



SPI Podcast Session #147 - Behind the Scenes of a Thriving and Active Membership Site with Corbett, Chase, and Barrett from Fizzle.co

Show notes: www.smartpassiveincome.com/session147

This is the Smart Passive Income podcast with Pat Flynn, Session #147.

Intro: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, who's obsessed with looking at things in a microscope, Pat Flynn.

Pat: What's up everybody? Pat Flynn here and you're listening to Session 147 of the Smart Passive Income podcast. I'm so happy today because we're joined by some of my favorite people in the world with us today – three people actually, not one after the other but all at the same time.

We're talking to Corbett Barr, Chase Reeves, and Barrett Brooks, also known as the 3 amigos from Fizzle.co, one of the most well-run, highly-engaged, and also super-highest quality membership sites that you can get out there, especially in the online business space. Again it's Fizzle.co, and we're going to talk to all three of them about what it takes to run their membership site.

For those of you out there who are wanting to run a membership site of your own, or who are thinking about it or maybe you're doing it already, they're going to give you a lot of honest information about really what it takes. Membership sites in the passive income world are almost considered the "Holy Grail," and I put that in air quotes.

It's the Holy Grail of passive income because when you think about it, you get people paying month after month to be in there, and if you can keep people in, more people will keep coming and your monthly income will continue to grow.

The cool thing about having people in a membership site like this is you can almost predict how much money you're going to make, as opposed to if you're just selling one-off products or, like me, affiliate products, you aren't necessarily sure what your month is going to look like until it's close to the end of the month.



You're going to get the real deal here, and you may remember Corbett Barr actually from earlier episodes of the Smart Passive Income podcast, back when he was blogging at ThinkTraffic.net. He was helping us with traffic strategies, and some of those episodes in the early days were some of the more popular episodes, actually.

We have him on again with Chase, who you may know as being a designer and creative type. He was responsible for the first iteration of the new design of the Smart Passive Income blog, which you can find at SmartPassiveIncome.com, and also Barrett Brooks who is the person who's pretty much in charge of member results, making sure that the members are getting results, they're happy, they're enjoying the community and that sort of thing.

Corbett has a lot of golden information. I mean all of them do, but Corbett especially at the end just drops a lot of knowledge bombs about what it really takes to keep a membership site going and a lot of the tools that they use that I've never even really heard of before, that are helping maintain the engine that is Fizzle.co.

It's a community that I'm also a part of. I've also contributed a course on affiliate marketing into Fizzle.co as well. They're super fun, super crazy guys. You're going to hear Chase and some of his impressions. This is going to be fun, so let's get to the interview right now. Again, the crew at Fizzle.co.

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Pat: What's up everybody? I'm so excited and very nervous because I have amazing people on the show today who I admire and I love and they're great friends. We have Corbett, Chase, and Barrett from Fizzle.co, the Fizzle crew. What's up guys? Welcome to the show! Thank you for coming on.

Corbett: What's up Pat? You're nervous! What about us? This is like the big stage for us.

Chase: Yeah, this is like bright lights. I don't know if you're catching the right side of my face or not, and I'm just going to go with it anyways.

Pat: Every side of your face is the right side.

Chase: See, you're already putting me at ease. You're so good.



Pat: That's what I do. I try to make everybody feel comfortable. Barrett hasn't said a word yet so I don't know if...

Barrett: I was going to say I feel like I should measure my life before SPI and then after, and see how it goes. I think this is one of those watermarks.

Pat: We'll split test that. [laughing]

Barrett: Please don't. [laughing]

Pat: For everybody out there listening, Corbett, Chase, and Barrett are the guys behind Fizzle.co, probably the most engaged and honest online marketing membership site you can go to get crazy education and amazing videos. I've been on doing a couple courses for them as well, and I'm so happy to have them come on today to talk about how to run a successful membership site.

I feel like in the world of online business, membership sites are sort of the Holy Grail of passive income because you can get people to continually pay you every month, but obviously if you're having people continue to pay every month you have to give them stuff every month.

You guys give more than any other membership site I've ever been a part of. I'm a part of Fizzle myself. I rocked the tshirt yesterday, Heart & Hustle, and love it. I love what you guys are doing.

First of all, let me just welcome Corbett back to the show. Corbett's been on the show a couple times in the past when he was back at ThinkTraffic.net, and he's since made a shift to create what's called Fizzle. Corbett, reintroduce yourself really quick and talk about how you went from ThinkTraffic, which is where we know you from – all the amazing traffic advice you gave in those previous episodes – to now this amazing membership site that you built.

Corbett: You know, at some point I think I always thought of myself as maybe being a lone wolf, the Chris Guillebeau types, or Leo Baubata or Seth Godin or whatever, these guys who kind of operate on their own. I think you've been in this camp for a while, Pat, although now you have a team and that's changing.

For me, at some point I brought Caleb on, who's been a friend of the show as well, Caleb Wojcik, and I like that. I like that renewed sense of vigor that I had with working



with someone else. Little did I know at some point my path would cross with Chase Reeves at a conference, and he came on to redesign ThinkTraffic a while back. This was three years ago now or something.

We really enjoyed working together and I started to realize that myself and even as a team with Caleb, we had some limitations in terms of what we could do and the impact that we wanted to have. It started to become clear that we could do a lot more if we brought other skills on the team, especially around design and video production skills. Caleb has added a lot of those obviously, but Chase brought a lot to the table with that, so we started thinking about working together as a team, the three of us.

We also started thinking about how could we build something that was more stable, that felt like it was on solid bedrock instead of having to re-sell and re-gain new customers every month. How could we have the same customers from month to month and watch them progress in their journey?

Really when it comes down to trying to help people with any sort of business skills, building a business is a multi-month multi-year sort of project, so for anyone to say, "Hey, I have this course and in four weeks I'm going to take you from nothing to a full-fledged business" is just horse pucky, right?

With Fizzle we figured if this is going to be something that takes someone a year or two years, let's build something that has a full toolkit, everything that they need and is at a price they can afford so they can actually be around for a couple of years as they're making progress. We can follow their journey and then we can take credit for everything that they do over a couple years, right?

Pat: Yeah. Some of the success stories coming out of Fizzle.co have been amazing, and of course all the courses. You get these experts to come on and share all these interesting insights and really deliver so much value in a way that I've really never seen anybody do it before.

I want to get to Chase now. Chase, you and I have worked together before. A lot of the people out there listening know that you had a direct influence on the major way that the site looks now, SPI. You came over to San Diego, you got to stay with my family for a while and actually lock yourself in my office, and you would just sit there and design.

