



Patty: Welcome to episode number four of Her Legacy Podcast on this episode we have Andrea Ames the incredible Andrew Ames. She and I met at a conference that we were at we sat together just happened to you know meet up with some other women. We had a friend in common. Went to dinner. It was a phenomenal time and just talking about the old war stories of what it was like to be in corporate.

So Andrea has this amazing background and came from big companies she used to work at IBM and now she's ventured out on to her own. And this amazing transformation that she's going through and the cool thing about it is she's also bringing her corporate background and parlaying it into what she's creating now with a Membership Retention Strategy that she has to this is a membership that she's created helping people who have a membership retain their customers really cool.

Right. So in this episode were going to be hearing from Andrea her insights around what it's like to transition and what it means and how she came about to create this really unique process the system in this business says she is molding for herself. So on this episode I really enjoyed myself love talking to Andrea she's really great people and I'm sure you will find a lot of nuggets in here as well. So here we go.

Patty: All right. And so is Andrea right I just want to make sure. Yeah because I've gotten into trouble when I've said Andreas I suppose Andrea Andrea Ames welcome to Her Legacy Podcast.

Andrea: Thank you so much for having me so excited to talk with you Patty.

Patty: OH MY GOD. Totally so I love your energy number one. And we met at a conference not too long ago and we sat and had dinner and we had so much in common.

So I believe there are no mistakes so I'm so happy to connect with you because not only do we share worst stories having been in corporate but we also just to have complementary businesses I think and I'll go more into that. But first let's get a little bit braggy shall we.

Tell me what is your superpower?



Andrea: I think my superpower is I'll call it influence. Many people have said I love your energy. And so for me I like to take that energy that passion and get people moving get them excited about something get them working on something interesting

I use it in my teens at corporate and I'll tell you it's a polarizing kind of superpower because some people are like yeah it's also let's go far away Andrea and some people are like oh my god she makes me tired.

Patty: What's your read for that? You know so being in corporate I mean can you give us a little snapshot because here's the deal. I am very passionate about the topic of building your legacy and I find that what we women especially Gen-Xers and above comes to this crass point where we were brought into this whole world of go to school get a good job climb the corporate ladder and as women I feel like we were in a way trailblazers right.

And I know you're definitely a trailblazer in your particular niche but then what happens is across crossroads. I'd love to get your corporate origin story if you will and right that epiphany that epiphany of when you were like I can't do this anymore.

Andrea: OK. So it may not be so much an epiphany as a slow maturation process at the end. We'll see how that pans out. So I was in corporate for about 35 years and I my background is all in content. So I started out as a technical writer. I worked for a university for a while. I've worked for investment banking firms I've worked for government agencies I've worked for a supercomputer center. I've worked for software development companies.

Most of the last 20 years or 25 years was all in high tech but it's always been about content and it's actually always been about post sales content. So my area has really been helping companies to create a content experience that's going to help them retain their customers and I'm super passionate about not giving people a big promise in your marketing and then dumping them off a cliff right.

I like and have a nice bridge and actually delivering whatever the transformation is that the companies you know promising. So my last corporate job was at IBM and I had been a freelancer for a little while before that and I had been at IBM for about 12 years 12 and 1/2 years. And I really thought I was going to retire there. And it was September of 2015 which just so happened to be the month of my fiftieth birthday.

What I will tell you I didn't really connect the dots until I looked back on it two years later which is why I say wasn't so much an epiphany as kind of a long slow realization about what was going on but in just September of 2015 I took the month off and there was a program at IBM at the time for me to be able to do that. And so it was fantastic and I spent the months looking for a fix to my productivity problems. So I felt like I'm not productive enough. I'm not getting enough done. I need to be more productive I need to be have bigger impact.



And so I spend a bunch of time I signed up for a program called Life hack boot camp and it was amazing. And I it really pulled together a whole bunch of. I've always been a little bit of a productivity information junkie. So I have like the Ph.D. In productivity but I never really felt like I had you integrated and implemented it. So I went through this whole process I went through the life hack boot camp. I went back to the office. And I didn't feel like anything had really changed. I was feeling this. I was definitely more productive.

