LATEST BENCHMARKS AND TRENDS FROM THE WORLD OF ONLINE MEMBERSHIPS
This report surveyed more than 2,300 online membership website owners between April 2022 and June 2022 with the goal of better understanding how their businesses are performing, the challenges they’re facing and the specific things they’re doing to market and grow their membership as well as engage and retain members.

Within this report, you’ll discover:

- Details about the people who are running memberships. Which niches they’re in, how big their team is, how long their membership has been running and how much of a focus it is within their business. As well as their motivation for starting a membership and what impact it’s had.

- A breakdown of sales and retention performance. How much money people are making and what that looks like in terms of member numbers, churn rate, pricing model and more.

- Which business models and strategies are most effective. Looking at open and closed enrolment models, the content deliverables that memberships are offering and the role that community plays in engagement.

- The most common marketing tactics being used and how well they’re working. Also looking at email list size and the impact this has on membership success.

- What software and solutions are most common in the online membership space, how satisfied people are with their tech and what challenges are most prevalent in the build/launch stage.

- How membership owners feel about the growth of their business, what their main challenges are, and what they’re prioritising over the next 12 months.

- The impact of Covid-19 on the online membership industry.

Along the way we’ll be highlighting and summarising the most pertinent takeaways as well as extrapolating deeper data to provide further insights into trends and benchmarks within the online membership industry.
SUMMARY

Over two-thirds (67.6%) of respondents are running memberships in the Business-to-consumer space (B2C) - with the most popular B2C niches being education, health & fitness, and personal development.

Business-to-business memberships are less diverse, predominantly falling into either the entrepreneurship niche or the sales & marketing niche.

The most common motivator for starting a membership was the greater stability offered by recurring revenue (81.5%).

This was followed by a desire to find a better way to share knowledge and expertise (70.7%).

While 21.6% of memberships are less than 12 months old; there’s longevity in the industry as shown by over half (52.5%) of memberships being in operation for 3 years or more; and 9.3% being over 7 years old.

43.8% of respondents whose memberships account for less than 25% of their business income are under 1 year old.
WHAT GENERAL MARKET IS YOUR MEMBERSHIP SITE IN?

- Business & Entrepreneurship: 22.8%
- Education: 22.7%
- Health & Fitness: 12.4%
- Sales & Marketing: 8.1%
- Arts & Crafts: 7.8%
- Personal Development: 7.7%
- Music: 2.7%
- Pets/animals: 2.4%
- Religion & Spirituality: 2.2%
- Languages: 2.1%
- Parenting: 1.8%
- Architecture & Construction: 1.2%
- Entertainment: 1.2%
- Fashion & Beauty: 1.2%
- Tech: 1.1%
- Finance: 0.8%
- Gardening: 0.8%
- Other: 1.1%

IS YOUR MEMBERSHIP BUSINESS-TO-BUSINESS (B2B) OR BUSINESS-TO-CONSUMER (B2C)

- B2C: 32.4%
- B2B: 67.6%
WHAT WERE YOUR REASONS FOR CREATING A MEMBERSHIP SITE?

- To make more money: 53.7%
- To make stable recurring revenue: 81.5%
- To share my knowledge and expertise: 70.7%
- To better leverage my time: 49.8%
- To establish my authority: 19.3%
- To have more impact in the world: 53.7%
- To create a better lifestyle: 48.3%

HOW LONG HAVE YOU BEEN RUNNING YOUR MEMBERSHIP?

- 0-12 months: 21.6%
- 1-2 years: 25.9%
- 2-3 years: 19.3%
- 3-5 years: 15.1%
- 5-7 years: 8.9%
- Over 7 years: 9.3%

WHAT’S YOUR BUSINESS/EMPLOYMENT STATUS?

- I have a job and my business is a side project: 15.1%
- I’m self employed and run my business full time: 84.9%
HOW MUCH OF YOUR TOTAL BUSINESS REVENUE IS PROVIDED BY YOUR MEMBERSHIP?

- 100% - my entire business is my membership: 14.7%
- 75 - 99% - it’s the majority but not all: 29.7%
- 50 - 74% - it’s over half: 16.6%
- 25 - 49% - it’s less than half: 20.5%
- 1 - 25% - it’s the minority: 18.5%

ON AVERAGE, HOW MANY HOURS PER WEEK DO YOU SPEND WORKING ON YOUR MEMBERSHIP?

- Average of all responses: 21
- Average of people working on membership full time: 22
- Average of people working on membership part time: 14
- Average where it's just them in business: 15
- Average where membership is 100% of focus: 29
- Average where 100% focus and working full time: 33

Under 10: 24.7%
10 to 19: 22.0%
20 to 29: 22.8%
30 to 39: 14.7%
40 to 49: 10.0%
50 to 59: 4.2%
60 hours+: 1.5%
HOW LARGE IS YOUR MEMBERSHIP TEAM?

- 2 - 5 people: 54.1%
- It's just me: 30.1%
- 6 - 10 people: 10.0%
- 11 - 20 people: 3.9%
- More than 20 people: 1.9%

IN WHICH OF THE FOLLOWING WAYS HAS RUNNING A MEMBERSHIP POSITIVELY AFFECTED YOU?

- Increased revenue: 72.6%
- Greater enjoyment/fulfilment in my work: 66.4%
- Enabled me to be location independent: 41.7%
- Reduced stress/pressure in my business: 33.6%
- Given me more free time: 23.6%
- Allowed me to quit my job: 11.2%

OVERALL DO YOU ENJOY BEING A MEMBERSHIP OWNER?

- Yes I love it: 44.4%
- Yes most of the time: 44.4%
- I'm not sure: 7.7%
- No I need to make some changes: 2.3%
- No I'm thinking of closing it down: 1.2%
Around **42% of established memberships have had more than 1000 members join** over the lifetime of the business. That percentage drops to **18% for memberships less than 3 years old**, and increases to **62% for memberships more than 3 years old**.

**38.7% of established memberships reported having more than 500 active members.** This drops to **12.2% for memberships less than 3 years old** and jumps up to **54.4% for memberships more than 3 years old**.