You'd call me upstairs and go, "Hey Pat, what do you think of this?" and then you'd send me back down and wouldn't want to talk to me for a while. Then you'd bring me



back up again, and that whole experience was amazing. I can only imagine what value you have provided for Corbett and Fizzle.

Talk about really quick what's been your experience like, and first of all just welcome to the show. It's really cool to have you here.

Chase: [impression] Well, thank you Pat. I'm just excited to be here. Mostly I'm just a song and dance act. I just love dancing and I love acting, so I brought a lot of those skills and talents to Fizzle.

Pat: Here we go. [laughing] It's started already. For those of you who don't know, Chase is an amazing personality, probably one of the funniest guys I ever knew, and the champion of the impressions.

Chase: [De Niro impression] I'm no Chris Ducker, though. I can't do what he does.

Pat: He does De Niro very well.

Chase: I had a dream last night about like making the bio on my Twitter account. "I am a podcaster at Fizzle and one of the world's worst De Niro impersonators." It's like you have a video where it's so funny because it's so bad. That would be actually trying to do my De Niro.

Pat: You did do a Herek Dalpern impression though, which is classic. I have to link to this in the show notes. For everybody out there, [Chase did a video of him being Derek Halpern](#).

Chase: No, no, no, this is actually not me. I found a guy called Herrick Dalpern who's literally got a site called SocialRigors.com, and he helps people with like psychology marketing stuff, a lot of jam talk.

Pat: I'll put the video up on the show notes.

Chase: I just helped him make the video because I thought he had some skills, you know.

Pat: I was in tears, but talk about Fizzle really quick. What's your experience been like being in it? You're deep into Fizzle. What are some of the challenge that you guys are facing as you've sort of built this membership site?



Chase: Those are some good questions, Pat. For me getting into Fizzle, our titles mean effectively zero because we're a 3-person team. We all wear all the hats all the time, and we have a bunch of hats.

I am the Creative Director in title alone. I'm the designer. I've always been a designer and sort of the person who really cares about what this feels like out in the world. It's just something I've always been really sensitive to.

I don't know if you guys resonate with this, but for me the banned shirt that I wore in the high school cafeteria was probably one of the bigger decisions I made in any particular day. I just wanted to make sure that people knew I was this and not that, and this and not that. I was a rocker not a rapper. I was a blader not a skater. Pat and I share some of this. I am not a sponger. I do not do that.

So for some reason my deep-seated insecurities led to being able to create my own image about myself and about the things that I made, and that took me towards being this designer type.

It's sort of like a knee-jerk reaction for me. If I see something that we put out and I'm just like, "ewwww," like I can't stop the "ewww" feeling. It's like a compulsion. It's like an OCD, but that's also a source of having taste, I think, and design, and most of what we all do on the web. How do we be trustworthy and have good taste?

You don't put something out that looks cheesy and sleazy and crappy. That's going to elicit those kinds of feelings in a visitor from – who knows where they're coming from. You don't want to elicit those feelings, right?

So that's I guess what my job title is in Fizzle, but really what our bread and butter is is we make courses, and I do have a course in there on web design for people who aren't designers, and I'm really proud of that one and the productivity course.

I think more than anything else I've always been sort of a writer and communicator in a design-y kind of way, so bringing that to Fizzle is really fulfilling for me. For instance, a really short and sweet course that I did on productivity, there's just a handful of hard-hitting 4-minute lessons in there that generate so much talk in the forums of people just going, "Ah, you killed me with this one. I see exactly the problems that I was making." That's I think what I get off on. That's what I really love. I always want to create an emotional experience with someone.



I have a friend named Don who's this big-time writer guy, so I listen when he speaks and he told me, "Chase, you're a writer. You want to create an emotional experience with the people on the other side of the book or the monitor or the internet or whatever."

That's always been something that's kind of guided me because it's so true when you hear someone else speak something like that to you. So in my courses, in the posts, in the podcasts that we make and all this stuff, we're really trying to connect back to – like you mentioned, the shirt is heart and hustle.

I just heard someone tweet yesterday that Fizzle is like the place for heart-centered entrepreneurs. I don't want to be too cheesy and like "February 14, get your Hallmark cards" about it, but it really is an important piece of what it's like to do a solopreneur-type thing or a small team type thing where you're putting your butt on the line to make something, and what you get to eat with your family depends on this thing.

This is your dream. This is your excitement. This is your engagement. This is your chance for making something. For those of us who have this unfortunate itch and we just have to scratch it, that's the people that we go all-in on at Fizzle.

When you talk about what the challenges are, there's so many challenges.

Pat: Talk about that because I know a lot of people see membership sites as sort of the Holy Grail of passive income. What should they be paying attention to or looking out for before they get into it?

Chase: It's the worst thing in the world! You never get to stop working! I mean it's one thing if you're like, "I want to put out a site" and it's just got a course on it and then you just hope people don't cancel their membership to keep having access to that one course and the forum module that you have.

There's this talk that I'll send you a link to, Pat, so you can put it in the show notes. It's my favorite thing that I've ever found about business, my favorite thing of learning by a lady named Kathy Sierra. She's a veteran of the tech world. She's way more wise than anybody else I tend to listen to about this stuff, and she has this talk called "[Minimum Viable Bad Ass.](#)"



She says the point of business is, if you want the word-of-mouth marketing, if you want people to talk about you, you cannot make your app awesome. You can't be competing on app awesome, you have to compete on user awesome, making your users awesome, designing not for your users but for the conversations that the users are going to have with their friends.

She gets into a bunch of stuff about how we do that and I watch it every single year. I just got done watching it recently and I love it.

For us in Fizzle, we're idealists in some ways, at least I am. I keep the idealist flame alive. Corbett's like, "Listen, I've been here forever. I know how this works. Okay, if you want to try that..." but we have this great tension and balance to keep that sort of ideal alive, that we can optimize for minimum viable badass of our audience, trying to make every person that signs up for Fizzle a badass, however they define it.

Pat: How do you do that, though?

Chase: They have questions. You know exactly how. People are like, "I have an idea. I don't know if it's a good one or not," or they don't know what they don't know, right? That's the thing that always used to get me as I look back at my own story. I don't know how long this is going to take. I don't know how hard it's going to be. I don't know what I don't know about this stuff so I'm trying constantly.