But I still felt this like really deep sense of dissatisfaction. And I mean I was in my ideal job. I was the top ranked content person as an individual contributor. I was not a manager in IBM OK Company of 425 thousand people at the time and I was what's called the senior technical staff member which is a role you can't be promoted to.

It's a role you have to have approved by a committee. Basically you have to have a technical package. It gets reviewed et cetera. So I had a lot of validation about my value and my worth. Within that environment and I felt like I was in a corporate role I was supporting upward of thousands of content people helping to build content strategy within the company doing a lot of coaching mentoring.

I was just like truly my ideal my dream job. Yeah. And yet I felt dissatisfied and I realized that maybe it wasn't a productivity problem in the end it wasn't that I wasn't doing enough. It wasn't that I wasn't having enough impact I was just kind of done with the the environment. And in fact I didn't even realize it until I was outside the company.

So in 2016 IBM started to call people back to physical corporate locations geographical locations. And since July or August of 2010 I've been working remotely from my home in Maine. So I started IBM at Silicon Valley lab in Silicon Valley San Jose California. Great move back to Maine. My step mom was sick I really wanted to be here for her and and it was great. I loved working remotely. There were still some people toward the end you didn't know that I wasn't in California anymore because I'd never actually met them

I worked with people all over the world so they didn't know if I was in Maine or California or Timbuktu and I love what I was doing I loved being remote and IBM decided that it was better for folks to be co-located. So I knew since I was permanently remote that there was an excellent chance that I would be asked to move. And so I started kind of putting some filler out talking to some folks in other companies about changing jobs.

And you know I went through about six or eight months of Simon Sinek's start with Y book going through his course. And I like to look back on it now and I recognize this mid-career crisis thing going on that I in the midst of it had no idea what I was going through but I really started I think more than discover what my why was and what I was really meant to do in the world. I needed to validate it and because I knew. I mean it's its kind of frightening actually how deep seeded a knowledge I had about what my gifts are. I want people to be successful.



I love seeing people grow and be successful and in just about anything I've ever done. So I'm a beekeeper I'm a quilter I'm a content person. I am in. I was. I'm a scuba diver as a hobby. A kayaker like in all these states I've been run a couple of half marathons. So I do like all kinds of things and I'll tell you I sit down with someone at a conference or whatever and we'll start talking about something and we'll get on my dogs for example we'll start talking about my dogs and I'll say Oh yeah. And I do this and I do that and we start talking about like what are the best ways to train dogs and how I'm excited to give them tips.

Tell them what's worked for me. Listen to the issue. I'm not a professional dog trainer but I have some experience in it. This person's interested in it. I love to share that knowledge right. I'm kind of a teacher in my DNA to a large family. And so in my soul searching in 2016 that's really where I ended up it's like you are meant to take what you know and give it to as many people as possible impact as many people as possible with you whatever it is whatever knowledge you have and help them to gain new levels of success wild success in their life. I mean that's kind of where I ended up. And so I'm looking into all these companies and thinking to myself OK I could go to company X or company Y and it even smaller scope more.

I had an idea some impact even fewer people. Yes I'm impacting in other companies so that's awesome. But what if I just went out on my own. What if I take those gifts? Start a business and really impact a much bigger scope of people.

And so I left IBM in July. I declined their offer to move. They were going to move me and everything and I said No I think I'm going to resign. And I it really hit me. Then last summer when I left the company this is what I was meant to be and it started out the past year has not been easy.

Patty: Can we talk about that though. Can we talk about? Because I think it's so important for everything that you said it was the validation. I think that's such a key concept because validation looks different for different people in you.

And what was interesting what I'm reading and you feel free to say it's like the whole corporate technical check the box certifications whatever MBA you know whatever it is that you got like that takes care of that. But it was the emotional connection that you needed to get to find the deeper reason of what moves you and what motivates you and what fulfills you. Isn't that interesting?