**45.2% of established memberships are making 6 figures per year** - with **6.9% making 7 figures**.

This rises to just over **60% for memberships over 3 years old** making 6 figures and drops to **29.9% for memberships less than 3 years old**.

As would be expected, member numbers (both active and all-time) correlate almost directly with revenue. i.e. memberships that get more new members every year make more money and have more total active members.

**63.5% of memberships said that their income had increased** in the past 12 months.

**Note:** In order to give better context and clearer benchmarks for typical memberships - we’ve provided additional data in some areas for what we term “established memberships”. These are memberships over 12 months old which form the majority (50%+) focus of the business.
**How many members do you currently have in your membership?**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Average of all responses</th>
<th>Average of established memberships</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 49</td>
<td>27.0%</td>
<td>1121</td>
</tr>
<tr>
<td>50 to 99</td>
<td>15.4%</td>
<td></td>
</tr>
<tr>
<td>100 - 249</td>
<td>22.4%</td>
<td></td>
</tr>
<tr>
<td>250 - 499</td>
<td>13.9%</td>
<td></td>
</tr>
<tr>
<td>500 - 999</td>
<td>9.3%</td>
<td></td>
</tr>
<tr>
<td>1000 - 2999</td>
<td>6.9%</td>
<td></td>
</tr>
<tr>
<td>3000 - 5999</td>
<td>3.5%</td>
<td></td>
</tr>
<tr>
<td>6000 - 9999</td>
<td>0.4%</td>
<td></td>
</tr>
<tr>
<td>10000+</td>
<td>1.2%</td>
<td></td>
</tr>
</tbody>
</table>

**ALL MEMBERSHIPS**

**ESTABLISHED MEMBERSHIPS**
HOW MANY TOTAL MEMBERS HAVE YOU HAD OVER THE LIFETIME OF YOUR MEMBERSHIP?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 49</td>
<td>3.7%</td>
</tr>
<tr>
<td>50 to 99</td>
<td>7.4%</td>
</tr>
<tr>
<td>100 - 249</td>
<td>13.2%</td>
</tr>
<tr>
<td>250 - 499</td>
<td>19.9%</td>
</tr>
<tr>
<td>500 - 999</td>
<td>14.0%</td>
</tr>
<tr>
<td>1000 - 2999</td>
<td>18.4%</td>
</tr>
<tr>
<td>3000 - 5999</td>
<td>10.3%</td>
</tr>
<tr>
<td>6000 - 9999</td>
<td>5.1%</td>
</tr>
<tr>
<td>10000 - 25000</td>
<td>5.9%</td>
</tr>
<tr>
<td>25000+</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

Average of all responses: 1713
Average of established memberships (1yr+, More than 50% focus): 5022
ON AVERAGE, HOW MANY NEW MEMBERS DO YOU TYPICALLY GET EACH YEAR

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Average Memberships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average of all memberships operating more than 1yr</td>
<td>665</td>
</tr>
<tr>
<td>Average of established memberships (1yr+, More than 50% focus)</td>
<td>944</td>
</tr>
</tbody>
</table>

APPROXIMATELY HOW MUCH REVENUE DOES YOUR MEMBERSHIP EARN PER YEAR?

**All figures in US Dollars ($)**

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Average Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average of all memberships operating more than 1yr</td>
<td>$196493</td>
</tr>
<tr>
<td>Average of established memberships (1yr+, More than 50% focus)</td>
<td>$276490</td>
</tr>
</tbody>
</table>
How has your membership income changed over the past 12 months?

- **Decreased**: 10.3%
- **Stayed the same**: 26.1%
- **Increased**: 63.5%
Over 84% of memberships have a churn rate below 10%, with more than half achieving churn of less than 5%.

Memberships that have been running more than a year reported a slightly higher average churn rate (7.6% vs 6.8%) - this is likely due to newer memberships not yet having enough data for a longer-term average to be established; as well as earlier members often being more committed.

Despite 5% and under widely being considered a great retention rate for online memberships, over 45% of people achieving this indicated that they were not satisfied and wanted it to be even lower.

While the age-old myth that members typically only stay subscribed for 3 months has already been discredited to a large degree, it should now be categorically demolished given that over 99% of memberships reported people staying for over 3 months.

And not a single established membership reported average member tenure of 3 months or below.

In fact, half of members stay subscribed for more than a year, with 13.5% subscribing for more than 2 years.

A worryingly high number of membership owners have no grasp on KPIs such as churn (42.1%), average subscription length (48.3%), or member lifetime value (61.8%)
DO YOU KNOW YOUR AVERAGE MONTHLY CHURN RATE?

Yes: 57.90%
No: 42.10%

WHAT IS YOUR AVERAGE MONTHLY CHURN RATE?

- Average of all responses: 6.8%
- Average of established memberships (1yr+, More than 50% focus): 7.6%

ALL MEMBERSHIPS

- Less than 5%: 51.7%
- 5% - 10%: 32.5%
- 10% - 15%: 7.9%
- 15% - 20%: 1.3%
- 20% - 30%: 2.6%
- 30% - 50%: 2.6%
- Over 50%: 1.3%
ESTABLISHED MEMBERSHIPS

**How has your churn rate changed over the past 12 months?**

- **It's gotten lower (churn has reduced):** 24.7%
- **It's about the same:** 38.0%
- **It's gotten higher (churn has increased):** 16.7%
- **This is my first year of membership:** 18.0%
- **Not sure:** 2.7%

**How do you feel about your current churn rate?**

- **I'm happy with it:** 36.0%
- **It's okay but I'd like to reduce it further:** 42.0%
- **I feel it needs to improve a lot:** 18.0%
- **It’s terrible:** 2.7%
- **Not sure:** 1.3%
Do you know how long your average member stays subscribed?

- Yes: 51.7%
- No: 48.3%

On average, approx. how many months does the typical member stay subscribed for?

