

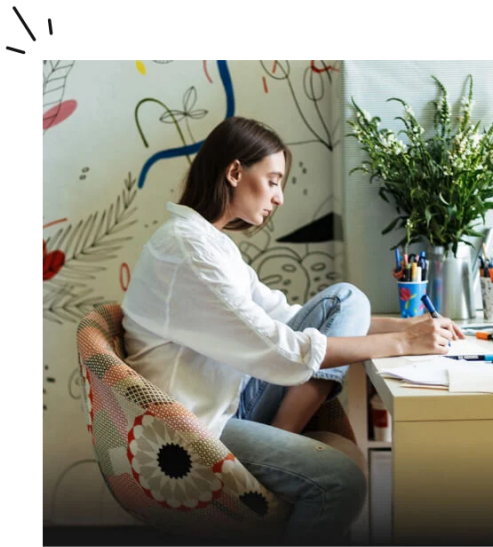
# Will Your Idea For A Profitable Membership Site **Actually** Work?

Everywhere you look, membership and subscription businesses are booming! But for whatever reason, you've been humming and hawing about your idea. You're ready to jump in, but you're feeling stuck...

- 🎯 Maybe you're feeling like your niche is too niche for a membership
- 👤 Or wondering if people will actually pay for your knowledge and expertise (oh, hello imposter syndrome 🙄)
- 🚩 You might be wondering where the heck you should start.
- 🧩 Or you might be feeling that you don't have everything together.

## Here's what I want you to know.

Since 2008, I've been serving tens of thousands of people in the membership space, and these feelings are totally normal, especially if you're just starting out.



## So, How Do You Ensure Your Membership Is A Success Right From The Get Go?

The last thing that anyone wants is to put a bunch of work into a membership project only for it to fall flat when it's time to sell it.

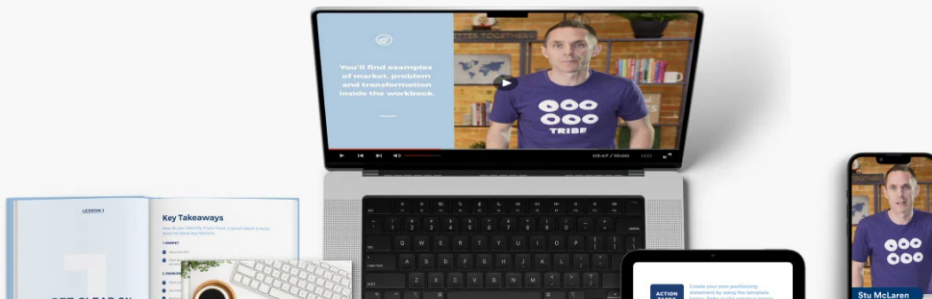
In the beginning, most people struggle to explain what they do, and how they help people. Bottom line, they aren't totally clear on their idea.

In this mini course, we dive deep on figuring out who you serve, how you help, and how to position your membership idea so that people want to join today!

ON-DEMAND TRAINING COURSE

## Learn The Secrets To Instantly Attracting Your Perfect Buyer

*Get My Proven Framework To Help You Explain What You Do So That People Buy*





## Build Your Foundation For Membership Success

When you sign up, you'll get my simple framework for nailing your idea, getting clear on how to position yourself in the market, and most importantly, craft compelling messaging that compels people to join your membership.



part 1

### Get Clear On Your Idea

Getting clear on your idea boils down to three key things. And once you nail these down you'll be off to the races with your big idea.



part 2

### Get Clear On Your Positioning

How do you communicate what you do so that people "get it"? Use this proven framework to clearly communicate who you serve and how you help.



part 3

### Get Clear On Your Messaging

Once you've got your positioning down, it's about strengthening and tailoring your message, and I'll show you exactly how to do that in this lesson.

*Get instant access for just \$27*

[BUY NOW](#)

Not interested? [Click here to continue.](#)

#### MEET YOUR INSTRUCTOR

Hello there! I'm Stu 🙌

Since 2008, I've been working intimately with tens of thousands of authors, speakers, coaches, consultants, and business owners to transform what they know, love, and do into recurring revenue by launching, growing and scaling 6, 7 and 8-figure membership businesses.

As the former co-founder of the world's leading membership platform for WordPress, WishList Member, and now co-founder of The Membership Experience™ and Searchie, I have a unique behind-the-scenes perspective of what works in membership and subscription markets.

And through it all, I've discovered the subtle nuances that make a BIG difference in the success of the sites that thrive year after year versus those that struggle and stall.

In this mini course, I'll help you get the ball rolling with your idea so that you can take the next step in your membership journey!

[BUY NOW](#)

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## Here's What You'll Get



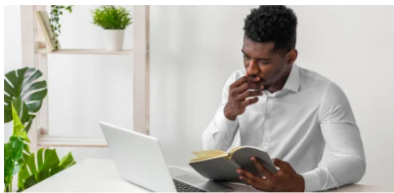
### Instant Access to Mastering Your Market

Join Membership Expert, Stu McLaren, and learn how to accurately explain what you do so that people buy.

**\$99 VALUE**

### Part 1: Get Clear On Your Idea

Three key things to get clear on your idea. And once you nail these down you'll be off to the races with your big idea.

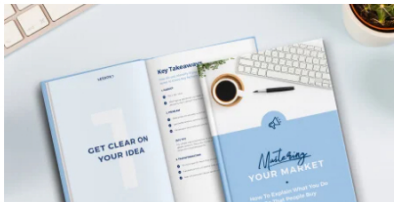


### Part 2: Get Clear On Your Positioning

A proven framework to get clear on your positioning. Clearly communicate who you serve and how you help.

### Part 3: Get Clear On Your Messaging

Once you've got your positioning down, it's about strengthening and tailoring your message, and I'll show you exactly how to do that.



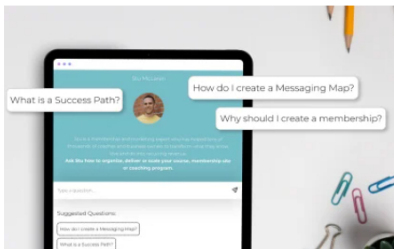
### Mini Course Workbook

Follow along in the Mastering Your Market workbook. This workbook includes summaries of each lessons, examples and templates to help you take action!

### BONUS: Curated List Of Marketing Your Business Episodes

This curated list of podcast episodes will help you get clear on what your idea is and how to position your membership.

**\$49 VALUE**



### BONUS: Stu GPT

Get instant access to an AI-powered Stu-sistant (brought to you by Searchie Wisdom). Ask questions and get instant answers!

**\$99 VALUE**

*Handwritten flourish* **BUY NOW** *Handwritten flourish*

Not interested? [Click here to continue.](#)