

Mike Morrison Talks All About Membership Websites - Part 2

By: Ilana Wechsler

Should You Invest In Creating Paid Groups in Facebook

- There's a lot that you sacrifice if you create a Paid Group in Facebook because you're giving up control, you are subject to any decisions Facebook wants to make, and they will not consult you on those decisions.
- If Facebook decide that what your group represents no longer matches up with their terms or their business objectives, they will shut your group down overnight with no recourse.
- You can't export that data and then put them into a forum or anything like that.

Thoughts On Balance of Free Versus Paid Content

- If you give away the 'What', give away the 'Why', and sell the 'How'.
- Example is if you're doing podcast, writing blogs, doing videos, whatever, like tell people what they should be doing and why they should do it.
- So that's for anyone who just can't figure out where to put that line that's an easy place to start you get a sense of you'll give away as time goes on but that's a good starting point.

Successful Traffic Generating Strategy

- Most of their traffic comes from Google organic searches, he then uses Facebook Ads to amplify and accelerate stuff that happened organically.
- He also use podcast, not just for sending people in their website but another route to gain membership through the use of Facebook Group.

Basis On What Content To Promote In Facebook Ads

- It depends, most popular content are all the content maybe isn't as finely tuned in terms of its messaging and the segmentation side of things, as we would want it to be, by today's standards in terms of reflective of what someone's going to get inside the membership.

What Would He Do Differently If He's Just Starting Out On Membership

- He would shorten up the lead generation challenge by 15 days. And he just want to know what people are going to pull the trigger and join the membership. So he would shorten that on road. But otherwise, he would double down on the niche. Harder and earlier, because in the very early days, they were a quite niche.