<table>
<thead>
<tr>
<th>Category</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average of all responses</td>
<td>12.3</td>
</tr>
<tr>
<td>Average of established memberships (1yr+, More than 50% focus)</td>
<td>12.5</td>
</tr>
</tbody>
</table>

All memberships:

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3 months</td>
<td>1.0%</td>
</tr>
<tr>
<td>3 to 6 months</td>
<td>12.5%</td>
</tr>
<tr>
<td>6 to 9 months</td>
<td>21.9%</td>
</tr>
<tr>
<td>9 to 12 months</td>
<td>16.7%</td>
</tr>
<tr>
<td>12 to 18 months</td>
<td>28.1%</td>
</tr>
<tr>
<td>18 to 24 months</td>
<td>9.4%</td>
</tr>
<tr>
<td>24 to 36 months</td>
<td>10.4%</td>
</tr>
<tr>
<td>Over 36 months</td>
<td>2.1%</td>
</tr>
</tbody>
</table>
DO YOU KNOW YOUR AVERAGE MEMBER LIFETIME VALUE?

Yes: 61.8%
No: 38.2%

WHAT IS YOUR AVERAGE MEMBER LIFETIME VALUE?

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average of all responses</td>
<td>$846.81</td>
</tr>
<tr>
<td>Average of established memberships (1yr+, More than 50% focus)</td>
<td>$1006.10</td>
</tr>
</tbody>
</table>
How has your average member lifetime value changed over the past 12 months?

- It’s gotten higher: 43.4%
- It’s about the same: 39.4%
- It’s gotten lower: 4.0%
- This is my first year: 8.1%
- Not sure: 5.1%
DO YOU ALLOW MEMBERS TO PAUSE THEIR SUBSCRIPTION?

- Yes: 35.90%
- No: 64.10%

DO YOU ALLOW MEMBERS TO SELF-MANAGE THEIR OWN ACCOUNTS?

- Members can cancel or pause their own account: 64.10%
- Members need to contact support to cancel or make changes: 22.40%
- Members can cancel their own account: 13.50%
**What is your refund policy?**

- **No refunds**: 42.90%
- **30 days**: 27%
- **14 days**: 10%
- **7 days**: 6.60%
- **48 hours**: 3.10%
- **60 days**: 1.50%
- **It depends/no formal policy**: 8.90%

**For those with a ‘no refunds’ policy, do you still issue refunds in certain circumstances?**

- **If I think the member has a good enough reason**: 54.13%
- **If the member contacts me I always issue a refund**: 32.11%
- **If the member threatens to take action such as filing a payment dispute**: 5.50%
- **Only as a last resort**: 18.35%
- **Never, no matter the circumstances**: 7.34%

**Do you collect feedback from members who cancel?**

- **Yes**: 74.50%
- **No**: 25.50%
How do you get feedback from members who cancel?

- I reach out to them personally: 34.70%
- I send a survey after the cancellation: 34.70%
- I send an email sequence after cancellation: 29.50%
- They complete a form before cancelling: 28%
- I ask them to book a call with me before they leave: 1.60%

Do you conduct follow-up campaigns or promotions to 'win back' members who leave?

- Yes: 30.50%
- No: 69.50%

On average, what percentage of ex-members return as a result of your 'win back' efforts?

- Average of all responses: 15%
- Less than 5%: 31.9%
- 5%-10%: 12.5%
- 10%-15%: 23.6%
- 15%-20%: 2.8%
- 20%-30%: 13.9%
- 30%-50%: 2.8%
- Over 50%: 12.5%
Over **98% of membership owners have additional revenue streams** in their business, with the most common being **coaching and consultancy, online courses** and **paid workshops**.

Almost **65% of membership owners plan to add new revenue streams** to their business in the next year. **Courses, paid workshops** and **other digital products** are the most popular choices for doing so.

**Open enrolment** is significantly the most common model in the online membership industry, with **82.6% of memberships** using this approach.

Memberships that are always open significantly outperform those with closed enrolment on most KPI’s. **Revenue and member sales are 2-3 times higher for open memberships compared to closed.** Closed memberships have slightly lower churn and higher average member lifetime value.

Over **a third of memberships with a closed door model are planning on switching** to open enrolment in the next 12 months; double the percentage of people planning a move in the other direction. Increasing sales and revenue was the main reason given for changing model (72.3%)

Membership owners who switched from open to closed reported better results from that change than those who switched from closed to open; suggesting that for an under performing membership, changing enrolment model is a greater catalyst for change in closed memberships than in open ones.
DO YOU HAVE AN 'ALWAYS OPEN' OR A 'CLOSED DOOR' MODEL?

- **Closed**: 17.40%
- **Open**: 82.60%

FOR CLOSED DOOR MEMBERSHIPS: WHICH OF THESE ENROLMENT STRATEGIES DO YOU USE?

- Launch model with doors open 1-4 times per year: 77.80%
- People have to apply to join my membership: 13.30%
- Evergreen funnel where doors "open" to subscribers X days after joining list: 11.10%
- Doors open for a set number of days per month: 6.70%

COMPARISON OF KPI’S FOR OPEN VS CLOSED MEMBERSHIPS

<table>
<thead>
<tr>
<th>ALL MEMBERSHIPS</th>
<th>Open</th>
<th>Closed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue per year</td>
<td>$295454</td>
<td>$102081</td>
</tr>
<tr>
<td>Churn</td>
<td>6.83%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Member Lifetime Value</td>
<td>$802</td>
<td>$1063</td>
</tr>
<tr>
<td>Current active members</td>
<td>656</td>
<td>230</td>
</tr>
<tr>
<td>New members per year</td>
<td>766</td>
<td>216</td>
</tr>
<tr>
<td>Total lifetime members</td>
<td>2134</td>
<td>605</td>
</tr>
</tbody>
</table>
### Established Memberships

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>Closed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue per year</td>
<td>$317,095</td>
<td>$121,321</td>
</tr>
<tr>
<td>Churn</td>
<td>7.6%</td>
<td>7%</td>
</tr>
<tr>
<td>Member Lifetime Value</td>
<td>$983</td>
<td>$1,104</td>
</tr>
<tr>
<td>Current active members</td>
<td>1,040</td>
<td>299</td>
</tr>
<tr>
<td>New members per year</td>
<td>1,778</td>
<td>262</td>
</tr>
<tr>
<td>Total lifetime members</td>
<td>3,858</td>
<td>862</td>
</tr>
</tbody>
</table>

### Have You Changed Your Enrolment Model in the Past 12 Months?

- **Yes**: 18.90%
- **No**: 81.10%

### If Yes, How Has Your Enrolment Model Changed?

- **Switched from ‘always open’ to ‘closed door’**: 35.20%
- **Switched from ‘closed door’ to ‘always open’**: 64.80%
## What Have Been the Results of This Change?

