to come in the email correspondence you have with them, or however you're hosting a community element if you're doing that. So if you for example, you know, release a new lesson in a particular module, that would be a good opportunity to email your members and say, hey, I've just added this new lesson. Here's the link to the lesson go check it out when you have a chance. But from a hierarchy and organisational standpoint. You know, I wouldn't worry about categorising things by month, if that doesn't make sense for the type of membership you're wanting to offer, right. And I know for you, it's in the space of horses. So in that case, you know, I would do it by category type of training, whatever that makes most sense. So it's topic based, really. And then just highlight for them, either by email, or you can even do it in the welcome message, right, you can update the top of your welcome message for that membership products every week or month, or whatever it is to drive them to the specific module or lesson that's new, that's really just going to come down to kind of communication because there's no there's no method in MemberVault that signifies like, you know, highlights a particular module or lesson as being new. It's really just again, in how you're organising it, and how you're sharing that information with your people. Alright, I see a longer one here from Diaris. So let me give two seconds while I read this. And people take lifetime to be life of the product. Yeah, you know what? I would like to say that I've actually had a few clients get into some legal concerns using the term lifetime. And not seeing it from the perspective of life of the product. That would be my

intention for sure to. But unfortunately, some people see lifetime difference. So it is something that, you know, I'm very cognizant of, because unfortunately, I've seen a few clients I've worked with in the past go through some some legal battles because of that, and the terminology they used, which is cause refunds and things like that. So but you know, if you just find lifetime in your Terms of Service or the conditions for your business, then then you always have that in policy. And that's perfect. I don't have that many products yet. But if a new member is added to a bundle, and the bundle has separate actions, giving three products, they will only be added to each product once over all correct. How would it work if they were more like an upgrade, and they had access to a few already just wants to make sure we just want to think ahead of things that might be wonky. So the thing is, is that MemberVault is intuitive, right? So if I join your product, and I upgrade, right, for example, and I am now part of that upgrade, entitled to four additional products, but I already own two because I purchased them separately a year ago. MemberVault is going to say, oh, okay, I can skip that action for Katrina, because she already owns that product. Right? And it's going to say it'll basically do that for all the products that you've set up under that action. It'll say, Nope, Katrina already has that. skip that one? Nope. Katrina already has that skip it? Oh, she doesn't have this product. I need to assign access to that product for her because that's new. She doesn't already have that. It's the same with if somebody you know is already a user in your MemberVault account, but then they opt in or purchase something else, even if it's outside of MemberVault. If so long as they've made that opt in or purchase Under the same email address associated with their user account number, well, it's not going to create a duplicate user account for them. Because it's going to say, Oh, Katrina already exists as a user in this account under that email address, I just need to update her product access according to the instructions, right. So in the actions case, if I already have two of the products you're giving access to, it's just going to skip that. And it wouldn't affect my pre existing access to those products at all. Does that help, Diaris? If not let me know.

D **Diaris Alexander** 50:34

Yeah, that's good. I think all in all, we just have to make sure that I keep that in mind as people have continuous access to products versus like, if I had something in ActiveCampaign, that gate that took away access, let's say after six months, or something like that? Yeah.

(M) **Katrina Scarlett** 50:53

Yeah. So like it. But the thing is, too, is that if you have, let's just say like, even in speaking of like your ActiveCampaign, web hooks, right? If you have a web hook in an automation that I might go through, and I already have access to the particular product that web

hook is referencing, it doesn't create a negative impact, right? Same with the actions, there's there's not a negative impact if I already own the product. And subsequently, if I've been removed from that product after, say, six months, but now I've joined a new offer of yours with access to that product is allowed again, or is provided, again, if I go through that automation with that web hook, it's great, because now it's just going to update my access to ensure I have access again, even though you've previously removed me. That makes sense.

D   Diaris Alexander   51:47

Yes, yeah. Just make sure every everyone's tagged appropriately from when they get access to the product from MemberVault.

Katrina Scarlett   51:55

Yeah, exactly. And then you know, and the nice thing is, is that you you can sleep easy knowing that if somebody goes through a web hook, you know, whether it's an add web hook to a product, they already own no harm, no foul, but it will catch anyone who doesn't have access already. So it's that you know that that safety net, and then vice versa, if you have an automation where you're using the web hook that would remove somebody access, same thing if I don't have access to that product, but I make it through that automation for another reason, it's not going to remove access to a product I don't have access to anyway. So there's no negative impact in that sense. All right, thank you so much. You are more than welcome. Awesome. I think that got gets us to the end of the list in the chat at least. So before we wrap up, Does anyone else have any questions that you haven't asked yet? Or that you've been waiting to ask? If so now is the the best opportunity before we end the call. So you can either unmute yourself or put it in the chat. So Laura says just a quick follow up question about the files question. If I were to change files and update them regularly, would I be better off using a Google Drive link? Like with the client you were talking about? Um, yeah, with is the if you're making it so that the Google Drive link doesn't change, and you're just updating the actual file content, that would definitely be a more dynamic way. Unfortunately, again, MemberVault is not the the file library idea is is essentially a hack, right? It's something that I started suggesting, for people when I realised people want to just store files, including things like audios, etc, in a in a central location. That's not how our links function, they're just general server links. So you know, using something that's more dynamic, like Google Drive, that's going to allow you to replace the file but keep the link the same. In terms of you know, your efforts and such is probably going to be to be easier for you. Knowing Of course, that you have that, that process in place where you would need to be making regular updates if you

don't have to make regular updates to the file and is pretty darn static. The file library idea is perfect in that sense, but it sounds like you need a little bit more flexibility than that. And Lisa says and follow up to that I use a Google folder link and shift out documents within the folder so I can keep the links the same Perfect, perfect. That would work really well too. So long as that, you know, whoever's getting access to that folder should have access to all the files within right which is sounds like obviously in your case that that is the scenario so the Google folder idea definitely works really well and would allow you that kind of bucket ready to drop things into and remove. Awesome You are most welcome Laurie, most welcome. Alrighty, well, we are basically at three o'clock. So I will wrap things up. I'm always afraid to cut somebody off. So, I wish I wish zoom gave a little you know, somebody's typing notice like, like so many other systems do so I could see somebody writing something. But, um, if you had a question that you didn't get to answer for whatever reason, please send me an email at hello@membervault.co or if something subsequently comes up for you after you jump off this call, same thing. Facebook group, if you're not a member there search number about collaborative. It is an awesome peer to peer support area for general questions, inspiration, motivation, all that kind of stuff. And then yeah, we will see everybody next Wednesday 2pm. Eastern, and until then, have a great week and enjoy your weekend. We will see you next Wednesday. Bye, all!