



Callie: Welcome to Episode Six of Season Five of Behind the Membership. And today I'm talking with Vahn Petit from School Vocalize, a French based singing school. When Vahn decided to adopt a child, she realized that she needed to make changes to her work as a singing coach in order for her to be able to prioritize family time. Initially, she did this by creating courses before realizing a membership site would be a perfect match for both her topic and audience. While Vahn's membership has been running for less than two years now, it's already allowed her to increase her income four times over, and given her the flexibility and freedom that she needs to be able to spend as much time as she wants with her family, creating a lifestyle and hours that suit her.

Vahn now operates a waitlist for her initial membership tier which provides a certain level of one to one feedback, and she's recently introduced a lower tier to enable her to still provide support and resources while her VIP tier is full. I love what Vahn has created. So let's dive in and hear her story.

Announcer: Welcome to Behind the Membership with Callie Willows, real people, real stories, real memberships.

Callie: Today I'm joined by Vahn Petit from School Vocalize. Welcome to the show, Vahn, and apologize in advance for my terrible French pronunciation of both your name and possibly your business as well.

Vahn: Thank you for having me on Callie. No, it's perfect. Vahn Petit. That's perfect.

Callie: Awesome. Dodgy French aside, I'm really looking forward to talking with you about your membership journey today. It's going to be exciting to talk with you.

Vahn: Yeah, yeah. I can't wait.

Callie: Let's actually dive straight in then with a little bit of background information. So who's the membership for and what do you offer them?

Vahn: So the membership is, in fact, a contemporary singing school. So I teach pop, rock, jazz, R&B. There is no opera, no hard rock with like the growl kind of voice. And it's in French and it's for French speaking people. You can probably hear my accent. I'm French. I teach singing with online courses and live classes. A lot of stuff is going on in the school. Everybody is welcome from the beginners, the real, real beginners to more advanced. I also have professionals joining the school. I was surprised at first, but I'm very happy because they can help also the other students. And yeah, it's a busy online school, a bit like a really buzzing school, you know, with a strong community. And yeah, that's it. So singing, contemporary singing school.

Callie: It sounds great. And so a couple of things I'd like to touch on there, then. You mentioned about the fact that it's basically got people from all experience levels in there. So was that always the plan? Or have you found that quite difficult to kind of cater for all those different levels?

Vahn: At first, I was really not thinking about it because I've been teaching singing like my whole life, and I've been coaching beginners and advanced, and professionals too. So I was not like focusing on a specific kind of singer's level. I don't like to, you know, put like a level on a singer because somebody who's professional can also have issues with her voice. And a beginner may be singing in rhythm and an advanced singer can be singing like beautifully but have rhythm problems. So it's kind of difficult to compartmentalize the people. So no, I was not thinking at all about the level of singing when I was thinking about my ideal customer. No. I started with a basic course. That's true.

So before the membership, I had a really basic singing online course. And at first I didn't want to do that. But a lot of people on YouTube asked me, "Hey, do you teach online? Oh it's too bad. You're too far. I would like to have you as my coach." So I was very touched by that. And I said, "okay, maybe I should create an online course." I started to learn everything like the online business and created one course, then a second course. And then it felt kind of limited because after two courses, you cannot say that you are a singer and that you know everything about vocal tech. So it's kind of an ongoing process, the singing like playing an instrument. And also, I didn't want to just let them after the two courses and that it's over, and what after. So the membership came. And I found you guys. And that's when I had the idea about the membership. Yeah.

Callie: It is the perfect kind of topic for membership. Because as you said, it's like learning an instrument or something like that. It's not something where it's kind of you take one course, and then you're done, you're good for life kind of thing. It's something where you continue on ... Not only continually improving, but there's continually new music that you want to try and things like that as well. So it's perfect for a membership.

Vahn: Yes, exactly. I'm still learning from the students, I'm still learning on my own voice. Because it's, in fact, a bit different from the instrument, the other instrument. It's because it's our body and our body changes with time. And because we're aging or because just someday we're tired and et cetera, et cetera. So it is kind of a living instrument. It's alive, the voice. Yeah, it follows our body and our mind, mindset too. Very important what's going on here in the brain. So yes, it's perfect topic for a membership. You're right.

Callie: And what made you decide to do the membership in French? Obviously, you are French. And I think the fact that you have kept it to the French market is great, because I can't imagine trying to create content in a non-native language. But I do know you've also have had like an English website and things like that as well. So what was the deciding factor there between kind of niching down to just the French market?