<table>
<thead>
<tr>
<th></th>
<th>Much Worse</th>
<th>Slightly Worse</th>
<th>No Change</th>
<th>Slightly Better</th>
<th>Much Better</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales &amp; Revenue</strong></td>
<td>2%</td>
<td>2%</td>
<td>38.80%</td>
<td>36.70%</td>
<td>20.40%</td>
</tr>
<tr>
<td><strong>Member Retention</strong></td>
<td>0%</td>
<td>16.30%</td>
<td>55.10%</td>
<td>14.30%</td>
<td>14.30%</td>
</tr>
<tr>
<td><strong>Ease of Marketing</strong></td>
<td>2%</td>
<td>14.30%</td>
<td>26.50%</td>
<td>24.50%</td>
<td>32.70%</td>
</tr>
<tr>
<td><strong>Manageability</strong></td>
<td>0%</td>
<td>6.10%</td>
<td>30.60%</td>
<td>26.50%</td>
<td>36.70%</td>
</tr>
<tr>
<td><strong>My Own Stress &amp; Motivation</strong></td>
<td>4.10%</td>
<td>8.20%</td>
<td>24.50%</td>
<td>24.50%</td>
<td>38.80%</td>
</tr>
</tbody>
</table>

### From Open Door to Closed Door

<table>
<thead>
<tr>
<th></th>
<th>Much Worse</th>
<th>Slightly Worse</th>
<th>No Change</th>
<th>Slightly Better</th>
<th>Much Better</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales &amp; Revenue</strong></td>
<td>0%</td>
<td>0%</td>
<td>28.57%</td>
<td>35.71%</td>
<td>28.57%</td>
</tr>
<tr>
<td><strong>Member Retention</strong></td>
<td>0%</td>
<td>14.29%</td>
<td>57.14%</td>
<td>7.14%</td>
<td>14.29%</td>
</tr>
<tr>
<td><strong>Ease of Marketing</strong></td>
<td>7%</td>
<td>7.14%</td>
<td>14.29%</td>
<td>21.43%</td>
<td>42.86%</td>
</tr>
<tr>
<td><strong>Manageability</strong></td>
<td>0%</td>
<td>0.00%</td>
<td>28.57%</td>
<td>14.29%</td>
<td>50.00%</td>
</tr>
<tr>
<td><strong>My Own Stress &amp; Motivation</strong></td>
<td>7.14%</td>
<td>0.00%</td>
<td>14.29%</td>
<td>21.43%</td>
<td>50.00%</td>
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</table>

### From Closed Door to Open Door

<table>
<thead>
<tr>
<th></th>
<th>Much Worse</th>
<th>Slightly Worse</th>
<th>No Change</th>
<th>Slightly Better</th>
<th>Much Better</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales &amp; Revenue</strong></td>
<td>4%</td>
<td>4%</td>
<td>50.00%</td>
<td>29.17%</td>
<td>12.50%</td>
</tr>
<tr>
<td><strong>Member Retention</strong></td>
<td>0%</td>
<td>8.33%</td>
<td>66.67%</td>
<td>16.67%</td>
<td>8.33%</td>
</tr>
<tr>
<td><strong>Ease of Marketing</strong></td>
<td>0%</td>
<td>16.67%</td>
<td>37.50%</td>
<td>20.83%</td>
<td>25.00%</td>
</tr>
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<td><strong>Manageability</strong></td>
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<td><strong>My Own Stress &amp; Motivation</strong></td>
<td>4.17%</td>
<td>12.50%</td>
<td>33.33%</td>
<td>25.00%</td>
<td>25.00%</td>
</tr>
</tbody>
</table>
DO YOU PLAN TO CHANGE YOUR ENROLMENT MODEL IN THE NEXT 12 MONTHS?

CLOSED DOOR MEMBERSHIPS WHO HAVEN’T CHANGED MODEL IN PAST 12 MONTHS

- Yes: 33.40%
- No: 66.60%

OPEN DOOR MEMBERSHIPS WHO HAVEN’T CHANGED MODEL IN PAST 12 MONTHS

- Yes: 15.50%
- No: 84.50%
WHAT IS THE NUMBER ONE REASON YOU’RE CONSIDERING THIS CHANGE?

- 72.30% To increase member sales and revenue
- 21.30% To try to improve member retention
- 6.40% I’m not enjoying running my membership under the current model

OTHER THAN YOUR MEMBERSHIP, WHAT OTHER SOURCES OF REVENUE DO YOU HAVE IN YOUR BUSINESS?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standalone courses</td>
<td>35.5%</td>
</tr>
<tr>
<td>In person events</td>
<td>23.9%</td>
</tr>
<tr>
<td>Paid workshops (online)</td>
<td>30.5%</td>
</tr>
<tr>
<td>Coaching/Consulting</td>
<td>41.3%</td>
</tr>
<tr>
<td>Books</td>
<td>23.6%</td>
</tr>
<tr>
<td>Services (i.e. web design)</td>
<td>16.6%</td>
</tr>
<tr>
<td>Physical products</td>
<td>12.7%</td>
</tr>
<tr>
<td>Software</td>
<td>2.7%</td>
</tr>
<tr>
<td>Public speaking</td>
<td>15.4%</td>
</tr>
<tr>
<td>Fundraising/donations</td>
<td>2.7%</td>
</tr>
<tr>
<td>Full or part time employment</td>
<td>5.0%</td>
</tr>
<tr>
<td>Affiliate marketing</td>
<td>22.4%</td>
</tr>
<tr>
<td>Sponsorship/Ad Revenue</td>
<td>13.1%</td>
</tr>
<tr>
<td>Teaching</td>
<td>13.9%</td>
</tr>
<tr>
<td>Other Digital Products (i.e. ebooks)</td>
<td>27.4%</td>
</tr>
<tr>
<td>None</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
Do you plan to add any other sources of revenue in the next 12 months?