Andrea: Absolutely. And what I found. Yeah what I found so fascinating about that was I had it all along but I wasn't connected to it right. I was in my head I wasn't really connected to my gut which I think is a really it's a subtle but very profound switch that flips holding me.



Patty: Totally. I've found for me personally I tapped into the more feminine energy on my side when I became an entrepreneur and not the male energy which was being the driver at work and being tough on the outside exterior. And it was about the results is about the numbers and this that and I know with the organization you are and I imagine that was definitely the case because at the end of the day it's qualitatively quall like quantitatively.

Those are the numbers that matter. Right. And so it was switching things up. So with that in mind I want to get to what did you go through when you first left that job and you're officially an entrepreneur? And we think we have all the answers and there were like holy shit like truth is right in front of me. I'd love to get your worst story there.

Andrea: So something in me said get some help with this. And so before I even left my job I would say it was March maybe or April. I got a therapist. I hadn't been in any kind of therapy or anything up to that point but I went into this therapist eyes and ears what's going to happen. And I realized that for the last couple of years I cannot get out of my own way.

So this was kind of where the productivity thing was happening. I was unfulfilled. I didn't feel good about my job at IBM and so I felt like I was a productive really what was happening was that there were some mental thing going on that wouldn't let me progress because I think because I was in the wrong place so I went into it I said I can't get out of my own way I'm not getting things done the way I used to.

I need help with this because I'm going to be leaving my job and if I can't get myself together in my corporate environment where I have meetings I have structure. I have all these things around me that are help actually helping me to deliver what's going to happen when like there's nothing going on I can get up every day and do nothing because I'm in business for myself I get to call the shots and I am a super structured person.

So I wasn't so much afraid that I wouldn't put structure in place for myself because I did. But I was I was really afraid of like what if I don't do the things I need to do. What's interesting is that was exactly the right thing to be afraid of. For all the wrong reasons like they were the reasons I had were not the right reasons why that was going to happen but it did happen.

So I get out of my own and I will cut myself a little bit of a break and tend to be pretty hard on myself. But I was at IBM for 15 and half years. I was totally driven as you were saying and I suspect I was pretty burnt out along with everything else. And so I decided I'm leaving mid-July.



What if I take the rest of the summer off like I just give myself a break six weeks and the beginning of September I had a conference scheduled and then I'll jump back in men I'll work on my business and so on and I thought yes and I'll spend the six weeks creating content and getting ahead of things and content marketing and blah blah.

No none about happened. I did take a break which was good. And. What's interesting is the the last week of July so I'd been on my break for what seven days or something ten days. My mom got sick and she had congestive heart failure. And be known to us. And it was very serious. And my sister and I ended up spending about five days in the hospital with her. She's great.

Now she is better than she was before in fact her heart's more healthy. But she was very sick until the end of September. So I had given myself a break and yet I had to spend this time with my mom and not that I begrudge the time with her but I felt like am I really getting a break. And I thought you know what I think this is the universe saying you need a bigger break than six weeks you need 10 weeks right. You need to be there for your mom you need to be taking this time. That's what you're here for. And I was so grateful that I had put that time aside because then I didn't feel the pressure of oh my god I'm not making money. I'm not creating content I'm not doing all these things that need to be done so. .

All during that time I'm seeing my therapist and I'm basically saying and I can't get started I can't get started and she's saying what would it look like to just not do anything. And maybe that's really what you need right now. And as you know I spent the time the first six months pretty much doing nothing. And I had some consulting clients because I'm fairly well known in my industry and so some people heard I was going out of my own and immediately were like come and help us. So that was great. I didn't have to market myself I didn't really have to do much. So I had a little bit of income I did some consulting projects but I realized I don't like to sell. And I think mostly it was I don't like to sell to people I know.