Vahn: It was easier. Yes. It was easier because of the language because everything is kind of faster. If I want to write a blog post in English, it takes me a lot of time. It's very natural in French. Even if I have kind of a good level in English, but it's different. It's not my native language. Yeah, I think that's it. No, there is another fact. My YouTube channel, the French one had a lot of views. And I'm kind of one of the most, I don't like to say this word, but popular coach, vocal coach in French on YouTube, so it was easier. Yeah, this is the word.

Callie: I think that's great, though, because I think one of the things we see people coming into the academy and who like yourself could create content, either in English or their own language, they want to go for the English market because they see that as being bigger. But to my mind, to put it in a better way, the riches is in that that niche of actually your own language, because people aren't catering to that as much. So there's a lot less competition. And those people that kind of want that, they want that French language, you're going to be the perfect site for them. They're not going to go somewhere else because you're there offering them exactly what they need.

Vahn: It's not because the market is smaller that you're not going to find your place. And it depends of course, if it's very, very niche and small kind of market and there are already like 20 people doing the same kind of things, maybe it's going to be difficult. But I believe there is a place for everybody. We're all different, we teach in a different way. We can offer a different perspective and point of view. If somebody is listening and is not a native English or American or Australian English speaking person, think about that. Think about you're unique, you're really niche. It's kind of riches to have that, I think.

Callie: Yeah, I completely agree there. And so how long ago did you actually launch the membership?

Vahn: So it was in September 2019. So not very old.

Callie: About 18 months. That's awesome, though. That's great.

Vahn: Yes, yes. It was like, you call it a soft launch. So I didn't really market it. It was only sent to my list. I had like 800 email addresses list. And I got I think 30 people in two days signing and joining the membership, and then it just never stopped.

Callie: And so with that then, so you mentioned you had about 800 people on your email list. Were they people who had specifically signed up for the membership? Or were they people that had come to you through, as you say, looking for coaching or from your courses and things like that?

Vahn: Yes, it was a mix of people that just sent me an email saying, I would like to ... Can you help me? Something like that. And then signing up for a lead magnet because I already had lead magnets for the online courses. And also subscribers that had already bought the courses. So it was a mix of all those people. Yes.

Callie: Awesome. So that's a really great conversion rate then of members from that, then if it's not a highly specific list for that membership. That's awesome. And so are you open all the time? Do you only open at certain times? Or how do you work that?

Vahn: So it's both open and closed. So let me explain. At first, it was open, like evergreen, everybody is welcome to join anytime. But because I offer a one to one feedback, that means students can post a recording of themselves singing, and I give them a feedback with a video. I use Loom for that. I was limited because, you know, my time ... I cannot be really giving feedback the whole day long. We have a lot of things to do. So I had to limit and to cap the places at 150. But in fact, I checked this morning, because I knew we were going to talk.

I have 156 VIP members. I call them the VIPs. Thanks to The Membership Guys, you and Mike, I asked several times, I don't know if you'll remember, but I wanted to keep on helping people but I could not because of my time. So the idea about offering another tier to the membership, it's called a basic, the basic plan. They have access to the courses and the live classes, but I don't give them one to one feedback. So the basic tier is always open. But the VIP one is on a waiting list only.

Callie: Awesome. So you kind of got the best of both worlds there.

Vahn: Yes

Callie: And so how long ago did you add that basic tier? And that was relatively recently, wasn't it? If I remember rightly.

Vahn: Yes. It's from April. So not old at all, very new. And I have 32 people on the basic tier for the moment.

Callie: Awesome. And so I think it's great there that you mentioned those limitations you have on offering that one to one feedback for people because, yeah, that's definitely something that would become a lot more difficult to scale if everybody was asking for that.

Vahn: Yes

Callie: What made you decide to offer that one to one feedback to members in the first place for the low cost that you provide in the membership for?

Vahn: It's because at first I'm a teacher and I cannot say I teach singing if I cannot listen to them, and give them a feedback and show them how to do a special specific gesture, how to place their voice and ... I cannot just tell them, you need to raise your larynx. It's complicated. I need to show them. And that's why I wanted to give them feedback. And it's one of the most popular forum. Yeah. They ask every day. I have feedback demands.

Callie: Awesome. Yeah, I can imagine that being hugely popular, although now my brain is just thinking about, what the hell does raise your larynx mean?

Vahn: I can show you if you want.

Callie: Singing is definitely not my forte, even the cat runs away when I attempt it. Do you still offer other products and services as well as the membership? Or is it just the membership you're offering now?