<table>
<thead>
<tr>
<th>Revenue Stream</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, I don’t plan on adding new revenue streams</td>
<td>35.1%</td>
</tr>
<tr>
<td>Standalone courses</td>
<td>23.9%</td>
</tr>
<tr>
<td>Paid workshops (online)</td>
<td>16.6%</td>
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<td>Other Digital Products (i.e. ebooks)</td>
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</tr>
<tr>
<td>Physical products</td>
<td>6.2%</td>
</tr>
<tr>
<td>Public speaking</td>
<td>4.6%</td>
</tr>
<tr>
<td>Services (i.e. web design)</td>
<td>4.2%</td>
</tr>
<tr>
<td>Teaching</td>
<td>3.9%</td>
</tr>
<tr>
<td>Full or part time employment</td>
<td>3.1%</td>
</tr>
<tr>
<td>Software</td>
<td>3.1%</td>
</tr>
<tr>
<td>Fundraising/donations</td>
<td>1.9%</td>
</tr>
<tr>
<td>Other</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

For those selling standalone courses alongside your membership: which of the following ways do you do this?

- Membership and courses are completely separate products: 59.8%
- People need to enrol in the course first, and the membership is only offered to course “alumni”: 6.5%
- Courses in my membership can be purchased separately and the membership is an upsell/cross-sell (the “Splinter” strategy): 48.9%
- Members get a discount on my courses: 30.4%
36.9% of B2B memberships charge between $25-$49 per month and 25% charge between $50-$99 per month.

47.4% of B2C memberships charge between $25-$49 per month and 33.1% charge less than $25 per month. 19.5% charge $50 per month or more.

Around 82% of memberships surveyed offer more than one subscription option (i.e. monthly, annual, quarterly etc) with Monthly + Annual being the significantly most popular combination (72% of all memberships with multiple options)

Higher price doesn’t necessarily mean more revenue. Memberships in the $50-$99 price range actually make less per year than those in the $25-$49 tier. While memberships charging $100-$250 typically make more on average than those priced over $250 per month.

Memberships priced over $100 per month typically involve more coaching, masterminds private access etc; whereas those under $100 per month are more focused on content and community features.
WHAT IS THE MONTHLY PRICE OF YOUR MEMBERSHIP? (OR EQUIVALENT)

Average of all responses: $60.00

<table>
<thead>
<tr>
<th>Price Tier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 - $14</td>
<td>12.2%</td>
</tr>
<tr>
<td>$15 - $24</td>
<td>15.7%</td>
</tr>
<tr>
<td>$25 - $49</td>
<td>44.9%</td>
</tr>
<tr>
<td>$50 - $99</td>
<td>12.6%</td>
</tr>
<tr>
<td>$100 - $250</td>
<td>10.6%</td>
</tr>
<tr>
<td>$250 - $500</td>
<td>3.1%</td>
</tr>
<tr>
<td>Over $500</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

HOW DID YOU DETERMINE THE PRICE FOR YOUR MEMBERSHIP?

<table>
<thead>
<tr>
<th>Determination Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guess/Gut Feeling</td>
<td>56.80%</td>
</tr>
<tr>
<td>Researched other products</td>
<td>37.10%</td>
</tr>
<tr>
<td>Based on competitor pricing</td>
<td>34.70%</td>
</tr>
<tr>
<td>Tested multiple price points</td>
<td>25.90%</td>
</tr>
<tr>
<td>Based on break even/desired margin</td>
<td>17.40%</td>
</tr>
<tr>
<td>Surveyed my audience</td>
<td>11.20%</td>
</tr>
</tbody>
</table>

AVERAGE ANNUAL REVENUE BASED ON PRICE TIER

<table>
<thead>
<tr>
<th>Price Tier</th>
<th>Annual Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 - $14</td>
<td>$101,281</td>
</tr>
<tr>
<td>$15 - $24</td>
<td>$107,589</td>
</tr>
<tr>
<td>$25 - $49</td>
<td>$252,907</td>
</tr>
<tr>
<td>$50 - $99</td>
<td>$161,638</td>
</tr>
<tr>
<td>$100 - $250</td>
<td>$246,503</td>
</tr>
<tr>
<td>$250 - $500</td>
<td>$114,000</td>
</tr>
<tr>
<td>Over $500</td>
<td>$72,655</td>
</tr>
</tbody>
</table>
HAVE YOU INCREASED THE PRICE OF YOUR MEMBERSHIP OVER THE PAST 12 MONTHS?

- Yes it’s more than doubled: 3.10%
- Yes by 75% - 100%: 3.10%
- Yes by 50% - 74%: 4.60%
- Yes by 25% - 49%: 13.10%
- Yes by 25% or less: 23.20%
- No but I plan to increase it soon: 20.10%
- No and I have no plans to increase it: 32.80%

DO YOU PLAN ON INCREASING THE PRICE OF YOUR MEMBERSHIP IN THE NEXT 12 MONTHS?

- Yes by more than double: 2.30%
- Yes by 75% - 100%: 1.50%
- Yes by 50% - 74%: 2.70%
- Yes by 25% - 49%: 10.40%
- Yes by 25% or less: 25.90%
- No there won’t be any increase in the next 12 months: 57.10%

WHICH SUBSCRIPTION OPTIONS DO YOU OFFER?

- Monthly: 88.30%
- Annual: 78.40%
- Quarterly: 12.70%
- 6-monthly: 12.20%
- One-off/Lifetime: 8.90%
- Pay As You Go: 3.30%
DO YOU HAVE MULTIPLE MEMBERSHIP TIERs/LEVELS?

- Yes: 32%
- No: 68%

Average number of membership tiers: 3

WHAT ARE THE KEY DIFFERENCES BETWEEN YOUR MEMBERSHIP TIERs?