So it was really weird. Like I know this industry I was president my professional association like I'm really well-known I talk to these people I go to conferences I know them individually. And now I've got to sell something to them. And that felt super weird and I also realized I had been giving away what I was now selling for 30 years. I had been sitting down. You know I'd give a presentation at a conference. Especially I love doing at the end of the day because I can say we got to clear the room let's go to the bar. We can keep talking. And I would sit down with one or two or five people usually a small group and they would tell me what was going on and say you know I really liked and you said this because I got this problem at work.

And I would help them I would sit and do hours of free consulting in the bar mean because I'd love to help them. I was very called to help them with their problems and I see problems and I can't help myself. So I felt like I've been giving this away for 50 and half years from IBM and even longer before that. And these are my friends right my friendly colleagues. And so



now I'm going to say hey come join my coaching program for hundreds of dollars or whatever thousands of dollars. It just felt really weird so I had a lot of things going and mentally that made it really hard. And as you were saying I left my job saying I'm at the top of my game baby.

Right. I am smart. I've been in business for a long time. I know all the things. In fact I had started taking some courses online signing up for courses on online marketing and so on because I was interested in it for a variety of reasons even before I knew I was leaving IBM. That should have been a signal. You know sometimes I'm a little dense and don't really like I don't watch my actions closely enough clearly. But I was like I know all the things I've like given myself the online mini MBA. I'm ready to go.

And yet nothing was happening. And one of the things I really wanted to do was I had joined at the end of 2016 Steve McLarens Tribe Program and I really wanted to create a membership group for my Content Strategy peeps. Right. I said this should be so amazing it would be this amazing community and it would just be so like my growingly awesome.

Patty: Legislator leader. Thank you so much for checking out today's show we're about halfway done but I wanted to give you the opportunity to engage further as this episode incites some creativity in you if you're interested in leading your own Dent the world leaving your legacy. I have a very special three part video series for you. It's what I call the Business Trinity an as entrepreneurs. We are looking to create a sustainable business.

And what I have found is three distinct pillars to make it happen. So I'm sharing that with you. Absolutely complimentary. Head on over to [businesstrinity.com](http://businesstrinity.com). Again [businesstrinity.com](http://businesstrinity.com). Grab that three part video series for yourself. It includes some downloadable in there and will walk away with clarity on where the opportunities are so that you can meet your legacy. Let's continue with the show.

Andrea: And yet here I was December of 2017. Nada. You know I I've been to tribe live I had gotten all jazzed up six months later nada. So I it going into 2018 fell very very was starting to get very hard on myself. What's wrong with you. You can't get out of your own way. Like you know all the stuff. And I had a I belong to a mastermind and I one of my hats he calls I said OK here's the deal I'm having a really hard time getting out of my own way. Clearly I'm not like the best salesperson or at least in my head I can't sell.

So how do you guys deal with mindset stuff. I got this big list of stuff from Tony Robbins stuff a book called Thou Shall Prosper. And like all this stuff and I started reading it and at the time I also got. I I remembered hearing and Amy Porterfield podcast episode with James Wedmore and he was talking about the fact that he was starting this new podcast where he had this podcast called Mind Your Business. And you know they were joking around about how it was woo and so on and I'm super left brain corporate makes you even more left brain has shouted their minutes and say it's like right brain that doesn't even exist.



It's the size of a pea. Yeah. I was like oh I'm not Wuhu so I never went listen to it. But at the beginning of this year I did I think it was maybe February or March. I sat down I went back to the beginning. Some of it was way out there for me. It was so far outside my experience I just had a really hard time grasping it and I'm like you know what. There's so much here that he's saying that resonates so much with me and. And that was really I think the turning point for me was it was. It's been so hard because what's between my ears I have such deep employee grooves in my brain and getting myself out of that employee mentality putting myself in an entrepreneurial mentality and also really really reconnecting with that confidence I have in myself and my ability to do these things.