We have this other small course on the mindset of being an entrepreneur and it's just like, "These are the expectations you're allowed to have, and this is an exercise to try to get to know what expectations you do have hidden within your heart about this thing," because you normally don't know the expectations that you have when you're doing a business like this.

We see this over and over and over again with entrepreneurs of this nature that you don't know the expectations you have until you get disappointed. Now, it's not just that this didn't work, it's that "I'm broken, I'm screwed up, I'm not good enough to be an entrepreneur. I'm, I'm, I'm, not, not, not, bad, bad, bad."

That's I think what we've defined as the ultimate failure is when you give up on yourself kind of, because this idea probably isn't going to work, but you have a higher statistical chance of the next one working, and if not the next one then the next one. You're learning this like a skill. It's like changing tires on a car or fixing things around the



house. This is what it's like to build a business. It's not rocket science and it also isn't a gadget that can just give you a 100% viable business opportunity.

The moment that that happens is the moment that this stops being a viable career choice for most of us. It's like Google will just move in and then we all get to work for Google now I guess.

Pat: Hey Barrett, I want to introduce you to everybody. Why don't you talk about your role in Fizzle really quick.

Barrett: Sure. Like Chase said, we all do everything but my role is Director of Member Success, which means everything from resetting people's passwords to hopping on a phone call with one of our customers who's having a business challenge, so kind of everything in-between that has to do with serving our customers kind of outside of the course room, outside of the design and building a platform.

Pat: What is it that you do – all of you, but you can speak to this, Barrett – what do you guys do to keep people happy? Like yes, I think the contact with you is obviously helpful, but in your membership site as a whole, the benefit of having a membership site as a business owner is having people staying in there and paying month after month. What can people do to make sure that their members are wanting to stay in and would even feel bad about leaving?

Barrett: It's a really good question. My goal is always to create an experience where when a customer decides it's time to leave it's painful for them, and they really feel sad and like they don't want to leave the community because it's that valuable and it's that essential to building their business and building their friendships and everything else.

"Delight" is this buzzword in the start-up community these days, but for us we really do try and truly delight our customers, whether it's in an email interaction when they're cancelling or whether it's when they're dealing with a really deep-seated personal issue, maybe a parent just died, or when it's them having a business challenge.

At least for me, and I think I speak for all of us, I take it very personally when someone leaves Fizzle because we want people to come and want to stay and to build community and to build their business with Fizzle being a core part of that.

That looks like a lot of things. It looks like proactively engaging people through sometimes automated emails, sometimes personal emails trying to get them engaged



or asking them what we can help with. It looks like a weekly email we send out called "This week in Fizzle" that shows them all the most active or interesting conversations going on in the forums for that week, so they have kind of an easier way to sift through everything in there.

We just had a Fizzler lose a job and he had to leave Fizzle for a little while and it was painful for him. I mean he said those words in his exit interview, and I emailed him back and I said, "Listen, have a month on us. Losing your job is not your fault and we're happy to keep you around for this time to get you back on your feet," so it's this wide range of things.

There's no hard rules about it. It's listening to your customers, responding when it's appropriate, and going out of your way to create a great experience that you would want to have as a human.

Pat: I love that.

Corbett: And up front I think you're at the greatest risk of losing people within the first 30-60 days. Really what that hinges on is whether or not they experience all that we have to offer. We have a \$1 trial that's running and that means somebody can get in for nothing, whatever they've got in their pocket, \$1.

A lot of times people sign up with the intention of building a business or with the intention of using all that Fizzle has to offer, and then it becomes our job to turn that intention into experience so that they actually get in and they see that we have hundreds of hours of video training, and that we have weekly coaching calls and all these other things that we have.

When somebody signs up they're like, "Okay sure, it's \$1, I'll check it out." They can easily wander off for the next 3-4 weeks during their trial and kind of forget about us and forget about that moment they had with us where they decided to sign up.

So really the name of the game for any membership site I think is this onboarding process or this activation process, where you have this critical time where you've got to walk people through and show them the value that you can deliver. We know that Fizzle is incredibly valuable. For \$35/month you're not going to get anything close to this anywhere else online. We can really say that and believe in it, so we just have to make sure that people actually experience that value.



Once they've gotten through that period of the first 30 or 60 days or so, they've gone through a full billing cycle, then they're far less likely to leave. Then it becomes more of what Barrett's talking about and really making sure that people remember deep in their being or whatever it is why they signed up and why they want to build a business, because it's really easy to kind of forget about that stuff when life gets in the way, when it gets a lot harder, all the stuff that Chase was talking about that's going on emotionally within the entrepreneur.

Pat: Right, absolutely. Definitely helping remind your members why they're there in the first place, especially in the long run, is huge, and there are different strategies for doing that at certain moments – for example, the month before the year is up or something, people send out emails just to remind them about how awesome their membership has been and things like that.

I love what you mentioned about this onboarding process, the first 30-60 days, which is crucial. What are some specific things you guys do to make sure that onboarding process is great, that there's a great first impression, that people are easily guided through the massive amounts of content in your membership?

Chase: The first thing we did was – and this goes all the way back to our alpha days. We did an alpha launch, then a beta launch, just getting 150 people in at each one of those and letting kind of a month and a half sit between them so that we could really understand what this thing is and how they're using it.

Even in that alpha release we made a welcome video type thing that just shows how to use the thing, but really early on it was funny. It was just kitschy and funny and it felt like there was an energy, real people in this thing.

I never really buy any online stuff, but everything that I see out there feels kind of soulless – not everything, but a lot of the things that I see. It just feels like they made this thing and they just pooped it out over here and it just doesn't feel alive in that sense. They're sort of relying on some community to make it feel alive.

Because this was basically a business advantage that we had, we knew how to be personalities and how to welcome people in and make them feel like, "Welcome to our house. You're part of our crew now. You're family here." We just started early on with these inside jokes and little funny bits about what it means to be in Fizzle, and I think there was that energy level, and all that takes place in a short little video.



But then there's actually learning how to do the stuff. "Here's how the forum software works. Here's how you can just click this button and view all the new stuff since you logged in. Here's some of our hottest conversations" and things like that.

Pat: Do you do anything to get people to interact sooner than later?

Chase: With one another?

Pat: Yeah.

Corbett: Something we've done is we've gone and looked at all of our data to say, "What are the characteristics of someone who sticks around for a very long time and gets a lot of value out of this thing?" and we've noticed that time and time again the people who participate in the community end up sticking around for a long time.