- Different features/content: 73.50%
- Access to group coaching: 36.10%
- Exclusive high-tier community section: 26.50%
- Access to private 1-2-1 coaching: 24.10%
- Option to download content and other materials: 15.70%
- Exclusive member discounts: 12%
- Higher priority for support: 12%
- Software or other product: 8.40%
- Tickets for events: 3.60%

MOST POPULAR SUBSCRIPTION COMBINATIONS (WHEN MORE THAN 1 IS OFFERED):

- Monthly + Annual: 72.0%
- Monthly + Annual + Quarterly: 11.2%
- Monthly + 6-monthly: 4.2%
- Monthly + Lifetime: 2.1%
- Annual + Annual: 2.1%
- Others: 8.4%
MEMBER ENGAGEMENT
HOW ENGAGED ARE MEMBERS, AND WHAT’S ON OFFER INSIDE THOSE MEMBERSHIPS?

SUMMARY

The most common membership deliverables are an online community (forum, Facebook group), courses and live calls (Q&A’s etc). Webinars/workshops and templates are also popular.

There aren’t any significant differences in deliverables between highly successful memberships and those not performing as well.

Common components of new member onboarding are a welcome page, video tour and email series. Memberships with most comprehensive onboarding (i.e. more than these 3 common ‘elements’) typically had lower churn.

Memberships with a dedicated community area enjoyed much lower churn (6.06%) than those without a community (10.46%)

Weekly member news round-ups, content “roadmaps” and “Office Hours” calls are the most common tactics used to encourage member engagement.

Over two-thirds (67.3%) of membership owners are unhappy with engagement levels inside their community.
WHAT ARE THE CORE DELIVERABLES YOUR MEMBERSHIP PROVIDES?

- Community (e.g. forum) 71.80%
- Courses 69.90%
- Live calls (e.g. Q&As) 59.10%
- Workshops/Webinars 56.80%
- Templates (e.g. printables) 49.40%
- Group Coaching Calls 38.20%
- Perks & Discounts 29.70%
- Articles/Premium Content 27%
- Individual Tutorials 18.10%
- Private Coaching 13.90%
- Tools or Software 12.70%
- In person events 12.40%
- Directory or Job Board 7.70%
- Physical products 5%

WHICH OF THE FOLLOWING TACTICS DO YOU USE TO KEEP MEMBERS ENGAGED AND GETTING THE MOST FROM YOUR MEMBERSHIP?

- Weekly member news roundups 56%
- Providing a "roadmap" for your content 48.60%
- Office Hours calls/webinars 37.10%
- Member Challenges 23.90%
- Co-working sessions 18.90%
- Mastermind groups 15.80%
- Gamification (badges, points, rewards etc) 12.70%
- Regular private calls with members 12.70%
- Progress logs/member diaries 12.40%
- Accountability partners 10%
WHICH OF THE FOLLOWING DO YOU USE FOR “ONBOARDING” NEW MEMBERS?

- Email sequence: 87.60%
- Welcome/"Get Started" page: 66%
- Video tour: 48.60%
- Personal welcome video (via Bonjoro etc): 22%
- New member course: 12.40%
- Live new member webinar: 11.60%
- On-site messages (i.e. Intercom): 8.90%
- Personal call: 8.50%
- Interactive tour tool: 3.10%
- Physical welcome pack: 1.20%

DO YOU HAVE A DEDICATED COMMUNITY AREA IN YOUR MEMBERSHIP?

- Yes: 82.60%
- No: 17.40%
IF YES, WHAT TYPE OF MEMBERSHIP COMMUNITY DO YOU HAVE?

- Social media group (i.e. Facebook group): 39.50%
- On site discussion forum (i.e. IPBoard, bbPress etc): 27.30%
- Dedicated community platform (i.e. Circle, Tribe etc): 18.70%
- Community feature in membership platform (i.e. Kajabi): 9.80%
- Chat app (i.e. Slack, Discord etc): 3.30%
- Messaging app (i.e. WhatsApp group): 1.40%

DO YOU KNOW ROUGHLY WHAT PERCENTAGE OF MEMBERS ACTIVELY ENGAGE IN YOUR COMMUNITY?

- Yes: 67.30%
- No: 32.70%
Approximately what percentage of your members actively engage in your community?

Average of all responses: 30.80%

Breakdown by community type:

- Social media group (i.e. Facebook group): 37%
- On site discussion forum (i.e. IPBoard, bbPress etc): 29%
- Dedicated community platform (i.e. Circle, Tribe etc): 37%
- Community feature in membership platform (i.e. Kajabi): 21%
- Chat app (i.e. Slack, Discord etc): 43%
- Messaging app (i.e. WhatsApp group): 36%

Are you happy with engagement levels in your member community?

- Yes, my community is very active: 11.20%
- Yes, but I'd still like to improve this further: 25.70%
- It's okay but I think it could be improved: 26.60%
- No, I feel like community engagement is too low: 34.60%
- Not sure: 1.90%

How has member engagement changed over the past 12 months?

- It's increased: 28%
- It's about the same: 48.60%
- It's decreased: 14%
- Not sure: 9.30%
TECH
WHAT SOLUTIONS ARE PEOPLE USING TO RUN THEIR MEMBERSHIP, AND ARE THEY SATISFIED?

SUMMARY

Just over half of all memberships (53.28%) are using WordPress with a membership plugin. This is down from almost two-thirds in 2019, with the most notable market share increase being seen by hosted membership platforms such as Kajabi and Simplero.

Almost 85% of membership owners stated that they are happy with their tech setup. Of those who were dissatisfied, 40% are using WordPress with a membership plugin.

Each membership tech category has a clear market leader, with significant distance between them and the second most popular option in all categories except course platforms, where the margin between 1st and 2nd is smaller.

Over 30% of membership owners have changed their tech platform since they launched. The most common reason was their previous setup not having all features they required.

57.9% of membership owners build their website themselves. This is down from around 83% in 2019. The most significant shift has been towards hiring agencies and web developers to build their site for them (up to 27% from 14% in 2019). A likely sign of the increasing maturity of the online membership space as more experienced specialists become available.

Choosing the right membership plugin, creating membership content and figuring out a launch strategy are the 3 biggest challenges people face when starting a new membership.
WHAT TYPE OF SOLUTION DO YOU USE TO RUN YOUR MEMBERSHIP WEBSITE?

