



## Interview with Bob Chambers

Website: [WishListMemberPro.com](http://WishListMemberPro.com)

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### **Background:**

- Worked in Tech world, got into working with video and started newsletter for that industry
- Created own membership sites
- Has lots of experience marketing online, copyrighting, launching products.

### **Why WishList Member:**

- Gives you greater control over your content and how it is delivered
- Able to host it yourself

### **Tips:**

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|---|------------|---|
| <p>1) <i>Fixed Term membership</i></p> <ul style="list-style-type: none"><li>- create content all at once</li><li>- Retention rate is usually only 4-5 months anyways</li></ul> | <p>vs.</p> | <p><i>Publisher</i></p> <ul style="list-style-type: none"><li>- constantly creating new content</li></ul> |
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- 2) Start with live training and turn into modular course delivered through WishList Member
  - 3) Decide on what it is you're looking to do.
  - 4) Create a proposal around your needs.
    - Setup
    - Strategy
    - Creating offers
    - Launch
    - Marketing
  - 5) Provide hands-on interactions with clients
    - Include videos and webinars