Vahn: So it's the membership, and then I still coach a few people, but very few people. Either they are professionals or my previous students, like from five years ago. They are still asking for ... Well, right now it's online coaching. But that's it. Just the membership, and then a few slots for the coaching on webcam.

Callie: So the membership really, is that the focus point these days, essentially?

Vahn: Yes. yes it is. Yes.

Callie: And so I'd love to know them, so you started the membership September 2019. What? Around six months after that, obviously COVID hit, pandemic hit, world turned upside down. And at the time of us recording this, it's May 2021. So the world is starting to come out of that a little bit now. But how do you feel like that affected the membership? Do you feel like it affected the membership?

Vahn: I think it was positive in my case. Sorry to use this word positive. I think a lot of people went online, obviously, searching for an escape. And what about singing to escape those days, this pandemic. My YouTube channel had even more views, so I used it to promote the membership. Because at the beginning, I was not promoting the membership in my videos or in the description. And I started doing that, so it scaled a lot. Yeah. So, for me, I was lucky, very, very lucky because it's not the same for everybody. But for the membership,

yeah, it did well. And even if now we are going out of that slowly, the YouTube channel is still going great. Thanks to that, I think. Yeah, it's kind of a ...

Callie: You mentioned YouTube a couple of times there. So is YouTube the main way that you're attracting members, essentially?

Vahn: Yes. There are two main channels where I get leads. It's YouTube and my website. Because I think my website, depending on the topic, of course, when people are searching for a specific issue they have with their singing on Google, they end up on my website. So some of them, they end up directly on my website, not from YouTube, and the other ones are coming from YouTube. Yes.

Callie: And so how long have you had that YouTube channel for now? Because it sounds like earlier you were saying you already had that before the membership.

Vahn: Yes. 11 years old? Yes. I started in 2010. It was just like sharing some tips with my students and sharing some exercises, vocalizes. I was not regular. I was not posting like each and every week and things like that. And I learned when I created the first course, online course, I said, okay, you're creating a course, now you need to sell it. So you need to be a little bit more serious with that. I kind of used the YouTube channel for that.

Callie: Awesome. And so you mentioned before that the kind of the idea for the membership came after you'd had a couple of courses created. So it might be difficult to remember now, but what kind of timescale are you talking about there? Was it a few years between the first course and the membership, a few months? How long a timeframe are we looking at?

Vahn: I know exactly. Because the creation of the first online course, there was a reason for that. I went to adopt my son in Vietnam, and I wanted to have my evenings and my weekends for family time. It was very, very important for that. So it meant I couldn't coach in the evening and on the weekends. The evenings and the weekends, that was when people are available for singing courses. So I lost a lot of students and I had a very, very tiny revenue. So the online course came in 2016. That's when my son came into my life. So I remember very well, yeah.

Callie: Awesome. I think that's a lovely reason for kind of making that transition to online products, though, as you say, to free up that time for your new son, to have that make family time or priority, essentially, as you say. I think that's an awesome reason to get started with online products.

Vahn: Yes. It was not planned, but it ... Yeah.

Callie: And so let's talk about challenges as a membership site owner now. Is there anything, first of all, that you found particularly difficult about making that transition?

Vahn: Yes. Setting boundaries. Singing is not like ... I mean, when I give lessons in real life in my studio, I already find it difficult to set boundaries. And online, it was the same. I mean, I

find it difficult to say no, I find it difficult not to check if something is happening in the membership, because I want to help the students, I want to be there for them. I learned and I'm still learning to do that to set boundaries, but I still want the membership to be very human. And I think that's why students stay so long, because it's a nice place. It's like a special place to sing. We cannot wait to meet in person after this pandemic goes away.

Callie: Awesome. Is that something that you are looking to bring into the membership? Kind of some in person events?

Vahn: Yes, I would like to host like three days something with a concert at the end. Yes. We speak about it a lot, so we dream about it. It's going to happen, I'm sure.

Callie: I'm sure it will. And that's awesome that your members are kind of part of the process of wanting to do that as well.

Vahn: Yes.

Callie: Yeah. That's a testament to what you're creating there, I think. And so, if that's been the challenge then, the setting boundaries, what has been, I think I can probably guess from what you've just said, but what's been the highlight or your favorite thing about having the membership?

Vahn: It's the impact on people's life. I'm kind of an idealist. So seeing people from all over the world because it is not only French people. There are Canadian and people living in Africa and in the Arabic countries. Yeah, everywhere. It's just wonderful. I mean, internet is the best sides of the internet, of the web, to be able to change their life in better, to help them ... The community is a big thing. It... I was scared about creating a real school, like in real life, but it's easy online, I think. For me, I find it easy.