I mean it's really what I find really fascinating is I I look at what I do with my corporate clients. I look at what I did in corporate and all the things I say to my corporate colleagues in coaching them and I say things like if you sit there and say I don't get any respect I'm a victim the technical people are the ones who get all the respect. That's exactly what's going to happen. Right. So I hear this and I say Duh if you sit here and say it's hard for me to sell I can't sell to my colleagues. Well that's exactly what's happening.

Right. So it's of course you think context. Same problem same question. Right. That whole mindset thing and putting yourself in the right place and creating the right thoughts for yourself like this is all putting words around that is totally new to me and feels a little weird it's almost like I'm putting on a suit that almost fits if I go back and I look at the suit I wore when I was coaching my corporate employee peeps. It's like hello I've had this suit on the whole time.

Patty: You have and it's a part of you. So when I to interject really quick because I absolutely want to stress that this is one of the key elements is that the success that you've had in your corporate career gives you the foundation the confidence. But once you transition into this entrepreneurship it's a whole nother ball of wax and I will say dare I say that I've never grown as much as I have as it was when I left my job.

It has grown exponentially because to me and I know if you agree Andrea it's the marriage of the wholeness of left brain plus right brain. Yes that's what gets you to be a bigger person a better person. The bigger the impact and that's finally finding the the courage and say you know what I am a bad ass. Let me go. Let me roll this out. And it's scary because you're standing by yourself.

Andrea: Yes.

Patty: And it has been the organization like your cocooned in protection. If that makes sense.



Andrea: Exactly it totally makes sense. And in fact I would say for me it's been a logarithmic change between corporate and entrepreneur and it's ninety nine point nine nine nine percent of it has been between my ears. Timing is all about who I think I am. It is not has nothing to do with anything that's going on externally.

It's all about who I think I am who I'm creating myself to be who I'm projecting in the world and how I'm showing up to people and I will tell you so it's you know mid September and I am going to say that it took me until the end of August. So for the last three weeks I have really been fully in my entrepreneurial state.

Patty: I love it.

Andrea: That's how long it took. So anyone.

Patty: Say you haven't heard of her mission and be kind to yourself. You know what I mean that there is no timeline in your timeline whatever it is you want to be but because of that you're so much richer in your experience and you can help other people since you love helping.

Ok so I want to transition because I want to hear about your program member keeper so you've been doing some corporate consulting and now you're transitioning to serve fellow entrepreneurs which I love that 100 percent. So tell me more about what member key person is all about.

Andrea: Well it's interesting because my focus in corporate while my background is in content my focus has really been in service of customer delight post sales customer delight. And I think there's value in that not only for your customer but there's value for that for that.

In your business as well. In other words the more delightful your customer is you get more delighted your customer is in there probably delightful as well because we are delightful customers with the more delighted they are the more success they're having the more progress they're making the better transformation they're getting then the more likely they are to refer people to you. So that's revenue for you. The more likely they are to agree to be a case study or to give you testimonials.

So there's all this Stew McClaran calls it the circle of awesomeness. It is a virtuous cycle and it comes from really paying attention to what happens after they give you their credit card or they paid on a PO or whatever. I mean it works it works just as well in corporate as it does in an entrepreneurial state. So my program member keepers is focused on people who want to work creating or have created membership groups.



And I've focused on them because I realized that the way I took care of my corporate community inside IBM was really a membership site membership group. I had regular a one on one meetings called group meetings excuse me I had regular Q and A's. I delivered regular content. It wasn't nobody was paying me directly. Those people were not direct clients. I mean IBM was paying all of us to be there but I was essentially hosting a membership group and I thought wow I've been doing this for like close to 15 years.

And so I thought this these these folks really speak to me. And I think I can really help them especially when I attended tribe live last year and this year in 2017 and 2018 and the two biggest concerns I heard from people were around them feeling overwhelmed with their content and their customers feeling overwhelmed with their content. Since most membership sites are information based that's the product right.