That makes sense because what we've heard from our most experienced members is that people usually come to Fizzle for the training and they end staying for the community, because that's where the long-term value is.

Building a business is really simple. You create something that someone else wants, and charge a fair price for it. That's basically it. There's obviously little technology things, but eventually your business education doesn't really need to take that long. You need to start taking a lot of action, and the action comes from being inspired by other people, by being able to ask questions when you get stuck, and by holding yourself accountable to people that you've made friends with.

Really that's what we want the forums to serve, and we have people right off the bat introduce themselves, tell us what they're working on and start a progress log where weekly they come in and write down all the things that they're working on, what they expect to accomplish the next week, and then to come back and update everybody on it.

Some of the cool threads you can read in there involve people who were around for a couple of years and started a progress log way back in late 2012 when we first opened up the doors to our beta group. People started progress logs and you can follow those progress logs week by week by week to see the progress that they made.

When you come into Fizzle now there are these names around, these sort of "famous within Fizzle" people like John Corcoran or Tom Ross or other people who've made it



big over the past couple of years. You can go back to Day 1 and follow their story and see the frustrations that they went through, and that's really cool. We know that you can get a lot of value by participating in the community, so we do everything we can to get people to do that.

Really if you're just talking about mechanisms, Pat, we send emails to people. We have a tool called [Intercom](#), which allows us to send behavioral emails. We can say, "If someone has been a member for 2 weeks and they haven't logged into the forum yet, send them this kind of message. If they've been a member for 3 weeks and they haven't added anything to the forum, send them this kind of message."

We also can do in-app pop-ups. Barrett's been doing all this cool stuff with in-app pop-ups where when you click on a page for the first time you get this little thing with Barrett's pretty little face on there saying, "Hey, this is your first time visiting the forums. Here are a few things that I want you to know." Then we can send them off to a specific sort of video to show them how to use it and all kinds of different things.

Pat: Is that through Intercom as well, the in-app stuff?

Corbett: Yeah. It's Intercom.io. It's a really great app and we use it every day. We actually use it for customer support as well.

Pat: That's very cool, so the forums seem like a crucial component to the success of the membership site, right?

Corbett: Yeah, I think so. That's really where the pulse of the members is happening. If you didn't have some sort of community there, there's no water cooler. It doesn't really feel like a community. It's just a training platform, and training platforms can work as well. Obviously [Lynda.com](#) is huge and successful and they don't have much of a community, but with Lynda.com you're going in to learn Photoshop or something and it's not necessarily a multi-month or multi-year journey.

For us really at the end of the day, our job is to keep people from quitting because that's the default behavior. You have this dream of being an entrepreneur, and eventually you quit. That's what happens to most businesses, so our goal is to keep people from quitting, and the best way we've found to do that is to get people plugged in to a support group where they see that it's the social norm amongst that group to just keep on keeping on – keep your head down and do the work.



Also when they're in that dark time as an entrepreneur – we all were there multiple times where we just felt like we just can't keep going or we were stupid for ever trying – there's that group there to keep them going. That's why the community is so important for us.

And the community is not just within the forums. Barrett, you can tell him about all the other things that we do that are outside of the forums to get people together.

Barrett: Yeah, definitely. A couple other things we do are every Friday we have a call with one of the three of us called Fizzle Friday, and it's basically an hour where our customers can hop on a call with us on GoToMeeting, hop on video camera, ask questions that are very personal to their business, and that's really cool.

It's not quite a webinar, it's more like a group chat or group coaching in some ways. Everyone can listen to other Fizzlers share their challenges and either relate to them or jump in and offer advice based on what they've experienced.

Then once a month we also do a call called Office Hours, which is more of a webinar style. It's more us talking to people, and many more usually attend that one. They submit questions ahead of time that again are specific to their business, but also that can be related to by other Fizzlers and that's always a lot of fun.

Then we do a lot where we're actively monitoring the forums, and that's been both a challenge and a joy of the job that I do. There's a ton of volume in our forums, and for us to go through all of that is 1) really important to us, and 2) really hard. But that allows us to see when somebody's kind of raising their hand and saying, "Hey, I'm really struggling right now" or "I'm at that break point." We can get in there and help them if no one else has jumped in yet, so those are a few things we're doing.

Pat: Is the forum able to run on its own now or are you guys still popping in there to keep things going?

Barrett: We definitely still pop in there pretty regularly. I'm in there daily doing kind of a canvas of everything going on, then I kind of play quarterback to tell Corbett or Chase when they need to jump into a thread that's particularly relevant to their realm of expertise or whatever.

Pat: I'm curious to know from each of you how much time is this taking, because I feel like a lot of people expect to almost set up a membership site, put on a forum to



take advantage of the community, and almost set it and forget it. But it doesn't sound like that's the case. It sounds like you guys are doing a lot of hard work to keep everybody happy.

Corbett: I think you can set the expectations however you want, and you can put as much value on your forums as you want. I think for some people having a forum can be just sort of a little add-on thing. For us it's really central, for all the reasons that I just said, so we want to make sure that it's as vibrant as possible. That's not to say that it's not active on its own. It is. I don't know the last count, 1,000 messages a day or something, does that sound right, Barrett?

Barrett: Yeah.

Corbett: We have tens of thousands of posts in there and it's very active and people are in there helping each other, but that doesn't mean that there's not important questions going unanswered occasionally. Really for us that's a critical time. That's when you're in danger of losing someone.

When somebody's in there saying, "Oh my god, I'm struggling with this. I can't figure it out," and then you go back a week later and you see that that person cancelled, you feel so bad because if they had just gotten an answer to their question you might have saved them or changed their whole direction, so that's what we're trying to prevent.

It doesn't mean that if you run a membership site you have to do that, but we've just said that's a critical piece for us so we do that personally. We also have a group of people that we've designated as Fizzle Whizzes who have sort of gone above and beyond to provide value, and they're in there helping people every day.

We know from our friend Steve Kambs, another site that Chase designed actually over at [NerdFitness](#), he has a very active forum and it got to the point where it was taking him too much time and he couldn't really run his business anymore. So he took very intentional steps to bring on a lot of moderators to help out, and that's certainly another direction you could go.

Chase and Barrett and I have actually been talking very recently about, "Okay, what does this look like now that we've scaled up? We're closing in on 1500 members. How do we make sure that we can grow this thing without burning ourselves out?"



Pat: Chase, how much time do you spend on all that you do, maybe let's say like each week on Fizzle stuff?