Callie: And so with that then, you mentioned there about the community that you've created. So what kind of community are you using? Is that an onsite community, a Facebook group? How are you doing that?

Vahn: So I have forums. It's forums. It's Invision IP.Board like in the Membership Academy. And I love it. At first I was not sure of how it was going to go. And I was really, really scared that nobody would ask a question or participate in the events I was putting up. But it's going like crazy. Every day, there are lots of messages, lots of conversations, the students are talking to themselves, with each other, sorry, and helping each other, they're asking questions to me but also to the others. Yeah, it's going very, very well.

Callie: And so going back to what you were saying about the challenge of boundaries there then, when you do have the active community, and you are offering that kind of one to one feedback option as well for kind of the VIP members, how are you putting those boundaries in place for that feedback? Is it something like they can only post once a day or once a week and things like that? How are you doing that?

Vahn: Yes. I had to give them the rules. I call that the rules. And they can only ask once a week, and then in between two weeks, they have to practice. So I give them something to do or kind of tips to sing better? Or if they have a specific issue, how to go over it. Yeah. So it's once a week. It's only with video or audio. I don't download anything. Everything happens in the community inside the forums, and there is a specific forum for that. Yeah. And I give the feedback. Thanks to Loom. I use Loom for that. Now it's easy. They respect the rules. And if they don't, because they forget, I remind them and that's okay.

Callie: Awesome. And so what are you actually providing to members on a month to month basis aside from the one to one feedback? Are you providing new pre-recorded content, live calls? What kind of things are you giving them?

Vahn: Yes. So there are courses that are already finished. And I always have new ideas, so it's not a problem to come up with content. Even I need to slow down sometimes. So they get live classes on Zoom. It's every 14 days, so each two weeks, a live class on a specific topic or it can be on anything, but we are singing. They have challenges. So for example, there is a, how can I say, vocal range challenge. So, you know, it's to help them sing from their low notes to the high notes. And we go together, it's timed. You say timed? Yes, timed. And we go together.

They receive a new lesson each week. And they have to post something in the community, also. And when there is no challenge because challenges happen four times a year, there is a theme of the month. So this month, for example, its groove and up tempo which means fast. Something which goes very fast and happy, you know, like something you want to dance to. And they have to work on a song, they choose a song or two songs if they have more time. Yeah, respecting the theme of the month.

Callie: Awesome. I love that. So it sounds like you're offering a really good variety of different things for people to do there.

Vahn: Yeah. I think it's important for when you learn an instrument to learn in very different ways. Because some people are going to learn better with exercises, some people are going to learn better if I give them feedback, some people are going to learn better if there is a deadline. So everybody, I think, can find his own best way to learn how to sing and to progress.

Callie: And so when it comes to content then, do you find it difficult to get a balance between the content that you're putting out on your website and YouTube and the content that you're creating for members?

Vahn: Yes. But it's just because of the pandemic, I think. Because when we were out of lockdown, so I had my work week, the normal work week, from Monday to Friday, it was going very, very well. I can batch content, record videos in advance, plan everything. But as soon as there is a lockdown, or my son's class closes because there is one case of Corona, then it all

messes up my organization. I'm very honest with the students. They're going through the same thing as I am. So if I cannot do something because my son is here, I tell them. And it's been going really, really great. They're very, very nice people.

Callie: I love that. And yeah, I think that's one of the beauties of a membership that you can have that relationship with your members where it's a bit easier to say, something's come up. I'm going to need to postpone this, or I need to do this a bit differently this month, and things like that as well. So it's great that they've been understanding with that.

Vahn: Yes. Because for example, we did a virtual choir, our first virtual choir in January. And they sent me their recordings for a second virtual choir. But because of lockdown, I could not find the time to, you know.... There are a lot of steps to edit the audio, the videos, and do the mix of the voices and things like that. I told them that it's going to be ready in June. So for music day, on the 21st of June. Even if they, maybe they were disappointed, because they are waiting to listen to the choir, they were happy for me to tell them a date, to give them a date. So they know that they have to wait until the 21st of June for music day. And it's going to be a celebration, even though it took longer for me to edit than what was planned.

Callie: I love the idea of a virtual choir. That sounds great.

Vahn: Yes, it's fun. It's fun. It's different. But the emotion you have when you listen to that, when I listened to the first one, I still I said get shivers and I'm all very emotional. I get emotional.