And if your customers are coming in and they're getting overwhelmed they're leaving. So there goes your recurring revenue. Now there goes your opportunity to make a customer that's engaged that's gaining impact from your program that's successful and that will then close the loop on that virtuous cycle and give you testimonials referrals etc. So member keepers is about helping people with their membership product after the sale.

So I don't talk about marketing except how you can use that after the sale relationship with your customer to kick off your next marketing cycle or to feed into marketing and sales. So it's really about like how do you help that person. I'm called to help people. I want to help people help people. So all they're getting very Medha. Yeah yeah well that's really the the most important thing right. Are you delivering on that transformation.

Patty: Well my gosh so good because people think oh I got them to buy and then that and then that's it. They think the sales stand and it's like that's the beginning of a real opportunity to continue the engagement to build the trust him more importantly build a community because people will come for the content but they get to stay for the community.

Andrea: Exactly exactly.

Patty: That's so smart. And so you're you're preparing for your launch and have you had any beta or any experiences with people taking advantage of that content so far.

Andrea: So my. So this will be this will be scary for your entrepreneurial folks. I have no content. So this is my beta launch that's coming up here in a week or two. And I have 35 years of corporate experience 35 years of content that's scaled for corporate from my consulting and so on. But I don't have any content that's really specifically scaled for entrepreneurs.



And so what I'm doing in my beta is I am going to do a lot of person to person interaction. So I'm going to do some laser coaching. I'm going to do a lot of Q and A so my beta members are going to see probably more of me than the folks who will come later because what I'm really trying to figure out is what do you need.

What do you want what are the problems you're facing today. Let's talk about it a little bit. Let me try this on. How does that work for you. OK let me explain it a different way. And so as I refine the conversation I'm having with those folks I can also then reach into my little corporate bag of tricks pull out the answers and then create tools and cheat sheets and training and so on. That's very specific to the entrepreneur membership site owner and that's what I want to do is not take my content is if it's one size fits all.

But I wouldn't really deeply understand what my beta members need and I want to make that content extremely custom to that group of people and then expand on that. So that's my that's my plan. I love I love that relationship building of getting to know people and really understand what their problems are and sort of working out the solution together. And so I think that's what my that the rest of this year is going to be focused on in my membership group.

Patty: So smart and I love the fact that you're being ballsy you're just getting out there and saying Okay let me find this proof of concept. And the only way to do it is you're not building all the content and then waiting for the tribe you're building with the tribe and that's how that's going to be so much more powerful because you're speaking directly to the problems and you're providing the solutions because that's what we're in business you know entrepreneurs provide solutions.

So it's very smart and I love the fact that it gives you the permission to just explore experiment and you have the proven track record so I have no doubt that it's going to absolutely crush it. And as you're going through those iterations you're just going to really develop something really robust and relevant. So I love that.

Andrea: And I am super excited about it.

Patty: I can only imagine. All right so tell me what's a personal development or growth habit that you have.

Andrea: When I was in corporate I like to put something new in my portfolio every year. So as a person in content portfolio something you have along with your resume to actually get another job if you change jobs and so on. So I like to look at what's happening in my field and pick something pretty far out there and then try to figure out how to work a project into my day job that will give me an example of this new thing and show I'm capable of this.



I'm doing this new and exciting thing. And for me I'm a pretty I am pretty ballsy. I'm a risk taker. I love to do the new stuff. Don't make me do anything. Two or three times because I get bored. I love to look ahead and see what's new. What's exciting and I think for me that's really the that's also a challenge for me and that is in this initial phase of my business I'm a solo prenuer so there's a lot of things I have to do over and over again.

There's a lot of mechanical things and operational things. And so what I do is I try to approach everything I'm doing as a new learning experience. So how can this be a new thing for me. How can I go into this. I love that you said you can be experimental because that's exactly how I look at this. I'm like you know what if I get one person in my group if I get a hundred people in my beta group if I you know fail amusing little air quotes here.

To me it's a learning experience right. And every call might be totally different. Every tool I put out might be totally different. Do I know how to do a online launch. No I've never done one before. No idea how it's going to turn out and I'm excited about that as opposed to being in a little bit of fear there. But I really need to look at it as Hey I am learning so much.