- WordPress with Membership Plugin: 53.28%
- Membership Platform (Kajabi, Simplo etc): 20.84%
- Course Platform (Thinkific, Teachable etc): 10.42%
- Community Platform (Mighty Networks, Circle): 5.80%
- Custom Developed: 5.00%
- Alternative CMS (SquareSpace, Wix etc): 3.86%
- Other: 0.77%

WHICH WORDPRESS MEMBERSHIP PLUGIN ARE YOU USING?

- MemberPress: 43.5%
- WooCommerce Membership: 15.3%
- Wishlist Member: 8.1%
- Paid Memberships Pro: 7.3%
- AccessAly: 6.5%
- Memberium: 4.8%
- WP Fusion: 4.8%
- ActiveMember360: 3.2%
- Restrict Content Pro: 1.6%
- DigiMember: 1.6%
- MemberMouse: 0.8%
- s2Member: 0.8%
- Digital Access Pass: 0.8%
- aMember: 0.8%
WHICH MEMBERSHIP PLATFORM ARE YOU USING?

- Kajabi: 50.0%
- Simples: 10.7%
- Kartra: 8.9%
- MemberVault: 8.9%
- New Zenier: 7.1%
- Memberspace: 5.4%
- Searchie: 3.6%
- 10XPro: 1.8%
- Subhub: 1.8%
- Wild Apricot: 1.8%
- Clickfunnels: 0.0%
- Hubspot: 0.0%
- Memberful: 0.0%

WHICH COURSE PLATFORM ARE YOU USING?

- Teachable: 50.0%
- Thinkific: 38.9%
- Podia: 11.1%
- Learnable: 0.0%
- Learnworlds: 0.0%

WHICH COMMUNITY PLATFORM ARE YOU USING FOR YOUR MEMBERSHIP?

- Mighty Networks: 60.0%
- Circle: 33.3%
- Invision (IPBoard): 6.7%
OVERALL, ARE YOU SATISFIED WITH YOUR CURRENT MEMBERSHIP PLUGIN/PLATFORM/SOFTWARE?

No: 15.40%
Yes: 84.60%

DISSATISFIED USERS BY PLATFORM TYPE:

- WordPress with Plugin: 40.0%
- Membership Platform: 22.5%
- Course Platform: 12.5%
- Alternative CMS: 10.0%
- Custom Developed: 10.0%
- Community Platform: 5.0%

HAVE YOU CHANGED YOUR MEMBERSHIP SOFTWARE SINCE LAUNCH?

No: 30.90%
Yes: 69.10%
**What was the main reason you changed your membership software?**

- It didn't have all of the features I wanted: 51.9%
- There were too many bugs/problems: 27.3%
- It was too difficult to use: 11.7%
- It was too expensive: 6.5%
- Customer support issues: 1.3%
- Problems/limitations integrating with other tools: 1.3%

**Did you have assistance with building your membership site?**

- I'm doing it all/did it all myself: 57.9%
- I hired a web developer/agency to build my site: 27%
- I hired a virtual assistant to help me to build my site: 7.7%
- I have a member(s) of staff who have built it: 7.3%

**What was your biggest challenge in building your membership and getting it ready to launch?**

- Creating initial content: 21.8%
- Choosing the right membership plugin/platform: 21.0%
- Figuring out my launch strategy: 21.0%
- Getting the technology to work: 17.9%
- Finding time to work on building the site: 10.5%
- Finding a web developer to help me: 4.3%
- The cost of the systems and plugins I need: 3.5%
**Content marketing** and **email marketing** remain the most effective channels for attracting new members, with over a quarter of all membership owners identifying them as their main source of sales.

While email list size averages are somewhat skewed by a portion of respondents with very large lists - a breakdown into size brackets does reinforce that a good email list is a core component of membership success.

Alarmingly, almost **85% of membership owners do not know their email conversion rate**.

Unsurprisingly memberships where dedicated time was spent **building an audience** pre-launch (76.4%) saw **higher levels of success** across all KPIs.

Around 91% of memberships with fewer than 500 subscribers on their email list had **less than 250 current members**; with around 84% having **fewer than 100 active members**.

Most of these have been running for less than 12 months

64.5% of memberships with **over 1000 active members** have **more than 10,000 email subscribers** on their list.

Facebook ads are by far the most common paid channel, with **88.5% of memberships that use paid advertising** running their ads on Facebook.

**Less than a third (32.4%) of memberships offer a trial**. The most common type is 7 days free.
**WHAT IS YOUR MAIN SOURCE OF NEW MEMBERS?**

- Content marketing: 27.4%
- Email marketing: 25.1%
- Social media: 15.1%
- Referral/World of mouth: 11.2%
- Webinars: 5.4%
- Paid advertising: 4.2%
- Launches: 3.1%
- Search: 3.1%
- In person events: 1.2%
- Affiliates: 0.4%
- Online Challenges: 0.4%
- Not sure: 3.5%

**APPROXIMATELY HOW MANY SUBSCRIBERS DO YOU HAVE ON YOUR EMAIL LIST?**

- Average for all responses: 15692
- Average for established memberships: 17651
- Average for newer memberships: 4225

**ALL MEMBERSHIPS**

- Less than 500: 5.7%
- 500 to 2000: 7.3%
- 2000 to 5000: 15.1%
- 5000 to 10000: 15.1%
- 10000 to 25000: 16.3%
- 25000 to 50000: 21.2%
- Over 50000: 24.5%
DO YOU KNOW THE SALES CONVERSION RATE FOR YOUR EMAIL LIST?

- Yes: 15.40%
- No: 84.60%
What is your average email conversion rate?

- Average for all responses: 5.6%
- Average for established memberships: 5.7%
- Average for newer memberships: 7.0%

Did you dedicate time to building an audience before launching your membership?

- Yes: 76.40%
- No: 23.60%

Which of these content marketing tactics are you using?

- Blogging: 66.40%
- Videos/vlogging: 47.50%
- Webinars: 42.10%
- Podcasting: 34.70%
- Livestreaming: 28.60%
- Guest articles: 18.50%
WHICH SOCIAL MEDIA CHANNELS DO YOU USE TO PROMOTE YOUR MEMBERSHIP?