Callie: I love that. And so you touched on it a little bit there. But let's talk about life as a membership site owner now. Is it something that you're working on every day? Are you kind of spending your time on the membership every day?

Vahn: Yes. I spend from Monday to Friday. I stop at 5:30. So it's from 9:00 a.m. to 5:30 and then I take a break to eat for lunch of course. And on Sunday, each two weeks I have the live class on Zoom. But I have a lot of family time. So yeah, it is really great. During the week days, there is like the administrative stuff, the admin stuff. And then I check the forums like four times a day. Then I give the feedbacks in the morning because I've realized that if I give feedbacks in the afternoon, I am not creative at all. So I do all the admin and the feedback thing in the morning, and then I have the whole afternoon to be creative.

So by creative I mean, recording a video, singing myself, singing on Smule, because we use an app on the phone, which is called Smule, which is a public app. And we sing together. Because I need to sing. I need to sing every day. This is the kind of, how do you say, planning that I have. Yeah. Everything which is a kind of not creative in the morning and the creative stuff in the afternoon, because I'm free. I've done all of the difficult things in the morning.

Callie: Yeah. And I don't know about you, but it makes so much difference when you find that routine that works for you, in terms of just how much easier it is to get stuff done when you're not trying to do things at times of the day where it's not suited to-

Vahn: Yeah. So I remember having a conversation with John from the Blues Guitar membership, and asking how he was doing that. I tried. So I said, okay, I need to do the feedback before lunch. And it worked. It really works when ... Yeah, that's great.

Callie: And do you have a team helping you at all or is it just you?

Vahn: So it's just me at the moment. But for a few months, I had a VA, it was my mum, because my mom is not working anymore. She's retired. And she could help me, but now she cannot help me anymore. So I'm looking again for a wonderful English, French bilingual VA. So if somebody is listening, send me an email.

Callie: That's awesome. With the VA be there to help you more with the customer service, admin side of things, or you're looking for somebody to get involved with the singing side as well?

Vahn: No. Not the singing side, but the admin side? Yes. Especially, because a lot of people cannot login properly, or they cannot find the place to do something, or they're a bit lost with something. And it takes me a lot of time to answer. Even if I've written down like some template, email templates to reply. But it still takes the time I could use to create something. So yes, the VA would be there. Also, I forgot. Maybe you remember I want to switch my courses from Teachable to WordPress?

Callie: Yes.

Vahn: And because of lockdown, I haven't started. And that would be wonderful if the VA could just copy and paste the content. And even if she doesn't know how to put it like in form like with the colors or bold or something, I don't care. Already, if she just can copy and paste the content, it would save a lot of time.

Callie: Definitely. And so just speaking to the tech side then, just for anybody listening, at the moment you're using Teachable for kind of the content side of the site. And I IP.Board or Invision Community for the community.

Vahn: Yes.

Callie: Is that right?

Vahn: That's it. Yes. Yes.

Callie: But the aim is to move the Teachable to WordPress in the future.

Vahn: Yes. I use Teachable for the moment because it is the tool I've created the courses on. I just kept on adding content and I would like to host everything on my website now.

Callie: And so is there anything that looking back you actually wish you'd known earlier or you'd do differently if you were starting again now?

Vahn: What would I do differently? Maybe-

Callie: It's fine to say nothing.

Vahn: Yeah. It's difficult because it's already done. But probably, if I had not had courses on Teachable, I would have started on WordPress directly. It's just that my students, they have two login access. So it can create confusion. They don't remember. Sometimes they choose two different passwords. And I would like to have just one email address to access and one password. That would be really easier, even for the admin stuff. I will not receive all of those emails asking, hey, I cannot log, I cannot find a way to connect to the courses. And I said, "Okay, did you use this email? Did you use this password? Do you remember?" And yeah, it will make everything, I think, simple.

Callie: I think that's great, though, because yeah, two separate logins definitely isn't what I would recommend and it definitely makes things more complicated. But I think it's great that you've already got that thriving membership despite that, though. So I think that's a great lesson for people listening that, you know, you can spend so much time trying to get the tech perfect, but actually, if what you're providing is good enough, it's not going to matter if there's a few issues with the tech or if it's not the perfect setup.

Vahn: Yes. And you can always change things. It's your membership, it's your school. There are things that maybe are difficult to change is when from the start, you offer too much things. And then you realize that you don't have the time to offer what you said you would offer. And so yeah, my advice is to start simple and then scale from it.