Like I mean this is where I thought I had an online MBA. No not even close. I'm getting it now as I start actually taking action and doing the work. And I find that exciting. So for me personal development means setting myself up to keep to stay motivated to be progressing to continue the momentum. And for me that means I need to be learning something new.

I need to be trying things I need to be on experimenting and so I try to look at these projects I don't really like. Like keeping my books and so on. Oh I get a chance to learn Quicken or whatever. Right. And some people may think why would you want to do that.

Well you know right now I know Quicken and I can talk more intelligently to my accountant and that gets me jazzed so often to find the things that motivate you and then sometimes it's about reframing or casting. The work you have to do even if it feels ugly and like you don't want to do it for casting it in that new frame so that you stay motivated and keep that momentum up so that that's kind of the challenge for me and sort of what I'm working on between the ears.

Patty: Perfect. OK. And if your life were a pick a song that represents your life. What is that song.

Andrea: The first thing that popped into my head was Journey's Don't Stop Believin yeah I just going to go with that.

Patty: I love it great song. I love us. Every time it comes out especially like I remember when the White Sox won in 95. That was like the theme of the whole year. It's just such a bad ass song. I love it. And a last question for you after all is said and done. What do you want your legacy to be.?



Andrea: Wow. I think I sorry. I would love for one person to say I remember Andrea she really helped me with whatever.

Patty: Yeah I love that. Every time I ask that question Andrea you're not alone. Good people get misty eyed I'm like am I get to see them cry because that's my favorite. It's the truth. Like her work is so meaningful and it's so important and it comes from the heart and this is what this podcast is about. It's celebrating what we're doing because it matters so much. So.

Andrea: I think what you're doing is incredible and I think your focus on folks coming out of corporate your focus on you know the perhaps the more experienced of those who are coming out of corporate focusing on women. I think this the Venn Diagram there is like a a super powerful energetic nugget that is.

I mean if we can. It's almost like splitting the atom. Right. If we can take that and we can break that apart and exploded into the world. Holy crap we are just going to have this. It will be amazing the impact will be felt by everyone here. I think what you're doing is so important.

Patty: I love it. Thank you so much for those words so tell tell the peeps how they can find out more about you member keepers what's the best way for them to connect with you.

Andrea: So you can follow me on Twitter. I'm aames you can go to memberkeepers.com. And if my programs open the sales page will be up and if it's not those there's a waitlist there so that will get you on my waitlist and get you signed up for my newsletter. And I also have a free Facebook group if you search for Member Keepers in Facebook.

You'll see my Facebook groups so I invite anyone who's interested to join my free Facebook group and get into the conversation and I am really looking forward to connecting with some of your audience in one way or another.

Patty: Andrea so important I'm going to be joining the Facebook group I think the work that you're doing is absolutely essential. We didn't talk about the nerdy stuff but your solution impacts the lifetime value of those customers. For the entrepreneur and so it's absolutely vital. People only focus on cost of acquisition. They don't understand LTV lifetime value so what you have to what your value proposition is very important.

Andrea: What I'll just I'll just add one geeky thing to that and that is it costs five times more to acquire a customer than it does to retain one. So if you're focused in all of your time on marketing and sales that's marketing sales is very important. Obviously your product doesn't matter if you don't have any customers.

But once you start getting customers you have got to split your focus somewhat and spend some time on making those customers wildly successful because that is going to be have so much more impact and the leverage you will have on your time you can spend five times



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less time with that for the same revenue and value. So yeah it's its huge when you start getting into the "gigi" numbers and things, it's you

Patty: It is really significant so I cannot wait to see Member Keepers evolve. And I'd love to have you back on for an update on what's transpiring with your tribe.

Andrea: I would be honored to come back.

Patty: So thank you so much for being on her legacy podcast. We appreciate you.

Andrea: Thanks Patty.

Patty: Thank you

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