Chase: I think it's comparable to the 40 hours a week thing. It's hard for me. I'm like a total prima donna type. I'm like, "Oh, I haven't been creative today. When am I going to get to be creative? I used to just make things I liked for a living and now I'm just – oh god, I don't know what – writing headlines or something."

These two guys, Corbett and Barrett, are just like actual business people. They're like, "Yeah, let's look at the numbers and all this stuff" and I just want to make something cool. I want to make something that people go, "Dude! You didn't need to spend that much time on that, but I'm glad you did!" I want to make great stuff that feels good to take in. For that reason, this is like the funnest game to me.

Some people like to make puzzles and some people like to play card games. My favorite puzzle and card game to play is making a business with Corbett and Barrett. It's so fun for me so I spend a lot of time thinking through stuff in just about everything I do. If I had to put an hour on it, I clock in at 8:00, I clock out at 5:00 when my brain's dead and I can no longer provide much value, so it's like a 40- to 50-hour a week thing but it's really fun.

These are people who are really trying to build something and we get to play a really important role in them realizing just how capable they are of this, you know?

Pat: That's really cool. How about you, Barrett? Are you along the same lines as Corbett and Chase in terms of hours?

Barrett: Yeah, definitely. As Corbett said, as we've continued to grow in membership, my hours dedicated to it have grown a little bit but I think we're all kind full-time on this and we look at that as an opportunity to do the work that we feel like we're meant to do right now. Some weeks are more stressful than others, just like any job would be. So we're all full-time. We're putting a lot of effort into it and we're having fun too.

Corbett: The way we work is we're flexible, like we can go to the grocery store at noon. We can go work out at 3, and then we can finish our work at 12:30 am or whatever. I think we all put in commensurate hours and do it when we want to.

Chase: And I think it's important to remember that this is still a budding business. It's still very early on. In the last two weeks we've met just about every day and had these



long conversations planning out for next year, making sense of last year, and doing all this year review stuff.

One of the things that we've been able to talk about is like, "Listen, we still don't exactly know what this thing is." We have a lot of experience, we have a lot of things that we can say, and success stories and a lot of people saying, "This is what you are to me." Our dream is not to be drinking mai tais on some beach somewhere, though the lifestyle is just as important. It's just that this is actually really fun for all of us, as well as meaningful. We're figuring out exactly what this thing could look like in five years.

Could this be a brand that sits right next to Lynda.com, MailChimp, and SquareSpace? Is this the education arena for all entrepreneurs in 10 years? Is this something where you have a Fizzle membership when you go to the university to be a business major or something like that? Is this like instead of college we do this? There's all of this explosive opportunity for us and for just the concept of business.

How many people have you met recently that are starting up their own businesses? Where I am in Portland it's like everybody's like, "Yeah, I'm a newfound bracelet maker. Yeah, I just make bracelets and sell those." This other guy's over there selling lanyards and grape jam and stuff.

I think this is a trend in our culture that isn't going to be going away anytime soon. I think this is a resurgence in this, and we kind of view these ideas as almost more like open source, but you've got to bring your butt to the table and actually try this stuff because you're not going to get it on your first try. The hardest thing about this is going to be sticking with it.

Barrett: Just like Pat's not going to get a straight answer from us on his first try.

Pat: That's my job here. I've got to keep digging.

So a question for you, Corbett. How far ahead do you plan for new content to come into the group? I know a lot of people who have had membership sites before and they have content on there, then they may have a couple months of content that they're going to add after that, but then they kind of run out of things. Do you guys struggle with sort of, "What else can we put in here, or should we even put more?" How much is enough?



Corbett: Definitely, especially now. In the beginning we were super gung-ho and really just trying to build up the content library, so we put our heads down and just made course after course after course after course.

Then this last year 2014 we were more strategic about it. We took our foot off the gas a little bit and started looking into, "Okay, training's important but how do we fill in the cracks and how do we make this really not just a training platform but a platform that helps people achieve their goals?"

Knowledge is just part of it. Really what we need is motivation so that they care to do the work, knowledge so that they know how and then the action so that they're actually doing what they need to be doing, so training is just one part of that.

We have been talking about all the different things that we have. We mentioned we have the live sessions, the Fizzle Fridays, the training, the community, we have in-person events, and we're trying to figure out how these puzzle pieces fit in. We're also seeing that just personally as a team it becomes challenging to come up with new content all the time and to put your best foot forward.

Also you just run out of things that you can teach people. We've taught everybody a lot of the good things that we know, and now if we want to teach more courses we kind of need to dig deeper or go out and learn new things that we want to teach people.

Chase: Or work with others like we did with Book Yourself Solid.

Corbett: Yeah, so we have a number of guest courses. Pat, you did a guest course for us on affiliate marketing. We've worked with [Leo Baubata](#) and [Scott Dinsmore](#). We worked with [Michael Port](#) and the Book Yourself Solid team last year to bring an Essentials of Book Yourself Solid into Fizzle, which is pretty cool.

I think going forward for us, content is a little less frequent, a little more curated and intentional to figure out, "How does this curriculum fit together so that it's not just 'We have to put something out every month.'" It's if we're going to put something out, where does this fit in so that it helps people make more progress in an important area and then also how do we get really high-quality content not just from ourselves but from other people?

Pat: Keep going with that. I'm curious because I've gotten a lot of questions, especially once I started [Ask Pat](#), about people wondering how does that work when



you get other people to come in and provide content for you and your community? Is there any compensation or is that just kind of pro bono, or is it just because of a relationship that you have?

I think that's an amazing way to expand the content that you have, to bring a different sort of style to the plate that your audience might not be used to and just obviously deliver more value for your members, but how does that work with having those other people come on?

Corbett: If you look into a big company like Lynda.com, they pay profit sharing basically to people who are their instructors, or if you look at [CreativeLive](#) they do a revenue share for the specific content that you put out.

We've run all kinds of different scenarios through our heads, and I think at some point we might move to something like that, but we're a tiny bootstrap 3-person team and we can't afford that yet, so what we've done is essentially bartered for courses.

In some cases we've talked to friends just out of the goodness of their heart into providing a course. For other people we've talked about doing some incredible affiliate deal so they are getting sort of a revenue share, but they have to send us customers in order to get that revenue share.

For others, people have done it for the exposure. We had John and Dana from [MinimalistBaker](#). They run this incredible baking site and they just really liked what we were doing and wanted to reach a new audience, and they were willing to participate in that for us.