Callie: So as we start to wrap up then, I would love to know, what impact would you say having the membership has had on your life and your business?

Vahn: It changed my life. My income has been multiplied by four. Yeah. I came from a low revenue. So from 1,000 euros to 4,000 euros, more than 4,000 euros a month and it's still growing. So I think this year, I may have to change from solopreneur to another kind of company. Well, it's specific to France, this kind of thing. But it's like, what do you have in Great Britain like, Ltd, or something like that?

Callie: Yeah Limited Company. Yeah.

Vahn: So at one moment, there will be like a maximum income, and I will have to change from that. Yeah. Because it's growing and it's good.

Callie: That's awesome, though. And yeah, as you say, just the difference that that revenue can make. And yeah, from what you've said, as well, not just the revenue, but the freedom is giving you to spend time with your son, to have that family time as well.

Vahn: The time and it's a stable income, even if it's growing. But I'm not worrying about, hey, will I be able to pay for this or that next month? When I look back from the beginning, it's going up. Yeah. So yeah, it's there to stay. And I still have a lot of demands to join the VIP

tier, and I cannot, I cannot because I don't have the time. So yeah, for the moment, it's all going very, very well.

Callie: Awesome. And yeah, those VIPs are going to camp out there and not want to give up their spot as well. But it will be really interesting to see because you have only just brought in that basic level, essentially. It'll be interesting to see in a year, two years time, how that's affected the growth of the membership as well.

Vahn: Yeah. I will tell you.

Callie: Please do. I'm looking forward to hearing. And so actually, that brings me nicely to my last question, which is, what are your goals? Where would you like the membership to be in 12 months time?

Vahn: I would like to host a live event, as we said, to meet the students and to sing with them and organize a concert. That's my dream. Otherwise, I would like the membership to stay the same and to have moved to WordPress. Yeah, that's it. I'm a happy camper with what I have at the moment. Even if it's still growing, it's good. But I'm already very, very happy. Yeah.

Callie: That sounds lovely. And yeah, I'm looking forward to seeing the pictures and the videos of your event once you manage to do it as well.

Vahn: Yes.

Callie: So if someone wants to actually check out the membership or find out more about you, where's the best place for them to do that?

Vahn: So it's school.vocalize.fr. So it's in French. I'm sorry. I apologize. But there is a translation on Google. Yeah, you can check the school over there.

Callie: Awesome.

Vahn: And the channel. The channel is also School Vocalize on YouTube. If you want to sing, there are exercises. Yes.

Callie: Awesome. And we'll put those links below this interview on the website as well to make it easy for people too.

Vahn: Thank you.

Callie: But I just want to thank you so much for talking with me today, Vahn. It's been a joy seeing your progress in the Academy. I'll always love seeing your face pop up in the forum because you're always encouraging other members, but your updates on your progress as well are always really great to read.

Vahn: Thank you. Thank you so much Callie. Thank you to you and Mike, because, you know, all the help you give in the Membership Academy. It's precious. It's so precious. I hope anybody who wants to create or grow their membership stumble on you guys. Because it's been life changing, really, is not just to say, it's the truth. So thank you.

Callie: Well, thank you. It's been a pleasure being part of your journey. And yeah, next time we run a live event, we'll get you over to do a little choir for us as well.

Vahn: Ooh yeah. Let's sing.

Callie: Yes. Definitely. But thank you so much for your time today. It's been wonderful talking with you more about your story.

Vahn: Thank you Callie.

Callie: And that's it for another episode, folks. A big thank you once again to Vahn Petit for joining me for today's episode. And thank you for listening. I hope you got some great insights from Vahn's journey so far. If you'd like to see more about Vahn and grab the links to her website and YouTube channel, as well as the show notes and transcript from this episode, then head over to themembershipguys.com/btm50 to get those. And don't forget to subscribe, review and join me again next week, same time, same bat-channel for another episode of Behind the Membership.

Announcer: If you enjoyed this week's episode, we invite you to check out membershipacademy.com. The Membership Academy is the essential resource for anyone at any stage of starting, growing and running a membership website. Whether you're still trying to figure out what your idea is going to be, or whether your website is already up and running and you're just looking for ways to grow it and attract new members, then the Membership Academy can help you to get to the next level. With our extensive course library, monthly training, exclusive member-only discounts, perks and tools and a supportive active community to help you along the way with feedback, encouragement and advice, the Membership Academy is the perfect place to be for anyone looking to start, manage and grow a successful membership website. Check it out at membershipacademy.com.