- Facebook: 81.90%
- Instagram: 69.50%
- YouTube: 47.90%
- LinkedIn: 32.80%
- Twitter: 27.40%
- Pinterest: 23.20%
- TikTok: 7.70%

DO YOU USE PAID ADVERTISING TO MARKET YOUR MEMBERSHIP?

- Yes: 37.10%
- No: 62.90%

IF YES, WHICH ADVERTISING CHANNELS DO YOU USE?

- Facebook ads: 88.50%
- Instagram ads: 38.50%
- Google ads: 32.30%
- YouTube ads: 11.50%
- Pinterest ads: 9.40%
- LinkedIn ads: 4.20%
- Podcast sponsorship: 1%
- TikTok ads: 1%
DO YOU OFFER A MONEY BACK GUARANTEE?

- Yes: 38.9%
- No: 61.1%

DO YOU OFFER A TRIAL FOR YOUR MEMBERSHIP?

- Yes: 32.40%
- No: 67.60%

Average trial duration: 17 days
Most common trial length: 7 days

ARE YOU HAPPY WITH THE RESULTS OF YOUR MEMBERSHIP MARKETING STRATEGY?

- Yes, I have my marketing all figured out: 3.10%
- Yes but there are other things I want to test: 17.80%
- It’s okay but I could do better: 52.90%
- No, it’s not really working very well: 25.10%
- Not sure: 1.20%
IS YOUR TRIAL FREE OR PAID?

- **Free**: 67.90%
- **Paid**: 32.10%

Average cost for paid trial: $17 (inflated by higher priced trials on annuals)

Most common trial cost: $1

WHICH OTHER MARKETING TACTICS DO YOU USE TO GROW YOUR MEMBERSHIP?

- **Email marketing**: 85.30%
- **Social media marketing**: 70.70%
- **Content marketing**: 64.10%
- **Referral/World of mouth**: 52.10%
- **Webinars**: 41.30%
- **Free Facebook Group**: 34.70%
- **Launches**: 27.40%
- **Free course**: 24.30%
- **Challenges**: 22%
- **Affiliates**: 20.50%
- **Search**: 18.50%
- **In person events**: 17.40%
- **Free membership level**: 12%
- **Videos series**: 10%
- **Surveys and quizzes**: 7.70%
- **Contests**: 3.50%
- **None of the above**: 1.50%
GROWTH & GOALS
ARE MEMBERSHIPS GROWING? WHAT ARE THE MAJOR CHALLENGES
PEOPLE ARE FACING? AND WHAT ARE THEIR FUTURE GOALS?

SUMMARY

Only **41% of membership owners are happy with their growth**, even though **57.1% reported positive growth** and only **8.9% reported negative growth**.

Unsurprisingly it’s the memberships with **fewer than 250 members**, low sales and low revenue that primarily report unhappiness with their membership growth.

While **61.2% of memberships stated that they need to improve member engagement** and **28.7% stated that it was one of their main challenges**; **only 6.2% have prioritised this** in the next 12 months.

**Increasing member sales** is by far the most common goal for membership owners in the coming year, with almost **51% making this their number one priority**.

The online membership space has remained **relatively immune from any downturn caused by the Covid-19 pandemic**; and in fact over half of all membership owners reported higher sales and revenue. This is undoubtedly spurred on by increased pursuit of hobbies, home learning, alternative career paths etc during this period.
Are you actively trying to grow your membership?

- Yes: 87.60%
- No: 12.40%

How does the growth of your membership in the last 12 months compare to previous years?

- Skyrocketed (big increases over last year): 10.40%
- Improved (it’s better than last year but not hugely): 46.70%
- Stagnated (pretty much holding steady): 34%
- Declined (starting to see a reduction in growth): 8.90%

Are you happy with your membership growth?

- Yes I’m hitting my goals: 3.90%
- Yes but I’d still like to improve: 34.40%
- No I know it could be a lot better: 54.80%
- No things aren’t going well at all: 6.90%
WHAT METHODS DO YOU USE TO ASSESS THE PERFORMANCE OF YOUR MEMBERSHIP?

- Number of new signups: 77.20%
- Monitoring revenue/bank balance: 62.90%
- Reviews and testimonials from members: 49.80%
- Tracking key metrics (churn, LTV, MRR): 49.40%
- Member surveys & feedback: 45.60%
- Analytics of content consumption/engagement: 34%
- None of the above: 6.60%

IN WHICH WAYS (IF ANY) HAS THE COVID-19 PANDEMIC IMPACTED YOUR MEMBERSHIP BUSINESS?

<table>
<thead>
<tr>
<th></th>
<th>Increased</th>
<th>Stayed the same</th>
<th>Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member signups</td>
<td>57.1%</td>
<td>31.5%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Cancellations</td>
<td>28.1%</td>
<td>64.0%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Revenue</td>
<td>58.1%</td>
<td>31.0%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Team size</td>
<td>28.1%</td>
<td>69.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Personal motivation</td>
<td>36.5%</td>
<td>51.2%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>
WHAT ARE THE TOP CHALLENGES YOU’RE FACING RIGHT NOW WITH YOUR MEMBERSHIP?

- Getting new members: 72.50%
- Finding time for everything: 39.10%
- Achieving consistent growth: 35.30%
- Keeping up with content creation: 32.20%
- Community engagement: 28.70%
- Member Retention: 27.90%
- Putting processes in place: 15.90%
- Getting the tech to work properly: 10.90%
- Growing my team: 10.50%
- Selling upsells to members: 2.70%

WHAT IS YOUR NUMBER ONE GOAL FOR YOUR MEMBERSHIP OVER THE NEXT 12 MONTHS

- Increase new member sales: 50.60%
- Improve member retention: 12%
- Increase revenue: 9.30%
- Increase member results/satisfaction: 8.10%
- Improve member engagement: 6.20%
- Improve my processes: 5.40%
- Grow my team: 3.10%
- Reduce my workload: 2.70%
- Improve website functionality: 1.50%