In some cases we have helped people in certain ways with strategic coaching or with design services or something in order to get their content inside Fizzle, so we're just making it work however we can. A lot of times we're just leaning on the relationships that we've built over the past four or five years, basically.

Pat: That's really cool. Let's talk about pricing a little bit. I know because I've watched you guys over time. You guys have tested a lot of things and changed a lot of things. What has been working out best for you?

You mentioned recently this \$1 free trial and I feel like this is the one that you've sort of stuck with the longest. You've also tried I think \$7 for 7 days or one month free and all these other things. What has been working best for you guys?



Corbett: We started with sort of 2-tiered pricing. We had a \$49 I think and a \$29. I think that's what it was. Eventually we kind of felt like there was this artificial division between people inside of Fizzle. We didn't want people to feel like they were 1st class and 2nd class citizens. We wanted people to feel like, "I have a Fizzle membership. I am a Fizzler and I have access to everything," so that was part of it. It was just sort of part of our brand message, I think.

The other thing was it's simpler to manage when you just have one price tier, so eventually we converged on one price. It's \$35 a month. We did some testing and basically we found that it wasn't statistically significant to say that one versus the other led to more revenue for us.

I know there's a lot of pricing studies out there and people can come to their own conclusions, but for us it was worthwhile to say it's simpler, it's more on-brand message for us, and it doesn't appear to affect revenue that much so we have one price.

As far as getting people in the door, we've tried everything. We've had no discount up front, we've tried a free month, we've done the \$1 trial, and we've even done some other longer periods like 6 weeks and things like that.

What we've found, and we've run experiments a few times, is that for us the \$1 trial makes the most sense because it's the right balance of enticing enough to get people in the door, but they have some skin in the game which actually makes them more likely to try it out, to actually use the thing in the first couple weeks, and so therefore leads to the greatest stick rate over time.

With a free trial, the problem is it's really easy to sign up and then just to forget about it because it's like, "Oh, it's free, I want it," and put it in your back pocket and forget about it. With the \$1 trial for some reason there's this little bit of mental connection to say, "I paid for that so I better at least give it a shot and at least try it out." So we've found that that just attracts the right kind of people and helps us with our activation which, as we said in the beginning, is really one of the most important things we do, to activate people when they sign up.

Pat: I love it. Chase, where are most of your members coming from? I mean you guys do the podcast, you have the [Sparkline](#) which is your blog, and all these other things going on. What's been sort of the biggest way that you've been getting members to come in? Where are they coming from?



Chase: I think principally we've been bloggers forever. Corbett had ThinkTraffic for just about 5 years now and he built up a huge audience there. Most of our audience is comprised of readers of ThinkTraffic.

Now for the last year and a half probably we've been growing more and more and more based on a lot of the new blogging and podcasting that we do. We notice a lot of people signing up from the podcast, and we're quite proud of the podcast ourselves. That's where I get to do my real song and dance. I just love to be on the microphone, in case you didn't notice.

What's interesting is, for instance, like you've talked about yourself, Pat, on the podcast you get so much more of who that person is than you would in their blog post or in any piece of writing or something like that. This is why I love podcasting so much. This is why I've been an avid podcast listener for 5 years I guess.

People, when they sign up from the podcast, they really know what they're getting into because on the podcast it's like we're answering people's questions and we're being ourselves. We're hamming it up. We're saying like, "Yeah, a lot of people say this. We've done this," because there's like no real concrete right answer to just about any of these questions, right? So you've got to get people well-versed in the realities of what it's like to do this kind of work.

So we get a lot of people from the podcast and from blogging and from our email list. It's all that standard Smart Passive Income type stuff where you're putting out things into the world that are helpful and valuable and have your personality on them, trying to find your people and then a way to connect with them.

They're not going to sign up on their own. It's very hard to make a compelling enough offer in a podcast, but hopefully you get them onto the email list because they see that there's more interesting things going on than just the podcast every Friday morning. Then through that you share a guide or a handful of other things that we've created that are all free stuff.

Then they're like, "Dude, this is really valuable," because also half the time you're convincing them that they can even try to do what's in their heart. It's not just for people who are already doing the business stuff, it's for people who know that one day they'd like to try, even if it's just on the side as a little project.



It's that same sort of really messy organic a lot of connective tissue between all this crazy content marketing stuff. Then we've also started doing Facebook ads and those are working well.

Pat: That wasn't like, "Facebook ads... [cough cough]"

Chase: A little bit for me because sometimes the picture and the ad that ends up working best is a little like, "Wait, it's just a picture of a bear's face." If you've seen Herrick Dalpern's recent Facebook ads of the King Kong stuff you know what I'm talking about. So we've done some Facebook ads. What am I missing, Corbett?

Corbett: That's it, and one of the key learnings for us is that people sometimes need, or oftentimes need, a long selling period before they sign up, even if it's a \$1 trial. People sign up all the time who are like, "Oh yeah, I've been following you since 2010 and just decided to sign up for Fizzle," and you're wondering, "What was it that we said recently?" It's not about you, it's about them and what changed in their lives.

Like Chase said, they had this desire in their hearts and they finally got to a place in their lives where they were able to admit to themselves that it's time to try, so your job isn't to cram your thing down their throat every day or every week because you lose people and they move on and they'll find someone else. Our job instead is just to be a polite friend there to listen or there to talk to them about what could be in the future, then to be there when they're ready.

The podcast for us a lot of times is not about direct sales. It's just about warming people up and getting them comfortable with who we are and helping them come around to this idea eventually of, "You know, I do owe it to myself to try building a business. I know it's going to be hard. I know my family is going to wonder what I'm doing. I know my boss isn't going to like it, but I do owe it to myself because I really do have one life and I'm not getting any younger."

It make take 10 years to succeed, or 5 years or 2 years or whatever, if you're lucky, but it will be worth it in the end.

Pat: Awesome. Thank you for that. To finish up, Corbett, I'm going to ask you a couple rapid-fire questions and then I want to go down the line with everybody giving us your best tip for running a membership site.



So Corbett, really quick, what software are you using to deliver your membership site? What platform is it on?

Corbett: Everything's based on WordPress. We use a plugin called [Paid Memberships Pro](#) to actually take people's credit cards through the [Stripe](#) payment platform, and we've heavily customized that. In fact, we don't really use those plugins anymore. They're kind of buried deep within our system architecture, but we aren't able to stay on the upgrade path because we've customized things enough for us.

If I were looking today I'd consider Paid Memberships Pro. I'd look at [Memberful](#). I'd look at [Member Mouse](#) or [Wish List](#). There are four or five top plugins that do what you want. We really love the Stripe payments platform and that would be a requirement for me actually, that whatever membership plugin I used accepted Stripe.

Pat: Are you accepting PayPal?

Corbett: We do not accept PayPal. In the beginning that was a decision for us basically to just streamline things and to get our beta out there without worrying about it, but then eventually we just noticed that nobody asks anymore whether or not we accept PayPal. Everybody has a credit card.

I think Barrett can speak to this better. Maybe we get a couple of inquiries in a month, but it doesn't seem to really affect our overall volume, and we know plenty of big businesses that don't accept PayPal as well.

Pat: Where are your videos hosted, the videos that are shown in the platform?

Corbett: Those are on [Wistia](#) and we absolutely love Wistia for all the features they have and the stats that they show us as well.

Pat: Forum software?

Corbett: For forums we are using [IPBoard](#).

Pat: Great, and then do you have any tools to keep track of metrics and things like that, where you can maybe get a snapshot of how your business is doing? I think that's one of the struggles people have with membership sites. They don't necessarily know who's using what and their churn and all that stuff. Do you have any fancy software for that type of stuff?



Corbett: Yeah, we do. Whatever membership plugin you use will have a little bit of that baked in, but we use a tool called [GeckoBoard](#), which is like a metrics reporting dashboard. You can feed GeckoBoard any sort of data you want.

Now, if you don't know how to manipulate databases and ask questions yourself, maybe you'll need to hire somebody, but it's very worth it to say, "We know what our trial conversion rates are on a weekly basis, our churn rate, how many people sign up, what percentage of people who sign up are posting in the forums, and how many hours of video people are watching."

All of these different things we're able to watch so that we can hopefully spot trends before they happen or as they're happening, so that we don't get three months down the road with half of our membership numbers and wonder what happened. We're able to sort of keep our finger on the pulse.

Pat: That's sweet, thank you for that, so that's GeckoBoard. Am I missing anything else in that realm of what tools you're using?

Corbett: No. The other thing is managing just all the different content that we need to produce is challenging, so we try to stay on top of that just as a team. We're heavy [Slack](#) users since we have three of us and we're located around the world. You guys use Slack too?

Pat: Slack is my favorite thing in the world! It's cut out so much email. It's just so much easier to communicate with the team. I think it was Caleb when he was with you guys who told me about it, and I've been using it and I've since shared it. Michael Hyatt uses it now. It's probably my top most favorite software of this past year.

Corbett: Yeah, I'd say it's our most important at this point piece of software that we use as a team, and then we use [Asana](#) for team task management and that's helpful as well just to keep track of "When's the podcast coming out? Who's writing the blog this week? Where's that course in production? Who's up to handle Frizzle Friday this week?" There's all these different things that we need to track, and we couldn't do it without Asana.

Pat: All that information was golden. I can see some of the people listening to this pulling over and starting to take notes or something.



Chase: And I guess we did mention Intercom for all of our customer support and all that stuff, but also [MailChimp](#) is a massive part of our business, MailChimp's automation stuff. When I came on the team I basically forced us to move off of Aweber to MailChimp for a lot of reasons, and at the time Corbett was just like, "Yeah, let's try it. Let's do it, whatever."

We had a list of 50,000 people or something, and then Aweber spammed our whole list a bunch. It was a user error thing and we lost a bunch of people, but anyway we brought it into MailChimp and MailChimp's new automation features that they put together over the last month or so have been just sensational to put together a little email course kind of thing.

We have a 30-day challenge that anybody can sign up for where it's like, "Hey, I want to ship anything." It could be a new blog, it could be a product, it could be a podcast, it could be whatever, and it's just these simple steps that Corbett identified, and every day or two they get another email that says, "Okay, now this is the stage that you're at. Go do this. Get it done. I'll be back in another day."

That kind of stuff is so valuable. The inbox is still such a valuable tool when it's used by something like that instead of like, "We've got a Black Friday sale and you seem like a valuable customer, Mr. Customer X793272!" and stuff like that. So MailChimp ends up being a really big part of our business.

Pat: Thank you for that. Barrett, let's start with you in terms of one final tip that you have based on your role and your experience with Fizzle, to help somebody out there who's either got a membership site and is maybe struggling with it, or maybe is potentially going to start one. What's one tip that Barrett can provide here?

Barrett: Definitely. If you're looking at us as an example of how to run a membership site – so assuming you like the way that we treat our customers, the way that we run Fizzle – don't make assumptions that you as an individual can run a membership site the way that we run Fizzle. We do have a 3-person team working on this pretty much full-time every week, and we have plenty of work that doesn't get done on top of that.

I just want to encourage you to explore the possibilities of membership sites and not set expectations so high that you get discouraged immediately when you start exploring it.

Pat: Thank you for that. Chase?



Chase: This is such a big project. Fizzle is so massive. We're trying to basically make the world a place where anybody can start up a business that they believe in, whether it replaces their full-time income or not, just that it's a skill that you can have.

A target that large comes with a certain amount of ambiguity. Corbett's original product was Start a Blog That Matters, and this phenomenal really, really successful \$100 thing that's just a 13-week "get it done, make it happen" – we eventually pulled that into Fizzle.

If it was just for bloggers, or I think of another Fizzle co-teacher, [John Lee Dumas's Podcasters Paradise](#) – if it was just for podcasters it'd be really easy, or if it was just for bloggers who wanted to learn how to write better content –

What I'm getting at is picking a very, very specific niche, which is some of your advice as well, Pat, and going with that – I just learned this great, great trick that I think we're going to publish an article on on Tuesday – whatever your idea is, whatever that wire frame or the back of the napkin sketch of what the business is going to be, whatever your idea is, take that and think about it as much as you want to, plan it out, and then un-design that two times.

Go and take out anything that feels like it might not be necessary once, and then do that again, and then launch that thing. When you get to market and sell and create a thing that has a very definitive beginning, middle and end, instead of the thing that your brain will naturally do, which is to way over-engineer this thing – "Oh yeah, this is my minimum viable product" – no, that's like a 4-year project right there.

When you get to actually chew on the bite that you take, you'll be so surprised that you can actually make sense to the other person on the other side of the monitor, when you know, "This is the outcome. It's a 13-week thing or this is exactly what we do. It's just for this kind of person." Eventually we can spread out and do more, the way that Facebook started in one dorm in Harvard and then eventually went to a few other colleges, and then eventually became what it is today.

That's most of what I'm coaching people to do within Fizzle anyways because I see that as the #1 reason why most of these ideas fail. "It could totally work but you don't have the firepower for that right now, tiger."



Pat: Chase, thank you. Corbett, let's finish up with you. You've been on the show before and I've been there to help promote How to Start a Blog That Matters and ThinkTraffic. I was there right in the first post in that round-up post that you had.

Corbett: That's right, back in March of 2010.

Pat: Yeah dude, so it's been an incredible journey to see sort of how far you've come and what you've been able to do and what you've built here, all three of you. Just congratulations on everything.

To finish up I'd love to hear from you one final tip to just inspire everybody and get everybody excited about the potential in membership sites.

Corbett: No pressure, one tip! Just to kind of bring it back to membership sites, I've sold services and one-off products and now this membership site. Personally I really enjoy this model because it feels very stable from month to month. I mean you can almost predict within \$100 what our revenue will be next month or the month after, and that feels really good.

I also really do like this idea of having to re-sell our customers every month and remind them of what our value is and demonstrate it to them again. It just keeps our head in the right place, which is a really nice thing.

But I'm going to echo what Barrett and Chase both said as well, and that is that running a membership site and trying to produce content month after month to keep people happy and to make them feel like they're getting the value they need to remain members is a major challenge.

At the end of the day if you think about it, we have some average number of months that people stick around, and you can figure out that there's a customer lifetime value of let's say for us a couple hundred dollars. So in a way it's almost as if we're selling a product for a couple of hundred dollars. It just has a different architecture to it.

So don't get hung up on this idea that a membership site is some ultimate panacea of perfection in terms of selling something online. You can do very well with a product that has one price tag, that somebody gets in and tries out for a couple of months or whatever. The point is that you get something out there.



We said before a business is really simple. Create something that has value that somebody wants and put a fair price on it. Most people never get to that stage. For months or years they have these ideas swirling around their head and they're thinking, "If I just figure out how to game Google in the right way" or "If I just figure out how to create the perfect podcast or whatever, all my problems will be solved," but at the end of the day you need to sell something. You need to put something out there, an offer that somebody can click on and enter their credit card into some form somewhere to receive the value that they're looking for.

Make sure that you close that loop. Don't get stuck at the beginning, just thinking of these ways to grow an audience. Eventually you need to turn that audience into buyers. Whether that's a membership site or an ebook or affiliate marketing or whatever, it doesn't really matter as long as you're delivering that value.

Pat: Love it. That was a great one, seriously. Thank you guys so much for coming on and spending time with me today and the SPI audience. A lot of you know that I'm an affiliate so if you want to go through my affiliate link that's SmartPassiveIncome.com/fizzle.

Guys, I appreciate it so much. Best of luck to you, and here's to an awesome 2015.

Barrett: Thanks for having us, Pat.

Chase: This was so fun.

Corbett: Yeah dude, thanks so much, Pat. We love your show. We love your people. We hope we get to hang out sometime soon. When's the next conference you're going to?

Pat: Right now on the docket is NMX. I'm doing the opening keynote, so hope to see you guys there. Talk to you later.

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I hope you enjoyed that interview with Corbett Barr, Chase Reeves, and Barrett Brooks from Fizzle.co, some of my favorite people in the world. They're so fun to hang out with. Anytime we get to a conference together we make sure to spend time together, and I would recommend that you check them out.



If you go to SmartPassiveIncome.com/fizzle you can check out their blog and their membership site. I would actually recommend just doing that to go watch their home page video about their business training and what they have to offer, not to necessarily get in the program, although I would obviously recommend it.

I am an affiliate myself and a member myself and I've contributed a couple courses in there too, but the video that they created to help promote their course is awesome! It's one of the best videos I've seen to promote anything. Maybe I'm a little biased, but it does a really good job of sharing what their product and their community and the thing that they're building is all about.

You can't help but laugh and be intrigued and be really interested in what they have to say, so check that out, not to obviously copy them but just to say, you know what, whenever you promote something you want to have that sort of feeling where when people are watching the promo video for it or they're getting on your sales page, that they can't help but be inspired and ready to work with you, and they do a good job over there at Fizzle.co. So check them out – again, Corbett, Chase, and Barrett, three amazing guys, a lot of great information there.

The show notes will be available at SmartPassiveIncome.com/session147. There were a lot of things that Corbett mentioned there at the end, especially in terms of tools to help you out with building your membership site. GeckoBoard alone just sounds like a gold mine to me so I'm going to check that out too.

I also want to mention today's sponsor and thank them. This is 99Designs.com, a super cool site if you're doing any sort of design on your website, or even if it's not on your website. Maybe you're designing a tshirt. Maybe you're designing a logo to put on your car, because that's just what you do in the city that you live in.

I don't know, whatever you want designed you can get it done on 99Designs.com. What's cool is it's affordable and it's also super fast with a turnaround in 7 days.

The way that it works actually is you put in your description for whatever it is you want designed, then all the sudden when you put that out there designers from around the world will actually design and try to find the best design for you, and you get to pick the one that you like best.

There's all different styles and all different stuff based off your description. You get to work with them as they go along in case they're close and you want them to do



something else. You can have your friends, family, and followers vote on their favorites as well, so you can really truly get the design that you want at the end of this sort of contest, I guess you could say.

If you aren't happy with any of them you can actually get your money back or run another contest. It's super cool and super easy to use and super fun. I've used it myself before.

If you go to 99Designs.com/spi you're going to get a \$99 power pack of services for free, which you can apply to get even more cool bonuses and things and more designers working with you on your next design project. Again, 99Designs.com/spi.

Thanks again for listening. Show notes are available at SmartPassiveIncome.com/session147. I'd love to hear from you on the blog as well. Head on over there and leave a comment and let myself, Corbett, Chase, and Barrett know what you think. Thank you guys. I'll see you in the next episode of the Smart Passive Income podcast next week. Peace.

Outro: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.

Links and Resources Mentioned in This Episode:

Today's guests:

Fizzle.co

[Sparkline](#) – Fizzle's blog

[Chase's Herek Dalpern impression](#)

Pat's Resources Mentioned:

[AskPat](#) podcast

Other Resources:

Lynda.com

NerdFitness.com

[Leo Baubata](#)

[Scott Dinsmore](#)



[Michael Port](#)

[CreativeLive](#)

[Minimalist Baker](#)

[Memberful](#)

[Member Mouse](#)

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